

JOURNALISM 339T: MAPPING IN STORYTELLING

Course Syllabus // Last Updated: August 2nd, 2016

What: Storytelling is rapidly changing. Like many other things, it is increasingly visual, increasingly analytical, and increasingly data-driven. However, too few students are empowered to take advantage of the kinds of wonderful emerging storytelling techniques that continue to reshape the future of the media industry. Maps and other visualizations are increasingly the most effective way to stimulate spatial reasoning and provoke new understanding about world phenomena. This course introduces the concepts and techniques that empower new storytelling mechanisms through map design and spatial analysis.

The lectures offer a broad introduction to 1) key concepts that enable us to identify and formalize spatial problems, 2) analytical approaches that facilitate spatial problem solving, and 3) visual communication strategies that allow us to craft and tell richer stories. The practicum projects guide students toward enhancing traditional forms of journalistic storytelling with maps and other visuals. The semester will be comprised of 6 modules, each 1-3 weeks in length. Each module will require that all students complete a storytelling assignment that features a harmonious integration of written and visual components.

When: MW 1PM-2:15PM Belo Center, TBD

Office Hours:

Kirk: Monday 12PM-1PM, and by appointment, TBD

Kaitlin: Monday & Wednesday 2:15-3:20PM, TBD

Contact:

Kirk: Goldsberry@gmail.com

Kaitlin: Kaiti.Tasker@gmail.com

Required Text: Thematic Cartography and Geovisualization, 3rd Edition, by Terry A. Slocum, Robert B. McMaster, Fritz C. Kessler, and Hugh H. Howard

This book provides a thorough introduction to the world of Thematic Cartography. It introduces the key grammars, conventions, and principles that guide the contemporary cartographic process, from identifying the nature of the mapped phenomena, through selecting the right kind of map, to the execution of its design.

Evaluation:	Mid-Term Exam	20%
	Practicum Performance	60%
	Final Project	15%
	Attendance and Participation	5%

Course Policies: We expect everyone to attend all class meetings. The first 30 minutes or so of class time will be dedicated to lecture. Students are expected to gather at the front of the room, away from computers. If a student remains on their computer during this time, they will forfeit participation points for that day and will be asked to leave. All assignments are due at 12:59pm on the due date and must be submitted through canvas. **Lateness will cost you 10% each day, starting at the exact beginning of your lab session.** This rule is not flexible. Please inform us in advance if you will miss a lab meeting or will have a personal situation that will affect your attendance or performance.

University Code of Conduct: The core values of The University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the university is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community.

Academic Integrity: A fundamental principle for any educational institution, academic integrity is highly valued and seriously regarded at The University of Texas at Austin. More specifically, you and other students are expected to maintain absolute integrity and a high standard of individual honor in scholastic work undertaken at the University. This is a very basic expectation that is further reinforced by the University's Honor Code. At a minimum, you should complete any assignments, exams, and other scholastic endeavors with the utmost honesty, which requires you to:

- acknowledge the contributions of other sources to your scholastic efforts;
- complete your assignments independently unless expressly authorized to seek or obtain assistance in preparing them;
- follow instructions for assignments and exams, and observe the standards of your academic discipline; and
- avoid engaging in any form of academic dishonesty on behalf of yourself or another student.

For the official policies on academic integrity and scholastic dishonesty, please refer to Chapter 11 of the Institutional Rules on Student Services and Activities.

PRACTICUMS – SUBJECT TO CHANGE

- 1: Software Tutorials (1.5 weeks) – Due September 12th
- 2: Austin dogs (3 weeks) – Due October 5th
- 3: Typography (1 week) – Due October 17th
- MIDTERM** – October 24th
- 4: 2012 Election Results (2 weeks) – Due November 2nd
- 5: 2016 Election Results (1 week) – Due November 14th
- 6: Final Projects (3 weeks):
 - Proposal – Due November 21st
 - Rough Draft – Due November 28th
 - In-Class Presentations – December 5th

SCHEDULE – SUBJECT TO CHANGE

Month	Date	Lecture Theme	Assignments/Readings
August	24	Course Introduction, Maps and Storytelling	Assigned: Practicum 1
	29	Introduction to ArcGIS	Chapter 1 (1.1-1.8)
	31	Introduction to Illustrator	2.1, 3.1, 3.2
September	5	No Class: Labor Day	N/A
	7	The Grammar of Graphics	5.1, 5.2
	12	Principles of Symbolization	Due: Practicum 1 (skills), 5.1
	14	Levels of Measurement Guest: Adam Humphrey	Assigned: Practicum 2, 5.2-3
	19	Visual Variables	5.4, 5.5
	21	Principles of Color	Chapter 10

	26	Choropleth Mapping	Chapter 14
	28	Proportional Symbol Mapping	17.1-17.6
October	3	Dot Density Mapping	17.7 & 17.8
	5	Cartographic Design: Map Elements	Due: Practicum 2 (dogs), 11.1-.2
	10	Cartographic Design: Typography	Assigned: Practicum 3, 1.3, 12.1
	12	Data Classification	4.1
	17	Data Classification	Due: Practicum 3 (type), 4.2, 4.3
	19	TBD	Assigned: Practicum 4, Study
	24	MIDTERM	Study
	26	Election Maps in the Media	TBD
November	31	Schematic Maps	19.1
	2	Cartograms & Flow Maps	Due: Practicum 4 (2012), 19.2
	7	2016 Election Results Mapping	Assigned: Practicum 5
	9	2016 Election Results Mapping	NY Times
	14	2016 Election Results Mapping	Due: Practicum 5 (2016)
	16	Multivariate Mapping	Assigned: Final Project, Ch. 18
	21	Final Project	Due: Project Proposals
	23	Final Project	Work on Final
	28	Final Project	Due: Rough Draft
	30	Final Project	Work on Final
December	5	FINAL CLASS DAY – Final Project Presentations	