

JOUR 3900 Section 001
Semester/ Year: Spring/2008

Course Title: Visual Journalism
T. Th. 8:00 – 10:15 a.m. Meeman Mac Lab #202

Assistant Professor: Dr. Jin Yang

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Office hours: M.T.W.Th.: 1:00 to 2:15 pm; or by appointment

Department Policies for All students

EMAIL: You **must** have your UM email account activated. If you are using other Internet provider such as AOL, you are **required** to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to go through the process of forwarding of UM email. **You are required to check your email daily.** You are responsible for complying with any email message sent to you by your professor or the university.

CELLPHONE: You have to **turn off your cell phone during class sessions** when you are in classroom or in lab.

ATTENDANCE: **Class attendance is mandatory** in the Department of Journalism. You may be automatically assigned a failing grade for the semester, for nonattendance. You can not earn the full credit of attendance if you are absent without proof of legitimate documents. **No late work** will be accepted without prior arrangements acceptable to your professor. **Students may not be permitted to make up any missing work** unless it is for an absence due to illness or other catastrophic emergency such as a death in the family that can be documented (e.g., with a doctor's note or a copy of the newspaper obituary). We are a professional program for journalists who are expected to understand, and comply with, deadlines. If you have problems making it to class on time due to work conflicts, discuss this with your employer to arrange an earlier departure, or consider taking another class. You should consider this class your "job" in the educational process, and be on time just as you would elsewhere.

CHEATING: 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, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating** punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

Course Specific Requirements

TEXT BOOKS:

Required:

1. *QuarkXpress 6 for Dummies* by Barbara Assadi and Galen Gruman (2002). Published by Hungry Minds.
2. *Photoshop CS2 for Dummies* by Peter Bauer (2005). Published by Wiley Publishing.

Optional:

3. *The Non-Designer Design Book* by Robin Williams (2004) Second Edition. Published by Peachpit.

OBJECTIVES OF THE COURSE:

1. Acquire a technical awareness of the computer as a tool in design through class assignments, lectures and demonstrations.
2. Establish a working knowledge of the desktop publishing process

3. Understand the basic principles of layout and design
4. Integrate photos, graphics and texts into the layout
5. Become familiar with state-of-the-art developments in technology and the use of contemporary software for the design and production of specific editorial, print and collateral material.
6. Create a Photoshop project using complex masking and layer masking, path tools of Photoshop.
7. Create a postcard project and a resume project learning the integration of graphics and text using Photoshop and Quarkxpress or Adobe InDesign.
8. Create an ad using Photoshop and Quarkxpress or Adobe InDesign.
9. Create a C-fold brochure project using Photoshop and Quarkxpress or Adobe InDesign.
10. Create a magazine project package including cover, content, a spread using Photoshop and Quarkxpress or Adobe InDesign.

COURSE REQUIREMENTS:

1. Several blank CDs
2. One Jump Drive (also called Thumb Drive) (at least with 128 MB capacity, better with 512 MB capacity)
3. Several black Foam Boards

GRADING:

1. A=90-100; B=80-89; C=70-79; D=60-69; F=Below 60
2. Grading Philosophy: A=Outstanding work and would serve as examples of highest qualities for others; B=Good to excellent work and exceeds requirement; C=Satisfactory work and adequately meets requirement; D=Barely satisfies minimum requirement and below average quality; F=Unsatisfactory work and does not meet minimum requirement.
3. Grade Distribution:
 - a. attendance, 10% (full attendance will earn 10 points, missing one without excuse will earn 8 points, missing two without excuses will earn 6 points, but missing three or more without excuses will earn 0); **Note: excused absences may be granted only when you present legitimate documents to the professor. If there is no document, there will be no excuse. Only within one week frame of absence, i.e. seven days from the absent date, can the excused absences be granted. After seven days, no consideration of excused absences will be taken. Emails and telephone calls don't count as excuses even though they are nice reminders for the professor.**
 - b. Quizzes 10%
 - c. Midterm exam 15%
 - d. Final exam 15%
 - e. Midterm project 10%
 - f. In-class mini-projects 20%
 - g. Final project 20%

OTHER ISSUES:

1. **All projects** are mandatory and must meet deadline specified when assigned. Late work, within two days of deadline, will earn half credit.

JOUR3900-002, Class Schedule for Spring Semester, 2008

	Date	Topics	Presentations and Classnotes	Assignments
Week 1	Jan. 15	Syllabus Exploration	Folder Creation and Org. ppt. 1 on Apple computer	Textbook Purchase
	Jan. 17	Photoshop Basic Training Chapters 1 to Chapter 4	Pixel Concept ppt. 2 on into, ppt3 on res. ppt4 on 3 attributes Notes on Introduction	Project I Calculation
Week 2	Jan. 22	Enhance Digital Images Colors Chapter 5	Color Model and Color Manage ppt. 5 on color and ppt 6 color model Notes on Sizing and Color	Project II Sizing, Cropping, Color Modes
	Jan. 24	Enhance Digital Images Chapter 6	Levels and Auto Tools Notes on Problem Images	Project III Fix Problems
Week 3	Jan. 29	Selecting Areas of Digital Images Chapter 8	Selection Tools Notes on Selection	Project IV Practice Selection Tools
	Jan. 31	Chapter 8	Layers Concept ppt. 8 sizing again Notes on Layers	Project V: layer Project
Week 4	Feb . 5	Common Problems Chapter 9	Alpha Channel & Adjustment layer ppt. 7 file format Notes on Alpha Channel	Project VI: Alpha
	Feb. 7	Layers and blending Mode Chapter 10 Design Principles: 4 (Ch. 1)	Layer Mask Special Effect Notes on Layer Mask	Project VII Layer Mask
Week 5	Feb. 12	Vector Path Chapter 11	Pen Path ppt. 9 path Notes on Path by Pen	Project VIII path
	Feb. 14	Layer Styles Chapter 12 Proximity and Alignment (Ch. 2, 3)	Shape Tools Dress up Images PresI_Design Principle Notes on Shape Layer	Project IX shaper layer
Week 6	Feb. 19	Text in Photoshop Chapter 13	Type Tool and Font Issue Brush Tool ppt. 10 sizing review Notes on Type	Project X type
	Feb. 21	Painting Chapter 14 Repetition and Contrast (Ch. 4. 5)	PresII_Design Principle Notes on Composite Image	Photoshop Composite Project
Week 7	Feb. 26	Filter Chapter 15 Design Principles: Review (Chapter 6)	Filter Gallery Composite Correction PresIII_Review4Principles Notes on Filter	Photoshop Composite Project Due
	Feb. 28	Midterm Exam Thursday 8:00 am to 10:00 am		
Week 8	Mar. 3 – Mar. 7	Spring Break		

Week 9	Mar. 11	Introducing QuarkXpress QX Book Chapters 1 and 2 Design Principles: Type (Ch. 7)	Menu, Palette, Measurement Save File and Importance of Folder Structure QX1base Pres1_resumedesign	All Photoshop Projects presented to Class
	Mar. 13	Boxes and Text Unite Chapter 3 Design Principles: Categories of Type (Ch. 8)	Deal With Text QX2textbox QX3textsupplement PresIV_Type&Typography	Resume Practice
Week 10	Mar. 18	Listing and Special Characters Chapter 3 & Chapter 7 Design Principle: Type Contrast (Ch. 9)	Text Features Special Characters QX4bullet PresV_BodyType	Resume Project Postcard Assignment
	Mar. 20	Boxes and Picture Unite Chapter 4	Deal with Picture QX5picturebox, QX6pict PresVI, PresVII Cropping Photos For Layout	Postcard Project
Week 11	Mar. 25	Boxes Chapter 5	Run Around and Rotate Boxes QX7runaround Pres VIII Reference Lines	Flyer Project & Ad Project Assignment
	Mar. 27	Character Style & Paragraph Style Chapter 6	Style Sheets QX8stylesheet, QX9Char_Para, QX10 Indeath, QX11StyleII Pres2_OgilvyAd Pres IX Design Guides Pres X Design Pitfalls	Ad. Project Practice
Week 12	April 1	Details Work Chapter 8	Tabs and Spacing QX12tab Pres3_ColorUse	Ad Project
	April 3	No Class: Dr. Yang attends a Conference		
Week 13	April 8	Adding Color & library Chapter 9	Applying Color & Use library to work QX13 library Pres4_Brochure	Brochure Assignment
	April 10	Text on Path	Lines Paths and Clipping Paths QX14 linetextpath Pres5_Magcover	Brochure Project
Week 14	April 15	Building Standardized Layouts Chapter 16	Master Pages QX15masterpage Pres6_MagInsidePages	Magazine Project Assignment
	April 17	Review Important Tools Magazine Project Pres7_Amazing Design Samples		
Week 15	April 22	Work on Magazine Project		
	April 24	Study Day Begins		
Week 16	April 29	Final Exam Tuesday 8:00 am to 10:00 am		
Notes: This outline of course materials is rather rough and subject to change depending on class situation. The professor reserves the right to make adjustments and changes.				