

# 300 Visual Storytelling Overview

## Professor Carol E. Holstead

207-B Stauffer-Flint Hall  
864-7628, holstead@ku.edu  
Office hours: 3 – 5 p.m. Tuesdays  
Also available by appointment

## TA, Yasmin Badawi

Journalism Resource Center  
y451b590@ku.edu  
Office hours: 11 – 1 p.m. Wednesdays  
in the Journalism Resource Center

## WHY YOU'RE TAKING THIS COURSE

Design is the entry point to everything we read. Design skills are now required of all journalism professionals. This is an intro course that will cover the theories, concepts and principles of visual communication and design production techniques. The course will not make you an expert designer, but it will give you the tools to understand, talk about and practice design.

## GOALS

- Learn the basics of good design, typography, photography, video, color theory and infographics.
- Learn the history of information design. “You drive using a rearview mirror. You have to design the same way.” (Estelle Ellis, designer).
- Learn the essentials in the most widely used design software.
- Learn how to constructively critique by evaluating your own work and the work of professionals and classmates.
- Think about the relationship between media and audience and learn how to meet the needs of diverse audience

## ASSESSMENT

Learning outcomes in this class will be evaluated through in-class exercises, tests and design projects.

## MATERIALS

- *The Non-Designer's Design Book*, fourth edition, by Robin Williams
- Readings as assigned on Blackboard. Please check weekly for readings.
- Video tutorials in InDesign produced for this class by the J-School's technical director. Videos are available on JSchoolTech.org
- Adobe InDesign. This software program is available on all J-School computers, but you can also rent it from Adobe Creative Cloud for \$29.99 a month. OR you can rent all Adobe apps for photography, design, video and web through a special offer for students. The cost is \$19.99 a month.

## TOP HAT

We will be using the Top Hat (<https://app.tophat.com/e/477579>) classroom response system in class. You will be able to submit answers to in-class questions using Apple or Android smartphones and tablets, laptops, or through text message.

Top Hat will require a paid subscription of \$26 a semester. Longer-term subscriptions also are available.

**For information about how to sign up for Top Hat, go to the announcements on our class Blackboard site.**

## ASSIGNMENTS:

- **Four InDesign projects:** These are the centerpiece of the class and will orient you to all the tools in InDesign.

### InDesign Project 1: Form & Shape

:: For this assignment you will show basic understanding of InDesign with little stress on creativity or detail. You will simply create shapes, filling them with colors and create some lines and columns. (20 points)

### InDesign Project 2: Resume ::

This project will give you practice in using and laying out type effectively. You will design a resume showcasing your educational, professional and personal achievements. (50 points)

### InDesign Project 3: Photo Layout ::

Using photos and text provided, you will lay out a two-page spread. (50 points)

### InDesign Project 4: Color ::

Much like the first lesson on form and shape, this lesson will focus on InDesign skills rather than creativity. You will be supplied an InDesign template on which you will build a color wheel and create color schemes. (20 points)

- **Photo Narrative Series.** As our first visual assignment, you will create a set of three images that tells a story with a beginning, middle and end. (50 points)
- **Infographic:** To show off all your visual and InDesign skills, you will create an infographic as your final project. (100 points)

## LECTURES

Will expand on readings and the text. You will want to take good notes that go beyond the main points of slides. Material from the lectures will be on the tests.

**Note taking:** You can't take notes on a laptop in this class. You're going to have to do it the old-fashioned way and write them! With your hand! Studies show that students learn better when they take notes by hand. You will need to use your smart phone for Top Hat.

## TESTS

Two exams worth 85 points total (Exam 1 is worth 50 points; exam 2 is worth 35 points) will cover lectures and readings. I do not give makeup tests without a verifiable excuse.

## ATTENDANCE POLICY

I will take attendance in this class on Top Hat. You will get two freebies on attendance. After that you will lose 2 points for each unexcused absence.

If you are absent because of illness or some other reason beyond your two freebies, you will need to provide me with a verifiable excuse.

## RULES TO LIVE BY

- InDesign assignments are due at the start of class. Expect technical difficulties and do not wait until the last minute to print out work.
- **Late assignments will lose a letter grade each class period late, and will not be accepted after one week from the due date.**
- All assignments must be turned in printed out. I will not print out assignments for you.
- You are welcome to submit assignments early.

## CLASS ETIQUETTE

- Try not to be late. If you are late, come in the side door.
- Email: I get a ton of it. Please keep your emails as short as possible, and put J300 in the subject line. You do not need to tell me if you are missing class—you need to get notes from someone if you miss.

## ABOUT PLAGIARISM AND CHEATING

Any student who turns in work that is not their own on any assignment will receive a 0 on that assignment. You may also be subject to J-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.

Not one semester has gone by that we have not caught students turning in "shared" assignments. We are experts at spotting duplicate assignments.

Testing in this course is multiple-choice, using machine graded Scantron forms.

**Anyone who looks at test forms of other students will fail that test. Students who allow other students to see the test form also will fail that test.**

## GRADING

Your course grade will be based on the following. There are 100 total points in the class.

2 tests	85 points
4 InDesign assignments	140 points
Photo series	50 points
Infographic	100 points
Attendance	52
Misc assignments and workshops	20+ points

In-class activities will be determined as the semester progresses. Some will count as extra credit.

**Grading Scale** (how grades convert from points to letter grade):

A	93 percent and above
A-	92 – 90
B+	89 – 87
B	86 – 83
B-	82 – 80
C+	79 – 77
C	76 – 73
C-	72 – 70
D+	69 – 67
D	66 – 63
D-	62 – 60
F	59 and below

## VERY IMPORTANT NOTE ABOUT GRADES:

If you want to be a journalism major, you must get a C (a full-on C, not a C-) in this class to continue in the J-School.

### Important add/drop deadlines:

- Feb. 5 (Monday): Last day to drop a full semester class and without a "W"
- April 15 (Monday): Last day to withdraw or drop a course. The transcript will show a "W."

# 300 Visual Storytelling Schedule

Spring 2018

MONDAY / WEDNESDAY / FRIDAY  
10 – 10:50 a.m

## WEEK 1

### Wednesday 1/17

Introduction  
READ: NDDDB, Ch. 1

### Friday 1/19

**DEMO:** The Mechanics of  
InDesign project #1 Basics

## WEEK 2

### Monday 1/22

LECTURE: Photo introduction,  
power in imagery

### Wednesday 1/24

Photo Narrative Series  
**ATTENDANCE ON TOPHAT  
STARTS TODAY**

### Friday 1/26

LECTURE: Photo composition  
HANDOUT: Concept sheet for  
Photo Narrative Series

## WEEK 3

### Monday 1/29

LECTURE: Lighting in  
photography. Bring a camera  
(phones are fine) to class  
**PROJECT #1 Basics DUE**

### Wednesday 1/31

LECTURE: Photo ethics  
**Concept Sheet DUE**

### Friday 2/2

LECTURE: 10 Must-have  
Photos | Eric Thomas

## WEEK 4

### Monday 2/5

LECTURE: Video storytelling  
READ: NDDDB, Ch. 9 – 12

### Wednesday 2/7

LECTURE: Typography

### Friday 2/9

LECTURE: Typography

## WEEK 5

### Monday 2/12

**DEMO:** InDesign project #2  
Resume  
READ: NDDDB, Ch. 1, 2, 5,

### Wednesday 2/14

LECTURE: Layout | Contrast

### Friday 2/16

LECTURE: Layout | Proximity  
**Photo Narrative Series DUE**

## WEEK 6

### Monday 2/19

LECTURE: Layout | Alignment  
READ: NDDDB, Ch. 3, 4, 6

### Wednesday 2/21

LECTURE: Layout | Repetition

### Friday 2/23

**DEMO:** InDesign project #3  
Layout  
**PROJECT #2 Resume DUE**

## WEEK 7

### Monday 2/26

LECTURE: Gestalt

### Wednesday 2/28

Managing photos in InDesign

### Friday 3/2

LECTURE: Semiotics  
**Test 1 Review**

## WEEK 8

### Monday 3/5

**Test 1**

### Wednesday 3/7

**Layout workshop GROUP 1**

### Friday 3/9

**Layout workshop GROUP 2**

## WEEK 9

### Monday 3/12

**Layout workshop GROUP 3**

### Wednesday 3/14

**Layout workshop GROUP 4**

### Friday 3/16

## WEEK 10

### Monday 3/19 – 3/23

**Spring Break**

## WEEK 11

### Monday 3/26

LECTURE: Infographics  
**PROJECT #3 Layout DUE**

### Wednesday 3/28

LECTURE: Infographics  
READ: NDDDB, Ch. 7

### Friday 3/31

LECTURE: Color

## WEEK 12

### Monday 4/2

LECTURE: Color  
**DEMO:** InDesign project #4  
Color Wheel

### Wednesday 4/4

LECTURE: Design History  
**Infographic ideas DUE**

### Friday 4/6

LECTURE: Design History

## WEEK 13

### Monday 4/9

LECTURE: Ad design

### Wednesday 4/11

**Test 2 Review**  
**PROJECT #4 Color Wheel DUE**

### Friday 4/13

**Test 2**

## WEEK 14

Monday 4/16

Writing copy for an infographic

Wednesday 4/18

IG Troubleshooting

Friday 4/20

## WEEK 15

Monday 4/23

IG workshop GROUP 1

Wednesday 4/25

IG workshop GROUP 2

Friday 4/27

IG workshop GROUP 3

## WEEK 16

Monday 4/30

IG workshop GROUP 4

Wednesday 5/2

IG workshop GROUP 5

Friday 5/4

IG workshop GROUP 6

Final Exam Day

Thursday, 5/10

8 – 10 a.m.

During our final period you will present and turn in your infographics. You do not take a final test in this class.

The journalism school's tech genius is Heather Lawrenz. She will have four lab times set aside for 300 students to get extra help on projects. Help sessions are from 3 – 4 p.m. on Thursdays in room 101 Stauffer-Flint. They fall just before project due dates.

1/25 [Basics]

2/22 [Resume]

3/15 [Layout]

4/5 [Color Wheel]

4/26 [Infographic]

## JOURNALISM SCHOOL POLICIES

### Policy on Plagiarism and Fabrication/Falsification -- Adopted May 7, 2004:

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 professor(s) 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 acknowledgement 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.

### Journalism School Policy on Classroom Attendance

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.

**Inclement Weather and Special Needs**: In the event of inclement weather, the decision to cancel classes is made by KU officials. To determine whether snow or icy conditions have canceled classes, call 864-7669 (864-SNOW). The Office of Student Access Services, 22 Strong Hall, 785-864-2620 (v/tty), coordinates accommodations and services for KU students with disabilities. If you have a disability for which you may request accommodation in KU classes and have not contacted Student Access Services, please do so as soon as possible. Please also contact me privately in regard to this course. **Revised 8/3/06**

**Copying or Recording** - Course materials prepared by the instructor, as well as content of all lectures presented by the instructor, are the instructor's property. Video and audio recording of lectures without instructor consent is prohibited. On request, the instructor usually will permit students to record lectures, on the condition that these recordings are only used as a study aid by the individual making the recording. Unless the instructor gives explicit permission, recordings of lectures may not be modified and must not be transferred or transmitted to any other person, whether or not that individual is enrolled in the course. **August 11, 2016**