

School of Communication University of Miami

JMM 106 Visual Design Section Q Spring semester 2019

Class hours: Tuesday and Thursday, 12:30pm-1:45pm Wolfson 3034

Hiram Henriquez, Lecturer

Office hours: /T/TH 11:00am-12:25pm and 3:20pm-4pm Intl Bldg 1053C

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SYLLABUS

Course Description and Purpose: This course is a project-based introduction to design. Emphasis will be placed on visual concepts and graphic design for multimedia. Students will be introduced to various software packages to design and integrate interaction into their projects. Topics covered include preparing existing content for multimedia journalism, animation, layout for interactive media, typography, photography, and usability.

During this class you will take your first steps with Illustrator, a vector-based drawing software, Photoshop, an image processing tool, and InDesign. You will master these by completing class exercises and projects. Therefore, attendance is required (unexcused absences will affect your final grade) and deadlines are absolute. If you need to miss a class, it is your responsibility to tell me in advance and to make up the work.

This course has a very heavy workload. You may need between 5 and 10 hours of out-of-class time a week to complete the assignments. Be prepared for that.

If you need me, you can contact me at any time by e-mail, or meet me after class. If for some reason I cannot answer your questions after class, I will schedule a short meeting with you as soon as possible.

Course Prerequisites: None

Materials Fees: None, but you will have to invest on a Flash Drive

Assignments/Coursework: This is a project-oriented course that includes:

- **Project 1:** Brochure Design. Design a 8.5x11 tri-fold brochure.
- **Project 2:** Magazine Design. You will create a composition using multiple visual elements, such as copy, photos, graphics, etc. This composition will 9 pages long.
- **Project 3:** Create a two-page Infographic on any content, which must include a map, basic charts (fever, pie, or bar) and an illustrated main image (Photoshop or Illustrator).

A note on projects: I will give you detailed guidelines for each project right before we begin working on it. The course will also include several exercises, a quiz on Chapters 1-10, and 14 from the textbook, and one quiz on material covered in class lectures.

Texts and Resources Required: *White Space is Not Your Enemy* by Golombisky and Hagen ISBN-13: **978-0240-82414-7**. Over the semester, I will give you other articles and websites to read, which are considered highly-recommended readings.

Adobe Creative Cloud 2018

We will use Adobe Creative Cloud (CC) Illustrator, Photoshop, and InDesign in this course. These programs are available in the school labs. You can also download them for free to your personal computer. Sign in to Adobe CC with your UM email and you will have access to 20GB of cloud space in which to store your project files as well as the option for downloading the programs. For more information or to download the programs, please visit the UMIT webpage.

UMIT Adobe CC page: <http://it.miami.edu/a-z-listing/adobe-creative-cloud/index.html>

Video tutorials

Over the semester, you will learn how to use the software by watching several tutorials that UM Lecturer Alberto Cairo has recorded. These will be available through Dropbox.

USB flash drive or external Hard Drive. **You must back up your files on a regular basis. No deadline can be missed due to loss of data.**

Grading/Evaluation: Grading will be based on several exercises, a quiz on Chapters 1-10, and 14 from the textbook, and two quizzes about the class lectures. Please be aware that I reserve the right to raise grades at the end of the semester in some cases according to class attendance, participation in discussions and the overall quality of your lab exercises.

Components

	Value
Quizzes and Exercises	25
Project 1: Identity design	25
Project 2: Publication Design	25
Project 3: Infographic	25
Total	100

Scale

Points	Grade
95-100	A
92-94.9	A-
89-91.9	B+
84-88.9	B
80-83.9	B-
77-79.9	C+
73-76.9	C
70-72.9	C-
68-69.9	D+
63-67.9	D
60-62.9	D-
59.9 and below	F

During the first weeks of the semester we will complete several exercises with the Adobe

tools. These are mandatory. Each non-completed assignment will make your final grade drop by 5 points. The exercises are intended to give you a better understanding of information design and to get you ready for the projects. We will do in-class reviews both of exercises and projects.

As I mentioned before, be prepared to work on projects and exercises out of class. You will be able to work during sessions but it is likely that you won't have enough time to complete the assignments unless you put plenty of extra hours. It is your responsibility to organize your time in order to meet the deadlines. Consider your production speed and make plans accordingly. Always work in advance. And remember that I will be available to help you.

There are several expectations that you should meet in order to get a high grade. These are the generic grading criteria I will be using for the projects:

1. Every project must be completed on time.
2. Spatial organization, structure of the elements, informative value of the display.
3. Thoughtful use of color.
4. Thoughtful choice of type.
5. Aesthetic design choices in general.
6. Creativity.

I will include the specific grading criteria in the guidelines for each project.

Attendance Policy: Coming to class is crucial for your success. Being in the lab while we work on projects, for instance, is necessary for me to be able to give you constant feedback on your progress. Therefore, each unexcused absence will result in a 2.5 points reduction in your final grade. Excused absences (doctor's note, for instance) won't affect your grade. In addition, every three late arrivals (5 minutes or more) will result in another 2.5 points drop. Coming late can disrupt other students. **I will be very strict with these rules.** No cell phones, IM, messaging or Web surfing will be allowed during regular classes. I am fine with you taking a few minutes off during lab-time sessions every now and then, though.

Honor Code and Plagiarism Statements:

Students enrolled in this course are expected to abide by the University of Miami Honor Code. The purpose of the Honor Code is to protect the academic integrity of the University by encouraging consistent ethical behavior in assigned coursework. Academic dishonesty of any kind, for whatever reason, will not be tolerated.

No honest student wants to be guilty of the intellectual crime of plagiarism, even unintentionally. Therefore, we provide you with these guidelines so that you don't accidentally fall into the plagiarism trap.

Plagiarism is the taking of someone else's words, work, or ideas, and passing them off as a product of your own efforts. Plagiarism may occur when a person fails to place quotation marks around someone else's exact words, directly rephrasing or paraphrasing

someone else's words while still following the general form of the original, and/or failing to issue the proper citation to one's source material.

In student papers, plagiarism is often due to...

- turning in someone else's paper as one's own
- using another person's data or ideas without acknowledgment
- failing to cite a written source (printed or internet) of information that you used to collect data or ideas
- copying an author's exact words and putting them in the paper without quotation marks
- rephrasing an author's words and failing to cite the source
- copying, rephrasing, or quoting an author's exact words and citing a source other than where the material was obtained. (For example, using a secondary source which cites the original material, but citing only the primary material. This misrepresents the nature of the scholarship involved in creating the paper. If you have not read an original publication, do not cite it in your references as if you have!)
- using wording that is very similar to that of the original source, but passing it off as one's own.

The last item is probably the most common problem in student writing. It is still plagiarism if the student uses an author's key phrases or sentences in a way that implies they are his/her own, even if s/he cites the source.

RELIGIOUS HOLY DAY POLICY

It is the student's obligation to provide faculty members with notice of the dates they will be absent for religious holy days, preferably before the beginning of classes but no later than the end of the first three (3) class days. Absences due to observance of religious holy days not pre-arranged within the first three class days may be considered unexcused and there is no obligation to allow any make up work, including examinations. Missing a class due to travel plans associated with a particular religious holy day does not constitute an excused absence. The University's complete Religious Holy Day Policy can be found in the 2016-2017 *Bulletin*.

Course Topics Outline

Our schedule may change slightly depending on class needs, although I will do my best to be true to the plan below. I will announce any change to the calendar in advance.

Week of January 14

Tuesday, Jan. 15

An introduction to the contents of the course, syllabus, and professor

Assignment for the weekend: Read Chapters 1-4 from the textbook, additional articles. For Thursday:

Watch Illustrator Video Lecture 1: Introduction to program and Illustrator Video Lecture 2: Composition

Thursday, Jan. 17

Lecture: What is Graphic Design For? In-Class Illustrator Tutorial (The Basics)

Week of January 21

Tuesday, Jan. 22

Exercise 1, Composition - Intro (due Tuesday, Jan. 29)

For Thursday: Read Chapters 5-7 from textbook, Watch Illustrator Video Lecture 3: The Pen Tool

Thursday, Jan. 24 (***Wed., Jan. 23 is Last Day to Add Course***)

Lecture: Unity, Variety, and Hierarchy: Creating Compositions

Exercise 1, Composition continued (if time permits)

For Weekend: Read Chapters 8-10 book

Week of January 28

Tuesday, Jan. 29

Lecture: Color and Type

Composition exercise due at beginning of class

Exercise 2, Tracing - Intro (due Tuesday, Feb. 5)

(***Wed., Jan. 30 is Last Day to Drop Course without a W***)

Thursday, Jan. 31

Lectures: Logo Design and Exercise 3 – Logo Design Intro (due Thurs., Feb. 12)

Week of February 4

Tuesday, Feb. 5

Lectures: Ad Design and Exercise 4 Ad Design Intro (due Tues., Feb. 12)

Tracing exercise 2 due at beginning of class

(***Application for Graduation Opens Wed., Feb. 6***)

Thursday, Feb. 7

Brochure Lecture & Intro to Project 1 – Brochure Design (due Tuesday, March 5)

For next Tuesday: Watch Photoshop Video Lectures 1 and 2, Read Chapter 13 textbook

Start Watching Photoshop Video Lectures 3 – 24

Week of February 11

Tuesday, Feb. 12

Logo/Ad Exercise 3&4 due at start of class

Exercise 5 – Photoshop - Intro (printed, Tuesday, Feb. 19 at start of class)

Project 1 Continued

Thursday, Feb. 14
Project 1 Continued

Week of February 18

Tuesday, Feb. 19
Exercise 6 – InDesign - Introduction (printed, Tuesday, Feb. 26 at start of class)
Start Watching InDesign Video Lectures 1-17
Photoshop exercise due - Project 1 Continued

Thursday, Feb. 21
Project 1 Continued

Week of February 25

Tuesday, Feb. 26
Quiz review
Superman InDesign Exercise due - Project 1 Continued

Thursday, Feb. 28
QUIZ #1
Project 1 Continued

Week of March 4

Tuesday, March 5
Project 1 is due printed at start of class
QUIZ #2 Review
Magazine Design Lecture & Intro to Project 2 – Magazine Design (due Tues., April. 2)

Thursday, March 7
QUIZ #2 (Magazine Design)
Return of Graded project 1 / ***Project 2 Continued***
Updates to Project 1 due Thursday, March 20, e-mailed to hiram@h2hgraphics.com

Week of March 11
SPRING RECESS March 9-17

Week of March 18

Tuesday, March 19
QUIZ #2 (Magazine Design)

Project 2 Continued

Thursday, March 21

Updates to Project 1 due e-mailed to hiram@h2hgraphics.com

Week of March 25

Tuesday, March 26 (***Wed., March 27 is Last Day to Drop Course***)

Project 2 Continued

Thursday, March 28

Project 2 Continued

Week of April 1

Tuesday, April 2

Lecture: Rules of Infographics and Introduction to Project 3 (due Tues., April 25)

Project 2 Continued

Thursday, April 4

Project 2 and 3 Continued (for project 3, work on research)

Week of April 8

Tuesday, April 9

Project 2 is due printed in class

Class Tutorial: How to Create Charts - Project 3 Continued

Thursday, April 11

Class Tutorial: How to Create Maps - Project 3 Continued

Return of Graded project 2

Updates to Project 2 due Thursday, April 18, e-mailed to hiram@h2hgraphics.com

Week of April 15

Tuesday, April 16

Project 3 Continued — How to Illustrate (Illustrator)

Thursday, April 18

Project 3 Continued — How to Illustrate (Photoshop)

Updates to Project 2 due e-mailed to hiram@h2hgraphics.com

Week of April 22

Tuesday, April 23

Project 3 Continued

Thursday, April 25

Project 3 is due printed in class by the end of class.

Friday, April 26

Pick up graded project from my office between 11am-3pm.

Updates to Project 3 due Thursday, May 2 e-mailed to hiram@h2hgraphics.com

Tear off sheet and return with information required below:

JMM 106

Visual Design

Section Q

Spring semester 2019

Student Acknowledgement:

I have received and read the syllabus for JMM 106 Section Q. I have completed the prerequisite courses listed in the syllabus or have had the professor sign below to certify a waiver of the prerequisites.

Signed: _____

Print Name: _____

Date: _____

Professor Prerequisite Waiver (If Needed)_____

JMM 106 Visual Design / Section Q / Spring / 2019:

This course emphasizes applied skills and the production and publication of news stories and creative work– both in terms of text and multimedia. What we produce in this class, as submitted by you or as later edited and modified, may be published and displayed by the University. Therefore, we require your consent to such uses of the material you produce individually or as part of a team effort as well as your consent to use your name and likeness. Unless you are working on a special project that requires an assignment of ownership rights and you agree to that assignment, **you own your own work**, as far as the University is concerned. You may use your own work for your portfolio and your own purposes. If you have any questions about the consent form below, please let your professor know.

Thank you.

STUDENT ACKNOWLEDGEMENT AND CONSENT:

I AGREE AND UNDERSTAND THAT IMAGES (E.G., PHOTOGRAPHS AND VIDEO) OF MY LIKENESS, RECORDINGS OF MY VOICE AND STORIES I HAVE WRITTEN OR HELPED PRODUCE, SHOOT OR EDIT, MAY APPEAR IN WEBSITES, VARIOUS PUBLICATIONS, OTHER MEDIA AND IN RELATED MATERIALS PRODUCED OR PUBLISHED BY THE UNIVERSITY OF MIAMI, SCHOOL OF COMMUNICATION AND/OR ANY OF ITS EMPLOYEES, AGENTS, LICENSEES OR CONTRACTORS (COLLECTIVELY, “UM”). MY SIGNATURE BELOW GRANTS THE FOLLOWING RIGHTS TO UM: THE RIGHT TO USE AND RE-USE, LICENSE, PUBLISH AND REPUBLISH, MODIFY, EXHIBIT, TRANSMIT, OBTAIN, AND MAKE DERIVATIVE USES OF ANY STORIES, ARTICLES, PHOTOGRAPHS, BROADCASTS, FILMS, VIDEOTAPES, IMAGES OR RECORDINGS (“WORKS”)

OF ME OR MADE OR CREATED BY ME, IN WHOLE OR IN PART, OR IN WHICH I MAY HAVE PARTICIPATED AS A STUDENT IN JMM 106. I AGREE THAT THESE WORKS MAY BE USED FOR EDITORIAL, PROMOTIONAL, TRADE, ADVERTISING, COMMERCIAL, EDUCATIONAL AND ANY OTHER LAWFUL PURPOSE IN ANY MEDIUM NOW EXISTING OR SUBSEQUENTLY DEVELOPED. MY AGREEMENT IS A GRANT OF WORLDWIDE RIGHTS IN PERPETUITY.

SIGNED: _____

PRINTED NAME: _____

DATE: _____

CURRENT EMAIL: _____

CURRENT TELEPHONE OR OTHER CONTACT INFORMATION:
