

Journalism 3380 (Class no.: 5463): Graphics and Audiences

Fall 2017

Time: T, Th, 9:00 a.m. – 10:20 a.m., Venue: 204, RTV (Radio and Television Building)

Instructor: Jatin Srivastava

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Office Hours: T, Th, 10:30 a.m. – 11:30 a.m.

Course Description

The primary objectives of this course are as follows:

1. Develop understanding of design principles in order to create effective visual content.
2. Develop skills to use various graphic design software.

Course Material

Text: I will use multiple sources to create my lectures. The power point slides for Most of my lectures will be available to you online through blackboard. I will use the following textbooks:

Required: *The Non Designer's design book: Design and Typographic Principles for the Visual Novice (3rd Edition) by Robin Williams (Electronic copy available through library: Link: <http://proquest.safaribooksonline.com/book/graphic-design/9780321563088>)*

Required: Adobe InDesign CC Classroom in a Book (2017 release). Kelly Kordes Anton & John Cruise.

Publisher: Adobe Press; ISBN-10: 0-13-466409-4, ISBN-13: 978-0-13-466409-5

Online resources: In addition to the texts mentioned above, I will provide you with notes and readings through Blackboard.

Trial Software: If you do not have access to the design software being used in the course at home (Adobe Photoshop CC, Illustrator CC, Indesign CC), you can download trial versions of these software from Adobe.com. However, the trial period lasts only 30 days. I would recommend that instead of downloading all the software together, you download the software around the time it is being covered in the class. You can also purchase your subscriptions at academic discount rates from the Adobe website for use on your own computers.

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Class Policies

Assignments and grades:

The breakup of the grade points is as follows:

Mid-term exam: 20 %

Assignments: 80 %

Design exercises: 30 %

Projects: 50 %

Mid-term exam (20% of total grade): The mid term examination will be a take home exam. It will test your knowledge of the design principles and the design software discussed in class. It will also test your software skills. The exam will have two components; First component will consist multiple choice and true/false questions and the second component will involve a design exercise testing your software skills. The mid-term exam will account for 20 % of your total grade.

Assignments (Design exercises: 30 % of total grade): This course places heavy emphasis on skill acquisition and therefore will involve a lot of design work. Design exercises will focus on ensuring that you get practice of specific skills learnt in the classroom. It will mostly involve replicating visual graphics using source material provided to you. Completed design exercises will be uploaded on blackboard.

I will provide you class time to work on design exercises. However, in case you are not able to finish your work within class time, it is your responsibility to upload the completed work on blackboard before the deadline.

Homework Assignments (projects: 50 % of total grade): These assignments will involve creation of different types of media messages and will require application of software skills developed in class. Different assignments will cover different parts of the design process. Overall, these will account for 50% of your grades.

Grading scheme:

A	940-1000	B-	800-839	D+	670-699
A-	900-939	C+	770-799	D	640-669
B+	870-899	C	740-769	D-	600-639
B	840-869	C-	700-739	F	0-599

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Back up Policy: You will back up all your work on a removable memory device. I recommend a flash drive with at least 2 GB capacity. You need to save all your work till the end of the quarter.

Save a copy of all work in original formats (write ups in MS word, and graphics in respective formats like .psd, .ai, .indd). This may help you if you need to edit the work at a later date or if you need to show me an exercise for updating your grades. Failing to back up your work will not be considered an excuse for lack of quality in class projects/assignments.

Challenging a grade: For each homework assignment/project, I will provide a grading rubric. I will provide you break up of your grades according to this rubric after I have assigned a grade to your work. In case you are not satisfied with the grade you received, please provide me in writing a reason for your dissatisfaction. Please also include a statement about the grade you expect and why you think you deserve that grade. I will not entertain any verbal request for reconsideration/alteration of grades.

Late submission policy: Assignments should be uploaded on blackboard within the posted deadline. If you face uploading troubles, it's your responsibility to get the document to me within time or notify me of the difficulty. You will be penalized for delay in document submission. For each day of delay, 10 points will be deducted from the total points you get.

The penalty may be waived off or reduced in case of an acceptable excuse.

Attendance Policy: Attendance is mandatory. I do understand that there might be valid reasons, which make it impossible for you to attend the class. You can miss up to six classes without any penalty. Any more missed classes after that will incur loss of one letter grade for each missed class. For example, if you missed seven classes and your final grade is A, it will become A- after incorporating the attendance penalty.

Beyond the six-day limit, attendance may be excused if acceptable documented proof is presented. I reserve the right to decide what is acceptable. I would like to point out that documents like advisor's note, prescription receipts, and obituaries from newspaper are more likely to be unacceptable. You have been given the six excused days to address such eventualities.

Academic Misconduct: Two primary forms of academic misconduct are cheating and plagiarism. Cheating involves responding to assignments/quizzes from sources not authorized for use for the assignment/quiz. Using information or material from a source and not crediting it is plagiarism. If you are not sure about crediting a source, please ask me. Not being aware of what constitutes plagiarism is not an excuse. In Cases of plagiarism, I may apply a grade penalty. I may also file a complaint with the Office of Community Standards and Student Responsibility, and university Judiciary may impose additional sanctions. If you are charged with academic *The lectures, classroom activities, and all materials associated with this class and developed by the instructor are copyrighted in the name of Jatin Srivastava on August 28, 2017.*

misconduct, you can avail of the appeal process and also seek services of Students Defending Students, a voluntary organization. For more details, please refer to the following web link:

<http://www.ohio.edu/communitystandards/academic/students.cfm>

Accommodations for disability: Any student who suspects s/he may need an accommodation based on the impact of a disability should contact the class instructor privately to discuss the student's specific needs and provide written documentation from the Office of Student Accessibility Services. If the student is not yet registered as a student with a disability, s/he should contact the Office of Student Accessibility Services.

Course Calendar

	Theoretical Topic	Homework assignments/ Projects (% of total grades)	Assignment Due date
Week 1			
August 29	Introduction to syllabus		
August 31	principles of visual communication		
Week 2			
September 5	Introduction to Photoshop tools + selection tools		
September 7	Photoshop CC: Working with images (Cloning and healing, cropping, Transformation)	Homework Assignment 1 (5 %)	September 14
Week 3			
September 12	Photoshop CC: Working with images (Camera raw)		
September 14	Photoshop CC: Working with Layers and Type		
Week 4			
September 19	Photoshop CC: Layers, Layer effects, Masking,	Homework Assignment 2 (5 %)	September 26
September 21	Photoshop CC: Advanced topics (Key frame animation, Video editing)		

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Week 5			
September 26	Photoshop CC: Advanced topics (3D shapes & Panorama)		
September 28	Illustrator CC: Introduction (Tools + Drawing exercises)	Homework Assignment 3 (5 %)	October 5
Week 6			
October 3	Illustrator CC: Working with Shapes and Type		
October 5	Illustrator CC: Working with objects, effects, and Layers		
Week 7			
October 10	No Classes: Reading Day		
October 12	Illustrator CC: Graphic Styles, Brushes, and Symbols	Homework Assignment 4 (5 %)	October 19
Week 8			
October 17	Illustrator CC: Live paint, Live selection, Image trace, Perspective		
October 19	Indesign CC: Introduction to workspace/overview (Ch. 2)		
Week 9			
October 24	Indesign CC: Working with pages (Ch. 3)	Mid term Exam	October 31
October 26	Indesign CC: Working with objects (Ch. 4)		
Week 10			
October 31	Indesign CC: Flowing and editing text (Ch. 5)		
November 2	Indesign CC: Flowing and editing text (Ch. 6)	Homework Assignment 5 (5 %)	November 9
Week 11			
November 7	Indesign CC: Working with Type (Ch.7)		

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November 9	Indesign CC: Working with Color (Ch. 8)		
Week 12			
November 14	Indesign CC: Working with Styles (Ch. 9)	Homework Assignment 6 (5 %)	November 21
November 16	Indesign CC: Working with Graphics (Ch. 10)		
Week 13			
November 21	Class time to work on assignments		Class time to work on assignments
<i>November 22-24</i>	<i>Thanksgiving Holiday</i>		
Week 14			
November 28	Indesign CC: Working with transparency (Ch. 12)	Homework Assignment 7 (5 %)	December 5
November 30	Creating Interactive Documents	Final project: Portfolio (15%)	December 14*
Week 15			
December 5	Creating Interactive Documents		
December 8	Class time to work on portfolios		
Week 16	(Finals Week)		
December 14, 8:00 a.m. - 10:00 a.m.	Class time to work on portfolio	Final Portfolios due on Blackboard at 11:59 p.m.	

* The final portfolios will be due on December 14, 11:59 p.m. on blackboard.

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