

# VIC5325

# Digital Imagery in Web Design

SUMMER 2016

## COURSE INFORMATION

**Class Meeting Time:** Tuesday/Thursday 5:30-7:30 p.m.

**Office Hours:** By Appointment

**Course Website:** <http://elearning.ufl.edu/>

**Classroom:** [https://uflcoj.adobeconnect.com/vic5325\\_summer16/](https://uflcoj.adobeconnect.com/vic5325_summer16/)

### INSTRUCTOR:

Kara Lowe Page

M.A. Web Design & Online Communication

B.S. Advertising, B.S. Recreation, Parks & Tourism

[kara.page@jou.ufl.edu](mailto:kara.page@jou.ufl.edu) (772-475-9639)

## COURSE COMMUNICATION

The instructor is available via e-mail at [kara.page@jou.ufl.edu](mailto:kara.page@jou.ufl.edu) for personal questions. Please allow up to 24 hours for a response. In case of emergency, a student is welcome to contact the instructor via text message or phone call at (772) 475-9639.

For general course questions, students may post on a discussion board in Canvas or ask questions during the live class.

## RESOURCES

### Required Text:

Adobe Photoshop CC Bible,  
The Comprehensive Tutorial Resource  
By: Dayley & Dayley, 2014

### Additional Requirements:

Photoshop CS6 or CC  
Computer with High Speed Connection  
Web Camera and Microphone

### Suggested:

Second Monitor Screen

## COURSE DESCRIPTION

Digital Imagery in Web Design will familiarize students with the development and impact of imagery in interactive media. Students will learn the importance of visual elements in communication across cultures. The course will focus on the importance of integrated marketing communications (IMC) and will examine real world examples of successful IMC campaigns to help students gain a better understanding of the concept.

Students will learn how to use Photoshop to create visuals relevant to the communications field as a whole. Throughout the semester, students will create visual communication pieces using the information learned from lectures, discussion topics and Photoshop tutorials. By the end of the semester, students will have the tools and knowledge to create a comprehensive digital IMC campaign for a company of their choosing.

## COURSE OBJECTIVES

- To learn the principles and elements of effective design
- To acquire and develop Photoshop skills relevant to the communications industry
- To utilize Photoshop to create professional visual communications pieces
- To improve graphic design skills through constructive feedback from classmates
- To understand how to create a consistent IMC campaign across mediums



## COURSE DESIGN

The instructor's role is to help students express their creativity through graphic design using tools like Adobe Photoshop. Students will attend live lecture to learn about important design principles, integrated marketing communications concepts and gain a better understanding of how to use Photoshop. Every week students will utilize the skills learned from lecture to create professional design projects. Weekly projects will be posted on the students' blogs as a way to start building a design portfolio. At the end of the semester, students will create a final project that encompasses all skills learned during the course. Students will also participate in online discussion boards on the Canvas platform to further explore and comment on design and communications concepts. Students are expected to attend live lectures and present design projects for constructive feedback from the instructor and classmates.

## COURSE EXPECTATIONS

### ATTENDANCE:

Students are required to attend the live classes on Tuesdays & Thursdays from 5:30-7:30 p.m. in the online Adobe Connect room. Class participation is strongly encouraged and expected. Please be respectful, kind and considerate of others when providing feedback. If a student must miss a class, he or she will be required to watch the recorded lecture and submit a response paper within one week of the missed class (before 5:30 p.m. EST on the following Tuesday or Thursday). Students are expected to e-mail the instructor if running late to class.

### DISCUSSIONS:

Students are required to post in discussion boards throughout the semester. The discussion topics will vary each week and students are expected to reply to at least one classmate's post. Students must edit posts for both grammar and spelling before submitting each week. Initial discussion posts are due on **Fridays at 9 p.m. EST and replies to classmates are due on Sundays at 9 p.m. EST.** Comments on classmates' posts must be thoughtful and add to the discussion in order to achieve full points. See rubric for further explanation.

### DESIGN PROJECTS:

Each week, students will utilize skills learned from lecture to create design projects relevant to the digital communications field. The majority of the projects will focus on developing Photoshop knowledge and graphic design acumen. Students will post their weekly design projects on their blog sites, which will be created at the beginning of the semester. Students are encouraged to view each other's blogs to admire unique approaches to graphic design and online communication. Blogs are expected to be professional with detailed text. Students must review blog posts for spelling and grammar errors before posting.

### FINAL PROJECT:

The final project will test the students' ability to create a comprehensive integrated marketing communications campaign for a company of their choosing. Students will utilize all graphic design skills learned and developed during the course to create a professional campaign. The final project consists of many graphic design components, so students are encouraged to begin work early.

**10%%**  
of total grade

**10%%**  
of total grade

**70%%**  
of total grade

**10%%**  
of total grade

## GRADING

Students are evaluated on their adherence to assignment requirements, attention to detail, professionalism, teamwork and timely completion of all assigned projects. Point breakdowns will be posted with project descriptions on E-Learning.

## POINT BREAKDOWN

**Attendance & Participation:** 10% of Grade 100 Points

**Discussion Posts:** 10% of Grade 100 Points

**Weekly Design Projects: (50 Points Per Project)** 70% of Grade 700 Points

Project 1 - Blog Setup, Project 2 - Image Manipulation, Project 3 - Pizza Layers, Project 4 - Image Corrections, Project 5 - Typography Menu, Project 6 - IMC Practice, Project 7 - Magazine Cover, Project 8 - Logo Creation, Project 9 - Moodboard, Project 10 - Wireframe & Mockup, Project 11 - Web Ads, Project 12 - E-mail Campaign, Project 13 - Social Media, Project 14 - Infographic

**Final Project:** 10% of Grade 100 Points

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**TOTAL:** 100% 1000 Points

A(4.0)=93-100	A-(3.67)=90-92	B+(3.33)=87-89	B(3.0)=83-86	B-(3.0)=80-82	C+(2.33)=77-79
C(2.0)=73-76	C-(1.67)=70-72	D+(1.0)=67-69	D(1.0)=63-66	D-(.67)=60-63	E(0.0)=0-59

Note: The instructor will round a student's final course grade if the decimal is a .5 or higher. For example, a grade of 92.62 will be rounded up to a 93.

## DISCUSSION POST RUBRIC

0 Points No Post Received

1-2 Points Poorly Developed Ideas

3-6 Points Grammar/Spelling Errors

7-8 Points Thoughtful & Answers Topic

+2 Points Replied to Classmate's Post

-1 Point Per Day Late

## PROJECT GRADING

Projects will be graded according to the rubric on E-Learning. All projects will have detailed point breakdowns on each individual project page. Students must pay close attention to all project requirements to earn full points.

## UNIVERSITY GRADING POLICIES

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Additional information about UF's grading policies can be found at: <http://www.isis.ufl.edu/minusgrades.html>

## COURSE + UNIVERSITY POLICIES

### LATE WORK

All work is due on or before the due date listed in the course calendar. Deadline extensions will only be given on a case-by-case basis as determined by the instructor. Conflicts such as minor illnesses or vacations are not valid reasons for extensions. Unless excused by the instructor, work submitted after the deadline will receive a 10% deduction in points for each day late beyond the original deadline. Technical difficulties are not a valid excuse. If students have issues uploading work to E-Learning, please let the instructor know immediately. The instructor strongly encourages students to maintain backup copies of all work on an external hard drive or cloud-based system in case of a computer crash.

### UNIVERSITY ATTENDANCE POLICIES

Requirements for class attendance and make-up assignments are consistent with university policies as listed at the following link: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

### UNIVERSITY POLICY ON ACCOMMODATING STUDENTS WITH DISABILITIES

Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations. Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565.

### NETIQUETTE COMMUNICATION COUTESY

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. <http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>

### CLASS DEMEANOR

Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all deadlines. Work assigned in advance of class should be completed as directed. Full participation in online and live discussions, group projects, and small group activities is expected. My role as instructor is to identify critical issues related to the course, direct you to and teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements. At all times it is expected that you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

### COURSE EVALUATION

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/results>

## COURSE + UNIVERSITY POLICIES

### UNIVERSITY POLICY ON ACADEMIC MISCONDUCT

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <http://www.dso.ufl.edu/students.php>

The University of Florida Honor Code was voted on and passed by the Student Body in the Fall 1995 semester. The Honor Code reads as follows:

*Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.*

*The Honor Code: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."*

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."

For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 352-392-1261.

### ACADEMIC HONESTY

All graduate students in the College of Journalism and Communications are expected to conduct themselves with the highest degree of integrity. It is the students' responsibility to ensure that they know and understand the requirements of every assignment. At a minimum, this includes avoiding the following:

*Plagiarism:* Plagiarism occurs when an individual presents the ideas or expressions of another as his or her own. Students must always credit others' ideas with accurate citations and must use quotation marks and citations when presenting the words of others. A thorough understanding of plagiarism is a precondition for admittance to graduate studies in the college.

*Cheating:* Cheating occurs when a student circumvents or ignores the rules that govern an academic assignment such as an exam or class paper. It can include using notes, in physical or electronic form, in an exam, submitting the work of another as one's own, or reusing a paper a student has composed for one class in another class. If a student is not sure about the rules that govern an assignment, it is the student's responsibility to ask for clarification from his instructor.

*Misrepresenting Research Data:* The integrity of data in mass communication research is a paramount issue for advancing knowledge and the credibility of our professions. For this reason any intentional misrepresentation of data, or misrepresentation of the conditions or circumstances of data collection, is considered a violation of academic integrity. Misrepresenting data is a clear violation of the rules and requirements of academic integrity and honesty.

Any violation of the above stated conditions is grounds for immediate dismissal from the program and will result in revocation of the degree if the degree previously has been awarded.

Students are expected to adhere to the University of Florida Code of Conduct <https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code> If you have additional questions, please refer to the Online Graduate Program Student Handbook you received when you were admitted into the Program.

## COURSE + UNIVERSITY POLICIES

### GETTING HELP

For issues with technical difficulties for E-Learning, please contact the UF Computing Help Desk at: [learning-support@ufl.edu](mailto:learning-support@ufl.edu) (352) 392-HELP, select option 2 <https://lss.at.ufl.edu/help.shtml>

*\*Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.*

Other resources are available at: <http://www.distance.ufl.edu/getting-help>

Counseling and Wellness <http://www.counseling.ufl.edu/cwc/Default.aspx> or (352) 392-1575

Disability Resources

Library Help Desk Support

Should a student have any complaints with his or her experience in this course, please visit <http://www.distance.ufl.edu/student-complaint-process> to submit a complaint.

# COURSE CALENDAR

\*All times listed are in EST

Disclaimer: This syllabus represents the instructor's current plans and objectives. During the course of the semester, changes may be made to the assignments or due dates. Such changes, communicated clearly, are not unusual.

<b>1</b> 5/9-5/16	Tuesday: Introductions, Syllabus Overview  Thursday: Overview of Digital Imagery  OBJECTIVE: To gain a basic understanding of Photoshop	<b>ASSIGNMENTS:</b> Assign: Discussion 1, Project 1: Blog Setup  Due Dates: Discussion 1 (5/13 @ 9 p.m.) Project 1 (5/17 @ 5:30 p.m.)
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<b>Assign:</b> Discussion 2, Project 2: Image Manipulation  <b>Due Dates:</b> Discussion 2 (5/20 @ 9 p.m.) Project 2 (5/24 @ 5:30 p.m.)	<b>ASSIGNMENTS:</b> Tuesday: Photoshop Overview, Settings & Preferences, File Types, Principles of Design  Thursday: Painting Tools, Layers, Brushes, Filters  OBJECTIVE: To practice using Photoshop menus and tools	<b>2</b> 5/16-5/22
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<b>3</b> 5/23-5/29	Tuesday: Selection Tools  Thursday: Fill & Opacity, Blending Modes, Layers Part II, Color Basics  OBJECTIVE: To learn the importance of layers in Photoshop	<b>ASSIGNMENTS:</b> Assign: Discussion 3, Project 3: Pizza Layers  Due Dates: Discussion 3 (5/27 @ 9 p.m.) Project 3 (5/31 @ 5:30 p.m.)
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<b>Assign:</b> Discussion 4, Project 4: Image Corrections  <b>Due Dates:</b> Discussion 4 (6/3 @ 9 p.m.) Project 4 (6/7 @ 5:30 p.m.)	<b>ASSIGNMENTS:</b> Tuesday: Image Correction, Adjustments, Correction Tools  Thursday: Sharpen & Blur, Dodge, Burn, Sponge  OBJECTIVE: To edit images using Photoshop tools	<b>4</b> 5/30-6/4
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<b>5</b> 6/13-6/12	Tuesday: Working with Text, Type Tool, Shapes and Lines, Brushes  Thursday: Typography, Class Presentations of Project 4  OBJECTIVE: To practice typography	<b>ASSIGNMENTS:</b>  <b>Assign:</b> Discussion 5, Project 5: Typography Menu  <b>Due Dates:</b> Discussion 5 (6/10 @ 9 p.m.) Project 5 (6/14 @ 5:30 p.m.)
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<b>Assign:</b> Discussion 6, Project 6: IMC Practice  <b>Due Dates:</b> Discussion 6 (6/17 @ 9 p.m.) Project 6 (6/21 @ 5:30 p.m.)	<b>ASSIGNMENTS:</b>  Tuesday: IMC, Layer Masks, Actions  Thursday: Class Presentations of Project 5  OBJECTIVE: To learn what makes IMC effective	<b>6</b> 6/13-6/19
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<b>7</b> 6/20-6/26	Tuesday: Digital Media, Clipping Masks in Photoshop  Thursday: Presentation of Project 6  OBJECTIVE: To practice making traditional media digital	<b>ASSIGNMENTS:</b>  <b>Assign:</b> Discussion 7, Project 7: Book Cover  <b>Due Dates:</b> Discussion 7 (6/24 @ 9 p.m.) Project 7 (6/28 @ 5:30 p.m.)
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<b>Assign:</b> Discussion 8, Project 8: Logo Creation, Project 9: Mood Board  <b>Due Dates:</b> Discussion 8 (7/1 @ 9 p.m.) Project 8 (7/5 @ 5:30 p.m.) Project 9 (7/5 @ 5:30 p.m.)	<b>ASSIGNMENTS:</b>  Tuesday: Branding, Logo Design, Vectors in Photoshop, Establish Brand Identity, Mood Boards  Thursday: Presentation of Project 7  OBJECTIVE: To understand the importance of branding	<b>8</b> 6/27-7/3
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<b>9</b> 7/4-7/10	Tuesday: Overview of Web Design  Thursday: Presentations of Project 8  <b>OBJECTIVE:</b> To establish brand identity through moodboards	<b>ASSIGNMENTS:</b> <b>Assign:</b> Discussion 9, Project 10: Wireframes and Mockups <b>Due Dates:</b> Discussion 9 (7/8 @ 9 p.m.) Project 10 (7/12 @ 5:30 p.m.)
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<b>Assign:</b> Discussion 10, Project 11: Web Ads <b>Due Dates:</b> Discussion 10 (7/15 @ 9 p.m.) Project 11 (7/19 @ 5:30 p.m.)	<b>ASSIGNMENTS:</b>  Tuesday: Overview of Online Ads  Thursday: Class Presentations of Project 9  <b>OBJECTIVE:</b> To design an effective website layout	<b>10</b> 7/11-7/17
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<b>11</b> 7/18-7/24	Tuesday: Overview of Direct Marketing, E-mail Marketing and Social Media  Thursday: Presentation of Project 10  <b>OBJECTIVE:</b> To learn how to create banner ads	<b>ASSIGNMENTS:</b> <b>Assign:</b> Project 12: E-mail Campaign, Project 13: Social Media <b>Due Dates:</b> Project 12 (7/26 @ 5:30 p.m.) Project 13 (7/26 @ 5:30 p.m.)
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<b>Assign:</b> Project 14: Infographic, Final Project <b>Due Dates:</b> Project 14 (8/2 @ 5:30 p.m.) Final Project (8/2 @ 5:30 p.m.)	<b>ASSIGNMENTS:</b>  Tuesday 7/26: Infographics Lecture Thursday 7/28: Presentations of Project 11  Tuesday 8/2: Campaigns, Last Class Thursday: No Class  <b>OBJECTIVE:</b> To develop e-mails according to regulations	<b>12 13</b> 7/25-8/7
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Disclaimer: This syllabus represents the instructor's current plans and objectives. During the course of the semester, changes may be made to the assignments or due dates. Such changes, communicated clearly, are not unusual. Check due dates on E-Learning.