

**Loyola University Chicago**  
**Fall 2016**  
**COMM 372 Data Mining and Visualization, Room 015**  
**Tuesdays 7-9:30 p.m.**

**Instructor:** Jessica R. Brown

**E-mail:** [jbrown7@luc.edu](mailto:jbrown7@luc.edu) (Please allow up to 24 hours for a response to e-mail; 48 hours on weekends. Remember to include your name and the course on your subject line. Please use your Loyola e-mail account when sending e-mails.)

**Office:** SOC 218      **Phone:** 312-915-7726      **Office Hours:** Tuesdays & Wednesdays 2-4 p.m.

**COURSE DESCRIPTION**

This course builds upon lessons learned in Research Methods and marries it with new lessons surrounding visual communication. Students will learn how to package research and data in ways that the “average” reader can digest and understand. Using a variety of software programs and online tools, students will create basic and advanced graphics for both print and web to deliver news and information.

**TEXT AND OTHER MATERIALS**

⑤ *The Wall Street Journal: Guide to Information Graphics*, Dona M. Wong (WSJ)  
ISBN 978-0-393-07295-2

⑤ Additional readings are on Sakai > Resources.

⑤ External Hard Drive – While you should save your work onto the Adobe Creative Cloud (CC); you should also back-up your work onto your own flash or external hard drive. Avoid using e-mail, or other cloud-based sources to save your documents. Using such methods to “save” your work may not be appropriate with some of the programs we will be using in this course.

⑤ Sketch Pad/Pen/Paper      ⑤ You should budget at least **\$10** on printing and materials

⑤ Subscription to a print and digital version of a major U.S. daily; You can also subscribe to the New York Times – via Loyola’s FREE subscription service here: <http://libraries.luc.edu/nytimes>

**Required on-line references:** <http://newspagedesigner.org>; [snd.org](http://snd.org); [newseum.org](http://newseum.org);

**Required to follow me on Pinterest:** Jessica Brown

**GRADING: It is YOUR responsibility to keep track of your grades.**

100-95	A	94-90	A-	89-87	B+
86-83	B	82-80	B-	79-77	C+
76-74	C	73-70	C-	69-67	D+
66-65	D	Below 65	F		

Assignments: 30%

Election Coverage: 15%

Final Project: 30%

Final Exam: 15%

Professionalism: 10%

**Plagiarism Statement: Please see attached document AND read below.** For the purposes of this course, please note that plagiarism will ALSO include not properly attributing photographs/illustrations or stories to the photographer, artist or writer. Assignments that do not have the proper attribution, even if YOU are the writer, photographer or illustrator will receive a failing grade and you will not be able to redo it. NO EXCEPTIONS!!!

**SPECIAL NEEDS:** Students are urged to contact me should they have questions concerning course materials and procedures. If you have a special circumstance that may have some impact on your course work and for which you may require accommodations, please contact me within the first 2 weeks of the semester so that arrangements can be made with the Services for Students with Disabilities (SSWD).

Additional information about the services available at Loyola, including eligibility for services, is on the SSWD website: <<http://www.luc.edu/sswd/index.shtml>>

### **IMPORTANT NOTES:**

- 1) Students are expected to be present, and participate in each class for the full duration.
- 2) Students may not make commercial use or share outside of this class any content provided without the written consent of the instructor.
- 3) Unless otherwise indicated all assignments are due at the start of class.
- 4) No late work will be accepted unless it is due to an excused absence: illness, death of a loved one. Proof of the absence must be provided at the next class, and the work should be ready to be turned in at that time unless I have given different instructions.
- 5) Professionalism will be assessed on: arriving on time; staying in class until it has been dismissed; improper use of technology, personal devices, or use of online sites, games or social media; disrupting the class in any way; doing work unrelated to the course; contribution to class discussion & activities.
- 6) We are using **CC 2015**. If you have your own CC account is up to you to be on the correct version and to be able to work on assignments while in class. To maximize version compatibility, either save down to an earlier version, and when using InDesign save a version as an **idml** file.
- 7) Students are expected to save their work on their own external hard drive and the Creative Cloud. Limited/Few concessions will be given to students who “lose” their work.
- 8) You should keep all of your final assignments for both use in your personal portfolio and if you need to revisit the work later in the course.
- 9) This course does not require many hours of reading of text, but does require hours of analysis of graphics and design. Lack of interest or effort in being proactive toward examining current trends in informational graphics and news design will reflect negatively on your participation grade, and reflect on the quality of your work.
- 10) All assignments will be posted on Sakai. If a discrepancy exists between the syllabus and Sakai, follow the instructions on Sakai.
- 11) Unless otherwise instructed, all work should be turned in via Sakai. Some assignments must be printed, so keep money on your ID. Color prints are 50 cents ea. Color prints can be made in the Digital Media Lab: (DML) on either the Lakeshore (IC, 2<sup>nd</sup> floor) or Water Tower campus (CLC, room 608).
- 12) Readings must be completed on the days they are listed.
- 13) All written work must be in Times, 12 pt., double spaced with your name in the top left corner.

## Course Schedule (Subject to Change)

### **Aug. 30 – Introduction to Course**

Syllabus & Sakai; Research review/overview; Journalism best practices; Software & Tools  
EXERCISE: Brainstorming graphic ideas

### **Sept. 6 – Fonts & Colors; Lists & Timelines**

Design best practices; Working with Lists & Timelines  
ASSIGNMENT: Create Olympic Games Piktochart – due Sept. 13  
READINGS: WSJ pp. 30-47; Sakai > Resources

### **Sept. 13 – InDesign, Photoshop & Diagrams**

Introduction to InDesign & Photoshop  
EXERCISE: Diagram Practice > Sakai > Assignments DUE: Piktochart

### **Sept. 20 – Maps & Illustrator**

Introduction to Illustrator; Working with Maps  
EXERCISE: Illustrator practice ASSIGNMENT: Map due Sept. 27  
READINGS: WSJ pp. 90-91; Sakai > Resources DUE: Diagram practice

### **Sept. 27 – Charts, Charts & Charts**

Why charts and when to use them; Creating charts in Illustrator  
ASSIGNMENT: Chart practice – WSJ pp. 25-26 due Oct. 4  
ASSIGNMENT: Original chart – due Oct. 18  
READINGS: WSJ pp. 13-29; 49-89; Sakai > Resources DUE: Map

### **Oct. 4 – Charts continued; Polls & Photos**

Incorporating polls with photography  
EXERCISE: InDesign Layout DUE: Chart practice

### **Oct. 11 – Fall Break, No Class**

READINGS: Sakai > Resources

### **Oct. 18 – Reporting, Graphics & Layout**

Examination of how news stories incorporate graphics DUE: Original chart  
ASSIGNMENT: Full page design reporting w/ graphics – due Nov. 1 (draft Oct. 25)

### **Oct. 25 – Graphics, Web & Multimedia**

How to incorporate photography and video into graphic story-telling  
ASSIGNMENT: Final Project detailed – due Dec. 6 (Project Plan due Nov. 8; draft Nov. 29)  
DUE: Full page draft design

### **Nov. 1 – Table It**

How to create tables in InDesign DUE: Full page design  
ASSIGNMENT: Create InDesign Table – due Nov.15

**Nov. 8 – Election Day Coverage I & II**

ASSIGNMENT: Real-time graphic analysis (web) – due at end of class

ASSIGNMENT: Post-graphic analysis (print) – due Nov. 22

DUE: FP plan

**Nov. 15 – Quizzes**

How online quizzes can offer rich (and fun) information

ASSIGNMENT: Create an online quiz – due Nov. 22

DUE: InDesign Table

**Nov. 22 – Thanksgiving Break, No Class**

DUE: Quiz

**Nov. 29 – Final Project**

Final project draft work

DUE: Election Coverage II

**Dec. 6 – Finals**

Final exam overview; DUE: Final project presentations

**Dec. 13 – Final Exam 7 p.m.**

**Pages in Malofiej 17:** 61, 62; 80; 95; 103; 132-133; 142; 196; 197; 202