

**Course VIC 3001: Sight, Sound, Motion | Spring 2023**

**Class Times:** Online

**Instructor:**

Tishawna Dawson

Email: [tishawna.dawson@ufl.edu](mailto:tishawna.dawson@ufl.edu) or contact me via Canvas mail

Office hours: Virtual office hours by appointment

**Important Notice** This course requires a laptop with the Adobe Creative Cloud and constant access to Wi-Fi. If you cannot meet these requirements, you should not take this course.

Note: Please do not use the Google Chrome browser to take quizzes!

**Course overview** Visual literacy is a pre-requisite for success in most areas of mass communication. This course will teach you fundamentals of design across print, web and multimedia platforms. You will also learn how visual forms convey messages to readers.

**Course objectives** This course will teach you to:

- Identify the principles of sound visual design
- Select visual images that communicate effectively
- Demonstrate ethical decision making in your choice of visuals
- Produce stories in graphic and multimedia design
- Identify the purpose, audience and needs for messages created in print, web and video platforms
- Pick content that is relevant to the project purpose
- Identify and use the tools available in the Adobe Creative Cloud
- Create effective and attractive messages using appropriate software tools

**College of Journalism and Communications Objectives** The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:

- apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located;
- demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;
- demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;
- present images and information effectively and creatively, using appropriate tools and technologies;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;

- effectively and correctly apply basic numerical and statistical concepts;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply tools and technologies appropriate for the communications professions in which they work

**Required texts** *White Space Is Not Your Enemy*, Third Edition (WSINYE) by Hagen and Golombisky; additional reading assignments will be posted in Canvas.

**Communication Methods for Online Students** The instructors work normal weekday hours (i.e., Monday - Friday, 9 a.m. - 5 p.m.). If you email during this time, you can expect a reply in 24 hours. If you email on the weekend or after hours, please do not expect an immediate reply. If an assignment is due at 11:59 p.m. and you email me with an issue at 9 p.m., it is not likely that you will hear back before the assignment due. Please plan accordingly.

For questions pertaining to all course content: Email Tishawna Dawson at [tishawna.dawson@ufl.edu](mailto:tishawna.dawson@ufl.edu)

Email is the preferred method of communication for this course. You can use Canvas mail, but standard email ensures a more immediate reply.

Please do not ask questions in the “comments” section of an assignment. The instructors do not get an individual ping when a comment is left, so we will not know that they are there and so will not respond in a timely manner.

For technical issues with Canvas, please contact E-learning technical support, 352-392-4357 (select option 2) or e-mail to [Learningsupport@ufl.edu](mailto:Learningsupport@ufl.edu). <http://helpdesk.ufl.edu/>

For technical help with the Adobe Creative Cloud and system requirements:  
<https://helpx.adobe.com/contact.html>

**Software requirement** You MUST have a laptop computer capable of running the Adobe Creative Cloud suite of software, and you MUST subscribe to, download, and install the Adobe Creative Cloud suite of software before classes begin. If you are not able to fulfill this requirement, then you must drop this course. This policy is in line with the College’s computer/equipment requirement, which can be found here: <https://www.jou.ufl.edu/current-students/current-undergraduate/currentacademics/equipment/>

The Adobe Creative Cloud package is available to UF students at a discount. The cost is \$173.35 for the year. To get started, please visit: <http://helpdesk.ufl.edu/software-services/adobe/>

**Open Labs on Campus** If you are in residence in Gainesville, you can make arrangements to use the open labs on campus.

The Adobe Creative Cloud is on all Academic Technology computers. So all computers in the Architecture, Marston, CSE, HUB, Norman, and Weil computer labs are equipped with this software. Additionally, the Architecture computer lab is normally open 24/7.

To find information and hours about labs, please visit <https://labs.at.ufl.edu/computer-labs/>

**Using LinkedIn Learning** LinkedIn Learning provides tutorials on various software applications. This service is free to UF students. Occasionally, you will be assigned to watch LinkedIn Learning tutorials. This is mandatory; any assigned videos constitute potential test material. To access LinkedIn Learning, visit:

<http://elearning.ufl.edu/>

Click on the LinkedIn Learning link to the right. You will be required to enter your UF ID and password and will then reach the LinkedIn Learning homepage.

**Student Complaint Process** Please visit <http://www.distance.ufl.edu/student-complaint-process>

**Diversity Statement** It is my intent that students from all diverse backgrounds and perspectives be well served by this course, that students' learning needs be addressed both in and out of class, and that the diversity that students bring to this class be viewed as a resource, strength and benefit. It is my intent to present materials and activities that are respectful of diversity: gender, sexuality, disability, age, socioeconomic status, ethnicity, race, and culture. Your suggestions are encouraged and appreciated. Please let me know ways to improve the effectiveness of the course for you personally or for other students or student groups.

**Students with Special Needs** Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must submit a documentation letter to the professor when requesting accommodation. Please notify me at the beginning of the semester if you would like to discuss requests for special provisions. **Please allow 48 hours for provisions to be put into place.**

## **Campus Resources**

### ***Health and Wellness***

*U Matter, We Care:* If you or someone you know is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu), 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.

*Counseling and Wellness Center:* [Visit the Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.

*Student Health Care Center:* Call 352-392-1161 for 24/7 information to help you find the care you need, or [visit the Student Health Care Center website](#).

*University Police Department:* [Visit UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).

*UF Health Shands Emergency Room / Trauma Center:* For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [Visit the UF Health Emergency Room and Trauma Center website](#)

### ***Academic Resources***

*E-learning technical support:* Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).

*Career Connections Center:* Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

*Library Support:* Various ways to receive assistance with respect to using the libraries or finding resources.

*Teaching Center:* Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

*Writing Studio:* 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

*Student Complaints On-Campus:* [Visit the Student Honor Code and Student Conduct Code webpage for more information.](#)

*On-Line Students Complaints:* [View the Distance Learning Student Complaint Process.](#)

**Course Evaluations** Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu>.

**Class Attendance Policy** Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

**Academic Honesty** The work you submit for this course must be your own. It must be original for this course. You must never use direct or paraphrased material from any source, including Web sites, without attribution. You may not submit anything that you wrote for another class, or that you wrote as a volunteer or intern. You may not submit anything that was written for any purpose other than the given assignment.

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code.

On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions.

Furthermore, you are obliged to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor of TAs in this class. You can review UF's academic honesty guidelines in detail at: <https://www.dso.ufl.edu/sccr/seminars-modules/academic-integrity-module>

Any time you complete an assignment for this course you will clearly attribute the source of your information, including information obtained from organizations' Web sites or internal documents. You cannot copy anything word for word, regardless of the source without putting quotes around it and attributing the source.

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture **does not** include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

**Grading and Late Policy** *No extra credit assignments will be available!* All assignments are due on the specified dates. Any assignment turned in late will be assessed penalty points per calendar day. Assignments should be submitted via proper procedure in Canvas and not emailed or included in comments section. Computer problems are typically not considered an excuse for late or no submissions. You should continually check your computer or software performance to ensure you can submit assignments.

**Late assignments will receive an automatic grade reduction of 10 points every 24 hours** (or portion thereof) beyond the time they are due. So if it's an hour late, it's a reduction of ten points. If it's 25 hours late, it's a reduction of twenty points...

Exceptions consistent with UF policies are allowed. Academic honesty is expected on all assignments and exams. Cheating or violations of the academic honor code will not be tolerated.

**Grade components** Final grades will be rounded up IF above .5 (For example, an 89.5 is an A-; an 89.2 is a B+)

**Discussions** You should cite lecture and readings in your discussion posts, when applicable. To receive full credit, you must submit thoughtful comments in response to the posts from two other classmates.

**Exercises/Assessments** The exercises are designed so that students apply concepts learned in lecture and lessons to hands-on projects.

It is YOUR responsibility to ensure that your assignment submitted correctly in Canvas (I suggest logging out, logging back in, and checking). Submission errors will result in a ten point deduction.

**Quizzes** Quizzes are based on lectures, readings and tutorials (unless otherwise noted). THERE ARE NO MAKEUP QUIZZES. Please do not email us and ask to make up a quiz! Regardless of the reason for missing a quiz (family emergency, technical issue, illness), there are no makeup quizzes! Here is the reason: rather than offering makeup quizzes, the lowest two quiz scores will be dropped.

**Final Project** The final project will consist of creating a mood board and style guide for your personal brand. You will then adhere to the style guide when creating a formatted resume in Adobe InDesign and a portfolio website in WordPress.

### **Grade breakdown**

Discussions (10%)

Quizzes (20%)

Assignments (55%)

Final Project (15%)

### [University of Florida Grades and Grading Policy](#)

#### Final Letter Grades and %

A	92.5-100%
A-	89.5-92.4%
B+	86.5-89.4%
B	82.5-86.4%
B-	79.5-82.4%
C+	76.5-79.4%
C	72.5-76.4%
C-	69.5-72.4%
D+	66.5-69.4%
D	62.5-66.4%
D-	59.5-62.4%
F	59.4% and below

### **Important Dates**

Classes begin: January 9

Classes end: April 26

Holiday(s):

January 16: Martin Luther King, Jr. Day

March 11 - 18: Spring Break

## **Course Content and Schedule**

### **MODULE 1: SKILLS FOR SUCCESS AND HOW WE SEE**

**Complete all Learning Activities and Assignments**

#### **Quiz(zes)**

Take Quiz 1 “How and Why We See” **Due: Friday, January 13 at 11:59pm**

#### **Assignment:**

Introduce yourself using Vimeo or YouTube **Due: Friday, January 13 at 11:59pm**

### **MODULE 2: VIDEO FORMATS, FRAMING AND COMPOSITION**

**Complete all Learning Activities and Assignments**

#### **Quiz(zes)**

Quiz 1 “Formats and Frame Rates/Field of View and Camera Angles” **Due: Friday, January 20 at 11:59pm**

Quiz 2 “Composition/Visual Vectors” **Due: Friday, January 20 at 11:59pm**

#### **Assignment(s):**

An Introduction to Premiere Pro **Due: Friday, January 20 at 11:59pm**

### **MODULE 3: EDITING AND CONTINUITY**

**Complete all Learning Activities and Assignments**

#### **Quiz(zes)**

Quiz 1 “Common types of cutting” **Due: Friday, January 27 at 11:59pm**

#### **Assignment(s)**

Four clip edit **Due: Friday, January 27 at 11:59pm**

## **MODULE 4: WORKING WITH AUDIO**

### **Complete all Learning Activities and Assignments**

#### **Quiz(zes)**

Take Quiz 1: “Audio” **Due: Friday, February 3 at 11:59pm**

#### **Assignment(s):**

Interview Plus B-Roll Edit **Due: Friday, February 3 at 11:59pm**

## **MODULE 5: ALL ABOUT IMAGES**

### **Part 1**

#### **Complete all Learning Activities and Assignments**

#### **Quiz(zes)**

Take Quiz 1 **Due: Friday, February 10 at 11:59pm**

#### **Assignment(s):**

Photoshop Duotone exercise **Due: Friday, February 10 at 11:59pm**

Photoshop Animated GIF exercise **Due: Friday, February 10 at 11:59pm**

### **Part 2**

#### **Complete all Learning Activities and Assignments**

#### **Quiz(zes)**

Take Quiz 2 **Due: Friday, February 17 at 11:59pm**

#### **Assignment(s):**

Photoshop Website Header Image exercise **Due: Friday, February 17 at 11:59pm**

#### **Discussion Post**

Image Analysis **Due: Post by Monday, February 20 at 11:59pm**

**Due: Comments by Thursday, February 23 at 11:59pm**

## **MODULE 6: VISUAL ETHICS AND PERSUASION**



## **Complete all Learning Activities and Assignments**

### **Quiz(zes)**

**NONE**

### **Assignment(s):**

InDesign Booklet Exercise      **Due: Friday, March 3 at 11:59pm**

### **Discussion Post**

Images and Ethics      **Due: Post by Monday, March 6 at 11:59pm**

**Due: Comments by Thursday, March 9 at 11:59pm**

## **MODULE 7: DESIGN ELEMENTS AND LAYOUT**

### **Complete all Learning Activities and Assignments**

### **Quiz(zes)**

Take Quiz 1      **Due: Friday, March 24 at 11:59pm**

### **Assignment(s):**

InDesign Layout exercise      **Due: Friday, March 24 at 11:59pm**

Working in WordPress      **Due: Friday, March 24 at 11:59pm**

## **MODULE 8: COLOR AND PRINTING**

### **Complete all Learning Activities and Assignments**

### **Quiz(zes)**

Take Quiz 1      **Due: Friday, March 31 at 11:59pm**

### **Assignment(s):**

InDesign Color exercise      **Due: Friday, March 31 at 11:59pm**

## **MODULE 9: TYPOGRAPHY**

### **Complete all Learning Activities and Assignments**

**Quiz(ze)s:**

**NONE**

**Discussion Post**

Typeface **Due: Post by Monday, April 3 at 11:59pm**

**Due: Comments by Thursday, April 6 at 11:59pm**

**Assignment(s):**

Kerning exercise **Due: Friday, April 14 at 11:59pm**

Business Card Typeface Exercise **Due: Friday, April 14 at 11:59pm**

**MODULE 10: BRANDING AND LOGO DESIGN**

**Complete all Learning Activities and Assignments**

**Quiz(zes)**

**NONE**

**Assignment(s):**

Trace a shell in Illustrator **Due: Friday, April 21 at 11:59pm**

Personal Infographic in Canva exercise **Due: Friday, April 21 at 11:59pm**

Drop Flier exercise **Due: Friday, April 21 at 11:59pm**

**FINAL PROJECT**

**The final project is composed of three parts: all are DUE by Wednesday, April 26 at 11:59pm. NO LATE SUBMISSIONS ACCEPTED!!**

1. Style Guide | 2. Resume in InDesign | 3. WordPress Portfolio Website