advanced visual journalism

JOUR 446 (5 credits) T / TH   Noon – 1:50 p.m. CF 202

Prof. Webb

Calendar Spring 2013

Note: This calendar is **guaranteed** to change – flexibility is good. I will **revise** it after we determine which community partners we will be working with and we consider their needs, which may or may not be a website, as it may be that your team will produce a multimedia or print project. Since you have experience in these areas in J346 and J370, and J446 introduces Web design, the calendar reflects that. We will explore online, but not blogging or Twitter, as you have experience with those in J305, J307, and J370. Readings are due the date specified.

T APRIL 2	Course Policies, Procedures; Service Learning Explained, Community Partners Introduced; Due: Review potential partners before next class.
TH April 4	Community Partner Presentations; Discussion of Teams
T April 9	Evaluating Websites: How to Plan, Critique, Manage a Website: *Web Style Guide,* Chaps. 1, 2; *SNM*, "Overview," "Digital Developments" Team Assignments; Begin planning Community Project
TH April 11	Planning a Site Cont.: Site Architecture, Interface Design: *Web Style Guide,* Chaps. 3, 4; Due: Précis of *SNM* "Digital Developments"
T April 16	Dreamweaver Workshop Present Production Schedule to Professor, *then* to Community Partner
TH April 18	Code Academy workshop: http://www.codecademy.com/#!/exercises/0 *Individually* apply the reading by bringing a critique to class of a site comparable to yours. In-class: Work on site architecture for Community Partner Site
T April 23	Planning a Site Cont.: Site and Page Structure; *Web Style Guide,* Chap. 5, 6 Submit prototype for client website or project; Due: Reflection 1
TH April 25	Planning a Site Cont.: Page Design, *Yale Web Style Guide,* Chap. 7 Guest: Carey Rose, *Multimedia Analyst,* Puget Sound Energy, 1 p.m.
T April 30	Typography for Print and Online, *Yale Web Style Guide*, Chap. 8; In-class presentations
TH MAY 2	In-class presentations; Due: Reflection 2;
T May 7	Writing on the Web: Content on the Web, *Web Style Guide*, Chap 9 Guest: Matt McDonald, EqualMotion, EqualityDesigns*, Bellingham Herald,* 1 p.m.
TH May 9	Graphics on the Web, *Web Style Guide,* Chap. 11; Lab Day, work in teams, meet with community partner.
T May 14	Multimedia, *Web Style Guide*, Chap. 12; Quiz on all *YSG* chapters In-Class Presentations
TH May 16	Team Meetings, Proceed with production, meet with Community Partner; Due: Reflection 3
T May 21	In-Class Presentation of project status so far Guest: Jeff Galbraith, *Publisher,* Funny Feelings, noon-1 p.m.
TH May 23	In-Class: Critique Project – Homepage design, interior page navigation; or narrative of multimedia piece; or progress of print publication.
T May 28	Lab Day / Present work in progress to Community Partner
TH May 30	In-class work day
T JUNE 4	In-class work day
TH June 6	Showtime: In-class presentation to Community Partner of projects
M June 10	Projects with Suggestions Implemented Submitted by 5 p.m. + Reflection 4