

Multimedia Visual Communication

JOUR 4900/6900-001

Spring 2016

TR 3:15-4:40 p.m.

Meeman 212

Matthew J. Haught, Ph.D.

Office: Meeman 326

Office hours: Tuesday & Thursday noon-3 p.m. and by appointment

Phone: 901-678-3490

e-mail: mjhaught@memphis.edu

COURSE REQUIREMENTS**CATALOG DESCRIPTION:**

Planning, development, design and execution of a project for print and digital display, including data visualization, illustration, branding, video and photography.

PREREQUISITE:

JOUR 3900

TEXTBOOKS:

An Introduction to Visual Media Theory and Practice in the Digital Age, Harlen Makemson, Phillip Motley, Brooke Barnett, and David Copeland. Peter Lang Publishing.

REQUIRED SOFTWARE:

Adobe Photoshop CC, Adobe InDesign CC, Adobe Illustrator CC, iMovie or Final Cut Pro.

Note: You may purchase the Adobe Creative Cloud from Adobe.com at a discount.

OTHER REQUIREMENTS:

Flash Drive (At least 2 GB capacity)

SD card (At least 4 GB capacity)

CLASS INSTRUCTION:

This course is designed to stock the toolbox of a talented graphic designer. Students will learn advanced techniques and the principles behind them to execute designs for work in the creative industry. Further, students will build a portfolio of work to show potential employers. A typical class session will consist of a lecture, discussion, and assignment/lab time. Students are required to complete multiple design projects throughout the semester, as well as a final project. The design projects allow students to work creatively for various applications of graphic design skills.

GRADING:

A=90-100; B=80-89; C=70-79; D=60-69; F=Below 60

Grading Philosophy: A=Professional quality work that could be use with little or no modification; B=Good to excellent work and exceeds requirement, but would require revision to be used professionally; C=Satisfactory work and adequately meets requirement, but would need significant revision; D=Barely satisfies minimum requirement and below average quality; F=Unsatisfactory work and does not meet minimum requirement. NOTE: Plusses and minuses may be given.

Grade Distribution:

Assignment	Percentage/Points
<i>Personal branding</i>	20%
Personal logo	100
Resume	100
Personal slideshow	100
 <i>Homeworks</i>	 60%
 <i>Personal portfolio</i>	 20%
Portfolio book	100
Portfolio website	100
Presentation	100

Assignment format:

All assignments are to be submitted electronically by eCourseware. Students must include the following:

1. The original Adobe CC document (InDesign, Illustrator, etc.)
2. Any links associated with the CC document (Images, Fonts, etc.)
3. A PDF of the document.
4. A 150-word description of the work and artist's statement. (Projects only).

Generally, each assignment will come with unique formatting guidelines. Be sure to follow these guidelines exactly. Work that does not comply to these guidelines, as well as the production specifications indicated for the assignment, will receive a grade of 0. Work will be critiqued in the classroom and must be suitable for presentation. Students are encouraged to work ahead on assignments to develop their creative processes for the work.

FOR GRADUATE STUDENTS:

This course is offered at both the undergraduate and graduate levels. Enrolled graduate students are required to do work appropriate for their academic level. This includes but is not limited to a term paper about an assigned topic, class presentations, book reviews and/or special projects. Graduate students should meet with the professor as soon as possible after the beginning of the term to work out arrangements for graduate-level credit for the course.

SCHEDULE OF CLASSES

- WEEK 1 Jan. 19-21 Introduction.**
Using the Mac. Using the Creative Cloud. Basics of visual communication. Brainstorming.
- WEEK 2 Jan. 26-28 The multimedia landscape.**
Old media. New media. Social media. Multiplatform and multimodal communication.
Readings: VTP 1.
- WEEK 3 Feb. 2-4 Visual theory and the image.**
Gestalt. Semiotics. Visual hierarchy. Eye movements.
Readings: VTP 2.
- WEEK 4 Feb. 9-11 Photography.**
Three pillars of digital photography. Rule of thirds. Lighting.
Readings: VTP 7-8
- WEEK 5 Feb. 16-18 Audio & video.**
Audio. Videography. iMovie. Slideshows. Videolicious.
Readings: VTP 8-9.
- WEEK 6 Feb. 23-25 Legacy of graphic design.**
Newspapers. Magazines. Modular design. Television. Web.
Readings: VTP 3.
- WEEK 7 March 1-3 Design.**
Logo design. Branding. Résumés. Portfolios. PDFs.
Readings: VTP 6.
- WEEK 8 March 8-10 Spring Break.**
- WEEK 9 March 15-17 Multimedia packages.**
Multiplatform storytelling. Incorporating audio and video. Social media.
Readings: VTP 10.
- WEEK 10 March 22-24 Vector graphics.**
Pen tool. Live trace. Effects. Spray tool.
- WEEK 11 March 29-31 Data visualization.**
Charts. Graphics. Infographics. Infographics in practice. Thinking with data.
- WEEK 12 April 5-7 Presentations.**
Powerpoint. Keynote. Prezi. Custom slide backgrounds.
- WEEK 13 April 12-14 Working toward the future.**
The Web. Interactivity.
- WEEK 14 April 19-21 Professionalism.**
Freelancing. Contracts.
- WEEK 15 April 26-28 Presentations.**

FIVE PILLARS OF JOUR4900

- Professionalism: Students learn the professional standards and routines of the visual communication industry by discussing and preparing design briefs, using the commercial printing process, and learning industry vocabulary. Finally, students develop a professional portfolio suitable for job application.
- Writing: JOUR 4900/6900 addresses writing skills related to headlines, cutlines, copy editing, display copy, and graphics. In addition, students write a design brief and artist statements for creative work. Finally, students consider the visual storytelling process.
- Multimedia: Students prepare designed media for print, web, and digital applications.
- Critical Thinking: Students must demonstrate an understanding of the audience that will consume creative work, and explain this connection in artist statements.
- Media Literacy: JOUR 4900/6900 addresses media literacy by exposing students to the vocabulary and tools of media production. Students learn how media is researched, planned, and created visually through multiple creative projects.

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR JOUR4900:

- Understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply basic numerical and statistical concepts;
- Apply tools and technologies appropriate for the communications professions in which they work.

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:

Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically):

- Exploration of multimedia communication platforms and evaluation of each platform.
- Understanding of the importance of navigation and interactivity in the creation of a multimedia production.
- Execution skills needed to create multimedia projects.

Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies):

- Research and design a project for a multimedia presentation
- Apply branding across media platforms
- Mastery of the Adobe Creative Cloud
- Prepare audio, video, photographs, and layout for multimedia presentation

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR JOUR4900:

Awareness:

- Become aware of the uses and purposes of multimedia communication.

Understanding:

- Process of design including the target audience, principles of design and standards of production at a mastery level.

Application:

- Creation of multiple multimedia projects; to show proficiency in the Adobe Creative Cloud.

PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be to

- Understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;

- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply basic numerical and statistical concepts;
- Apply tools and technologies appropriate for the communications professions in which they work.

ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM:

The Council seeks to promote student learning and encourages experimentation and innovation. Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- *Awareness*: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- *Understanding*: assimilation and comprehension of information, concepts, theories and ideas.
- *Application*: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

DEPARTMENT POLICIES

PORTFOLIO REQUIREMENT:

All Department of Journalism undergraduate students are required to develop and maintain an active portfolio of their work. Students are to begin the portfolio in JOUR 2121 and contribute to it during every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final review while students are enrolled in the capstone course for their concentrations.

EMAIL:

You must have your UM email account activated. If you are using another provider, such as Google, you are required to have your UM email forwarded to that account. Go to <http://iam.memphis.edu> to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the university.

MOBILE PHONES AND LAPTOPS:

Some classes require a tablet, laptop or a smartphone to be used during class or to complete class assignments. Others do not allow them. Your instructor will set the policy for her/her specific class.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. Students are permitted three total unexcused absences without penalty. After three absences, the student's final grade will be deducted one letter grade for each absence. After seven unexcused absences, the student will fail the course. Absences for illness and other catastrophic emergencies, such as a death in the family, must be documented (e.g. doctor's note or obituary) to be excused from the total absence count. Students with excessive unexcused absences are encouraged to withdraw from the course prior to the drop deadline.

DEADLINES:

All deadlines are firm. This is journalism and mass communications. Assignments turned in late will NOT be graded. Late work is not accepted unless prior arrangements have been made with the instructor. Students are NOT permitted to make up assignments, quizzes, tests, etc. that occurred during an unexcused absence. Students who will miss class and/or a deadline because of an excused absence are expected to notify the instructor immediately upon knowing the absence will occur; exceptions will be made for reasonable circumstances. Students who are absent during the final exam are not permitted to make up the exam and will earn a grade of 0, which might result in failure of the course.

ACADEMIC INTEGRITY:

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, a student receiving any assistance from others for work assigned to be done on his/her own, and violations of copyright law as acts of academic dishonesty punishable to the degree determined appropriate by the course instructor and department chair. Penalties might include grade reductions or dismissal of the student from the university.

“Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all.” (Office of Legal Counsel, October 17, 2005)

Intellectual property and copyright guidelines

1. Ideas cannot be copyrighted, but the way they are described can.
2. Anything set down in a tangible form, i.e., written, is by law copyrighted.
3. If, in a paraphrase, your work is “substantially similar” to a copyrighted work, you are guilty of copyright infringement.
4. A citation indicates where you got material. However, that portion you do not show as a direct quote must be “substantially original” to you. In other words, you can't just paste in something from another's work, put a citation at the bottom and call it your own. You need a full rewrite in your own words and syntax so the unquoted material is “substantially original” to you.

Plagiarism: From UM Student Handbook: The term “plagiarism” includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgement. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

ONLINE SETEs:

You are urged to complete the SETEs evaluation of this course. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray “Student” tab; complete an evaluation for each course listed and hit the “Submit” button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

DISABILITY:

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower to coordinate reasonable accommodations for students with documented disabilities.

DIVERSITY:

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Mass communications reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

WEATHER POLICY:

Check with local media and the University of Memphis website regarding inclement weather. If the university is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day’s work.

AP STYLE AND GRAMMAR:

All written work in this class should follow the AP Stylebook and accepted rules of grammar and punctuation. If you don’t know the style for a particular phrase, look it up or ask your classmates or the instructor.