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  
Email: jinyang@memphis.edu  
Office: Meeman #310  
Office phone: 901-678-5148  
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.  

Optional:  

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.
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<td>Jan. 15 Syllabus Exploration</td>
<td>Folder Creation and Org. ppt. 1 on Apple computer</td>
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<td>Jan. 17 Photoshop Basic Training</td>
<td>Pixel Concept ppt. 2 on intro, ppt3 on res. ppt4 on 3 attributes</td>
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<td>Jan. 22 Enhance Digital Images Colors</td>
<td>Color Model and Color Manage ppt. 5 on color and ppt 6 color</td>
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<td>Layers Concept ppt. 8 sizing again Notes on Layers</td>
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<td>Jan. 31</td>
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<td>Feb. 5 Common Problems</td>
<td>Layer Mask Special Effect Notes on Layer Mask</td>
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<td>Design Principles: 4 (Ch. 1)</td>
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<td>Feb. 12 Vector Path</td>
<td>Pen Path ppt. 9 path Notes on Path by Pen</td>
<td>Project VIII path</td>
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<td>Chapter 11</td>
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<td>Feb. 14 Layer Styles</td>
<td>Shape Tools Dress up Images Notes on Shape Layer</td>
<td>Project IX shaper layer</td>
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<td>Proximity and Alignment (Ch. 2, 3)</td>
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<td>Week 6</td>
<td>Feb. 19 Text in Photoshop</td>
<td>Type Tool and Font Issue Brush Tool</td>
<td>PresII_Design Principle</td>
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<td>Ppt. 10 sizing review Notes on Type</td>
<td>Photoshop Composite Project Due</td>
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<td>Design Principles: Review (Chapter 4, 5)</td>
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<td>Week 7</td>
<td>Feb. 26 Filter</td>
<td>Filter Gallery Composite Correction PresIII_Review4Principles Notes on Filter</td>
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<td>Design Principles: Review (Chapter 6)</td>
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<td>Feb. 28</td>
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<td>Week 8</td>
<td>Mar. 3 – Mar. 7</td>
<td>Spring Break</td>
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| 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 | 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, QX10Indepth, QX11StyleII | 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  
Chapter 16 | 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.