J300

COURSE INTRO (week one)
It’s the start of a new thing, so we will review policies, expectations, the skills you are bringing to the class and, of course, my life story.
Student Work: grab your books, read the syllabus and get ready.
Are we done yet?

PHOTOGRAPHY (week one)
Today’s most familiar visual storytelling is photography. Our phones and digital cameras make us instant photographers. Can we become better photographers and critics of the images around us?
To help us with other visual storytelling later in the course, we will investigate composition and bringing a visual concept from mental to tangible.
No fancy-schmancy camera is required here, but you will need some kind of camera, even if it’s as simple as the camera on a smart phone.
Student Work: (50+10 points) A series of photos by you
Are we done yet?

INFOGRAPHIC (week fifteen through exam week)
This chart, the one you are holding, is an infographic. To capstone this class, you will create your own.
Student Work: (100+20 points, functions as your final exam) you will create an infographic with InDesign
Are we done yet?

ALL TOGETHER NOW (week thirteen and fourteen)
Text + photos + color + grids + your InDesign skills = Your Photo Layout Project. See how we’re bringing it all together? I will give you all of the photos that will inspire your page design. You will be the photo editor and page designer to make a finished magazine spread.
Student Work: (50 points) a photo layout using images I provide
Are we done yet?

FORM & SHAPE (weeks five & six)
Following our talk of photo composition this discussion of geometric shapes and forms. Here you get to jump into design . . . and InDesign!
Student Work: (20 points) your first InDesign document: a simple document of shapes and lines
Are we done yet?

TYPOGRAPHY (week nine & ten)
Know what font this is? Well, journalism seldom occurs sans words. Let’s learn more about type: selecting, manipulating and matching fonts.
Student Work: (50 points) a second InDesign project, this time a resume featuring type
Are we done yet?

COLOR (weeks seven & eight)
Consider both photography and color. Photography is the marriage of art (composition, lines, expression) and science (lenses, pixels, computers). With color, there are scientific reasons that colors appear to the eye in the way they do. But there are also artistic concerns for choosing the color in your design work. So, this will be a bit of science and a bit of art.
Student Work: (20 points) our third InDesign project will require you to take a document template and change the use of color on that document
Are we done yet?

FALL SEMESTER 2016 :: ERIC THOMAS, instructor :: U of KANSAS
Here’s the plan for the semester in Visual Storytelling. The numbering of weeks is just an estimate for now and I will provide a more exact lists of assignments, due dates, readings and lectures in another document. Here we go…

KU BASKETBALL GRAPHIC BY KUSPORTS.COM, PAGE DESIGN FROM ST. TERESA’S ACADEMY YEARBOOK
this course, just like storytelling itself will have a
BEGINNING, MIDDLE, & END

BEGINNING: let’s start with us…
Instructor Eric Thomas
317 Stauffer-Flint Hall
(785) 864-7625, ericthomas@ku.edu
Office Hours: Tu/Th 9:15 a.m.–12:15 p.m.
Also available by appointment

Let’s start with us…

Ϟ bóng vơ không quấy rối

COURSE RATIONALE
Communication with a 21st century audience demands visual skills. Consider
how easily a reader or client can discard your well-researched story or well-written
presentation because it “doesn’t look good” or “didn’t catch my attention.”
For that reason, the smartest journalists and strategic communicators understand
that their message must have thoughtful visuals, if not brilliant visuals.
This course aims to teach you to be a
thoughtful critic and creator of visuals.
At the very least, you should be able
to evaluate the visual presentation of a
product or publication and identify weak-
nesses and strengths. You should be
able to say insightful and helpful things
like, “The internal margin around that
sans serif font doesn’t seem to match the
1-pica gutter around the rest of the page
elements.” So, at the least you will sound
smart, if a bit full of jargon.
At the most ambitious, you will be start-
ing—or continuing—a path toward
becoming a creator of visuals. Perhaps
you will leap into InDesign, photography
and infographics and make it your focus
here at KU and your eventual career.
You may become part of the legion of
graphic designers and data visualization
designers who have revolutionized our
visual landscape.
So, remember: this is an intro course
that will cover the theories, concepts
and principles of visual communication
and design production techniques. But
it is meant to give you skills central to a
career in a increasingly visual world of
communication and journalism.
That — in 242 words — is why you
should be signed up for this course.
IMPORTANT NOTE: this course must be
completed with a C (2.0) or better in order
to move on in the journalism curriculum

MIDDLE: the stuff we will do…

ASSESSMENT
Learning outcomes in this class will be
evaluated through an exam, photogra-
phy, design projects and quizzes.

MATERIALS
• Design Elements, A Graphic Style
  Manual, 2nd edition by Timothy
  Samara. ISBN: 9781592539277 Book
  can be purchased online and at the
  KU bookstore.
• Selected readings assigned on the
  classroom website

GOALS
• Practice the process of taking a men-
tal concept and transforming it into a
visual product
• Learn the words and phrases needed
to communicate visual ideas
• Learn the basics of good design,
typography, color theory, photogra-
phy and infographics.
• Learn how to use photography to tell
  a story.
• Gain a basic understanding of the
  most widely used document creation
  software in journalism and strategic
  communication: Adobe InDesign
• Learn how to constructively critique
  visual messages by evaluating your
  work, professional work and class-
mates’ work.
• Think about the relationship between
  media and audiences and learn how
to meet the needs of diverse audi-
ences

DISTRIBUTION OF ASSIGNMENTS OVER
465 TOTAL POINTS FOR THE SEMESTER

MISCELLANEOUS
PONDER (10 POINTS)
NARRATIVE
PHOTO SERIES
(50 POINTS)
INFOGRAPHIC
FINAL PROJECT
(100 POINTS)
FOUR INDESIGN
PROJECTS
(20 or 50 POINTS EACH)
(140 POINTS TOTAL)
12-WEEK EXAM
(100 POINTS)
POP QUIZZES
(3 TOP SCORES =
45 POINTS TOTAL)
VISUAL STORYTELLING
STUDENT CONTRACT

13 June 2000: John Hershberger has worked The Wacky World Fun House for eight
of the amusement’s 40-year-old life. The ride will be at the Converse (Ind.) Fair this week
and Friday.

I will not often be on campus Monday
Also available by appointment
(785) 864-7625, ericthomas@ku.edu
317 Stauffer-Flint Hall

After reviewing this syllabus, please
sign below.
In signing and submitting the syllabus,
you acknowledge all of the policies,
both of this class in particular and the
school of journalism more widely.
You also acknowledge that you under-
stand the requirements of the course,
in terms of materials, supplies and
assignments.
Finally, you agree to simply work hard
to create original work that helps you
grow as a visual person.

Please sign below and date.
_________________________________
signature
_________________________________
your printed name
___________
date
Please return to class on the second
day of the course.
time on another device (or in another window). Simply watching the videos without tinkering with InDesign won’t take you far. Instead, be sure to pause the videos to practice (even for 10-15 seconds every minute) the skills she is demonstrating.

The class website for this class is http://www.j300.journalism.faculty.ku.edu/ Please bookmark the website and use it often. The website lists assignment details, due dates and slideshows from class lectures. Changes are, if you are looking for a resource for this class, it can be found on the class website.

1. Blackboard will be used for this class for three main functions: keeping in touch through email blasts, tallying up your grade as the semester progresses and submitting assignments digitally.

2. Lectures will expand on readings. You will want to take notes that go beyond the main points of lecture slides. Material from the lectures will be on the exam. I will also expect that you apply the ideas from the lectures in your design work.

3. The main software for this course will be Adobe InDesign Creative Cloud (CC). We choose this software because it allows us to work with form, shape, color, typography and images in an easy way. It also the software used by most publications in their design of newspapers, magazines, advertising and strategic communication materials.

4. You will create four InDesign projects before the final project for the class: an infographic. Rather than use an expensive — and not terribly useful — textbook to teach the software, we will use videos aimed at the specific assignments. These videos were created by the amazing www.jchothtech.org and KU’s Heather Lawrenz.

5. The earlier projects — especially Project #1 — have many more videos to review than later projects. There is much to learn about the structure of InDesign before creating even the most basic design. However, the videos are short and manageable if you give yourself some time.

Please note that the InDesign project descriptions on the J300 website (http://www.j300.journalism.faculty.ku.edu/assignments/InDesign-projects/) link to much longer descriptions of each assignment, including some detailed instructions for Projects #1 and #3. Please be sure to read those instructions before jumping in to designing.

Also, please know that Projects #1 and #3 are intentionally assignments that test your InDesign skills rather than your creativity. We are not looking for aggressive and adventurous design here, simply completion of the tasks described in the lesson. Finally, please understand how difficult it can be to help with technology problems over email or on the phone. Please plan ahead to attend office hours or schedule time with us. We are happy to help when we have adequate notice.

End:

Finally, the details...

RULeS TO LIve BY

1. All assignments are due at the start of class. Expect technical difficulties and do not wait until the last minute to print work.

2. Assignments turned in after the start of class (yes, this means even a minute or two late) will lose 10-percent credit.

3. Assignments not submitted at the end of the class period (4 p.m.) will lose 50-percent credit.

4. No assignment will be accepted 24 hours after it was due without a verifiable excuse.

5. Late & excused work is allowed if:

   a. a signed physician note (not from Watkins Health Services) documents the absence.

   b. a KU-sponsored athletic event in which you are participating conflicts with a quiz and you have notified me of the absence in advance.

   c. you notify me in advance of the conflict and convince me of its necessity.

   d. No electronic or emailed versions of the InDesign projects or the infographic will be accepted. A printed version is required for credit.

   e. If you would like to submit an assignment early due to absence, you can submit it at an earlier class. Or, you can ask the journalism resource center staff to place it in my mailbox.

Class Etiquette

For email, please remember that I get a lot of it. Please write “YourName: J300” in the subject line. If you miss class, the responsibility is on you to gather notes. Please don’t email me seeking materials you missed.

Original Work

The expectation when you come to this class is that you’ve come to learn, to be creative, to stretch your imagination, and expand your skills. Therefore, all the work you do in this class must be original. That means no “recycling” of assignments or papers from other classes, in the j-school or outside the j-school.

Paper Recycle: Don’t recycle old high school assignments! If you have designed a spread for a publication or an earlier class, you cannot reuse that slightly and resubmit as a new assignment in this class. Likewise, I expect the photos/ images that you create to be created during this semester for submission to this class.

I assume the work you do for this class is original to this class. Any efforts to recycle material will be regarded as academic dishonesty. You may receive zero credit for the assignment and have a letter explaining the academic dishonesty entered into your academic file.

About Plagiarism

In general, any student who turns in work that is not their own on any assignment will receive a zero on that assignment. You may also be subject to Journalism School penalties on cheating and plagiarism, which can include expulsion from the School of Journalism.

For InDesign

When you are working on your InDesign projects and on the infographic, the work should be your own. What I mean is this: your hand should be on the mouse, making the mouse clicks and doing the InDesign work. It is fine to enlist help from friends, teaching assistants and others. But your hands should be making the key strokes and the mouse clicks. And each student should be working from his/her own document.

I am not bragging here: but not one semester has gone by so far without a student in my section of J300 receiving a zero for plagiarism. Please do your work.
The William Allen White School of Journalism and Mass Communications does not tolerate plagiarism, fabrication of evidence and falsification of evidence. Penalties for plagiarism, fabrication or falsification can include a failing grade for this course and expulsion from the School of Journalism and Mass Communications.

If you have any questions about what constitutes plagiarism, fabrication or falsification, please consult the instructor of this course.

The following definitions are from Article II, Section 6, of the University Senate Rules and Regulations, revised FY98.

Plagiarism
Knowingly presenting the work of another as one’s own (i.e., without proper acknowledgment of the source). The sole exception to the requirement of acknowledging sources is when the information or ideas are common knowledge.

Fabrication and Falsification
Unauthorized alteration or invention of any information or citation in an academic exercise.

STUDENT WITH SPECIAL NEEDS
The University of Kansas is committed to helping all students learn. If you have a special need that may affect your learning, please contact me as soon as possible. Please be aware that the KU Office of Student Access Services coordinates accommodations for all students who are eligible. If you have a disability for which you wish to request accommodations and have not contacted this office, please do so as soon as possible.

Information about services can be found at https://disability.ku.edu/. Or you can visit the office on the first floor of Strong Hall. The phone number is 785-864-4064. The email is achieve@ku.edu

Please contact me privately regarding your needs in this course.

CLASSROOM ATTENDANCE
From the journalism school’s policy:
“No student may add a journalism class after the 20th day of a semester.
“Students must attend their classes and laboratory periods. Instructors may take attendance into account in assessing a student’s performance and may require a certain level of attendance for passing a course. Instructors may choose to drop students from a course, based on attendance, without consent.
“The School of Journalism reserves the right to cancel the enrollment of students who fail to attend the first class or laboratory meeting.”
“The KU Office of Student Financial Aid is required by federal law to determine whether students who receive aid are attending each class in which they are enrolled. Instructors are required to report to that office absences of students who have stopped attending and names of those who have enrolled but never have attended. Students who do not attend classes may be required to repay federal and/or state financial aid.
“Students who receive any form of financial aid should learn all requirements including minimum hours of enrollment and grades to qualify for and retain that aid.”

GRADING SCALE
The grading scale for this course is shown below. Students’ grades within .50 percent of the next highest letter grade will be rounded up to grant the higher letter grade. Grades will not be rounded any more than that.

A = 100-93 // A- = 92-90
B+ = 89-88 // B = 87-83 // B- = 82-80
C+ = 79-78 // C = 77-73 // C- = 72-70
D+ = 69-68 // D = 67-63 // D- = 62-60
F = 59 and below

FINALEXAMTIME
The university has scheduled the following time for our final exam: Thursday, Dec. 12 from 1:30 p.m. to 4 p.m. Students are required to attend this time.

CHANGES TO SYLLABUS
As the instructor, I reserve the right to modify the syllabus and schedule, if necessary. Those changes may include altering point values for assignments. Of course, I will notify you of any changes.

THANKS
I appreciate you reading all the way until the end. I am ready for a great semester and to see your inspired visual work.

Yours in Visual Storytelling,