sight sound motion

VIC 3001

Icons by Stephen JB Thomas, Rohith MS, and Jean-Philippe Cabaroc, all at the Noun Project
Fall 2016 Section 15B3

Instructors

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  Tuesday 2 – 3 p.m.
  Wednesday 2 – 3 p.m.
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  Tuesday 8:30 – 9:20 a.m.

Teaching Assistant

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Office hours: TBA

Class meetings:
Tuesday | Periods 9 – 11 (4:05 – 7:05 p.m.)
Thursday | Periods 9 – 10 (4:05 – 6 p.m.)
Location: New Physics Building Room 1001

Prerequisite: Sophomore standing

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 Suite
- Create effective and attractive messages using appropriate software tools

Required texts
White Space Is Not Your Enemy (WSINYE), second edition; Lynda.com
Additional reading assignments will be posted in Canvas.

NOTE: WSINYE is available online for free as a PDF. You may use this, but please note that chapter numbers differ. All reading assignments are based on the second edition.
**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: http://www.jou.ufl.edu/academics/bachelors/admissions/computerequipment-requirement/

The Adobe Creative Cloud package is available to UF students at a steep discount. The cost is $113.35 for the year. To get started, please visit: http://helpdesk.ufl.edu/software-services/adobe/

If this option is no longer available, you will need to purchase the Adobe Creative Suite directly from Adobe. The Adobe Creative Cloud package costs $19.99 per month, and you must subscribe for 1 year. To purchase, visit http://www.adobe.com/creativecloud/buy/students.html?promoid=N7FDRVG6&mv=other

For technical help with the Adobe Creative Suite and system requirements: http://helpdesk.ufl.edu/software-services/adobe/

**Open Labs on Campus**
If you are having issues with the Adobe Creative Suite on your computer, you should make arrangements to use the open labs on campus. Issues with the software on your computer will not be accepted as an excuse for late or missing assignments!

The Adobe Creative CC Suite 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 open 24/7 starting Tuesday, September 6th.

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

**Using Lynda.com**
Lynda.com provides tutorials on various software applications. This service is free to UF students. Occasionally, you will be assigned to watch Lynda.com tutorials. This is mandatory; any assigned videos constitute potential test material. To access Lynda.com, visit: http://elearning.ufl.edu/

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

**Attendance**
Regardless of type of absence, students are responsible for satisfying all academic objectives as defined by the instructors. You are responsible for all material covered in lecture/lessons, including readings, class discussions, slide presentations, and any other material covered. DO NOT expect the instructors to follow up with you on missed assignments.
Students missing lecture for any reason must obtain class notes from another student; notes are not available from the instructors. The instructors reserve the right to give pop quizzes during lecture.

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.

**Course structure**
This four-credit course meets twice weekly. Each class combines theory and concepts with training in the appropriate content tools.

Quizzes assess your understanding of design and multimedia concepts outlined in lecture and readings.

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. 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+)

**Exercises/Assessments**
The exercises are designed so that students apply concepts learned in lecture and lessons to hands-on projects. 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 10 points. If it’s 13 hours late, it’s a reduction of 10 points...

**Multiple Choice Quizzes**
Quizzes are based on lectures and readings (unless otherwise noted) and are administered IN CLASS. There will be a quiz nearly every week. Please note that all subject matter -- including lecture, readings and software instruction -- is fair game for quiz material.

Quiz dates are noted on the syllabus. THERE ARE NO MAKEUP QUIZZES. Please do not email us to ask if you can make up a quiz. 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**
Quizzes 30%
Assignments 55%
Final Project 15%
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

Other Information
Students with Disabilities: Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation.

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.

Academic Integrity: 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/scrr/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: http://www.dso.ufl.edu/judicial/procedures/honestybrochure.php

Important dates
Classes begin: August 22
Classes end: December 7
Holidays (no classes):
  September 5: Labor Day
Course content and schedule

WEEK ONE
T 8/23 Course Introduction and technical requirements
  Visual perception, semiotics, Gestalt theory
  Lesson 1: Creating a WordPress site and YouTube account; logging on to Lynda.com

  Reading “Why we love beautiful things”

  TR 8/25 Video formats and frame rates
  Lesson 2: Intro to Premiere Pro user interface, first edit

  Reading Lynda.com PP CC Essential Training 2015 with Ashley Kennedy:
  Ch.1 “Getting to know the Premiere Pro Editing Environment”:
  Launching Premiere Pro and starting a project (new Start Screen);
  Taking a tour of the Premiere Pro interface;
  Going a bit deeper into the editing tools and layouts;
  Ch. 2 “The Fast Track: A Quick Start-to-Finish Guide to Premiere Pro” (all sections)

  Assessment: Record an introductory clip on your phone and upload to YouTube. Post to WordPress.
  DUE: 11 p.m. 8/30

WEEK TWO
T 8/30 Framing and Composition | Quiz 1 (in class)
  Lesson 3: Track targeting, navigating and editing in the timeline

  TR 9/1 Common framings, visual vectors
  Lesson 4: A/V linking, layers, keyframes, transitions, exporting media

  Reading Lynda.com PP CC Essential Training: Ch. 4 “Basic Editing”:
  Reviewing timeline navigation and clip selection techniques

  Assessment: 4 clip edit
  DUE: 9/8 at 11 p.m. (submit URL in Canvas)

WEEK THREE
T 9/6 Mental map/vector continuity | Quiz 2 (in class)
  Lesson 5: Cutting on action for continuity

  TR 9/8 Storyboards and shot lists, title safe area
  Lesson 6: Adding text

  Reading WSINYE Ch. 12 Storyboarding 101
WEEK FOUR
T 9/13 Working with stills and graphics | Quiz 3 (in class)
Lesson 7: Animating stills, transitions between stills

TR 9/15 Guest Lecture: Tim Sorel

Assessment: Sound bite edit with B-roll
DUE: 9/22 at 11p.m. (submit URL in Canvas)

WEEK FIVE
T 9/20 Principles of sound design, production music and sound effects
Quiz 4 (in class)
Lesson 8: Modifying audio channels, editing dialog, split edits

TR 9/22 Guest Lecture: Professor John Freeman

WEEK SIX
T 9/27 All About Images | Quiz 5 (in class)
Lesson 9: Adobe Photoshop CC workspace; creating a new file, image adjustment, cropping and resolution; complete WordPress header assignment in class

TR 9/29 Analyzing Images

Reading Blogger beware: You CAN get sued for using photos you don’t own on your blog; Lynda. com: Photoshop CS6 Essential Training Ch. 9 “Understanding file formats” and Exploring Composition in Photography with Taz Tally Ch. 1 “Overview: What makes a successful image?"

Assessment: WordPress header in Photoshop
DUE: 9/29 at 11p.m.

WEEK SEVEN
T 10/4 Ethical Approaches to Analyzing Images | Quiz 6 (in class)
Lesson 10: Layers and masking; blending modes

TR 10/6 Visual Persuasion
Lesson 11: How to create a Snapchat filter in Photoshop

Reading Visual Communication by Paul Martin Lester, Section 4, “The media through which we see”; Reading: WSINYE Ch. 9 Adding visual appeal; Media Ethics: Cases and Moral Reasoning Ch. 7 “Advertising in an image-based culture”; “Images that injure: Pictorial stereotypes in the media”; “Honor journalist James Foley: Don’t watch the video”; “The war photo no one would publish”

Assessment: Refine Edge tool in Photoshop (we will not work on this in class)
DUE: 10/6 at 11p.m.
WEEK EIGHT
T 10/11 Visual Cues | Quiz 7 (in class)
Lesson 12: Creating an animated .gif in Photoshop

TR 10/13 Design Principles and Layout
Lesson 13: Overview of the Adobe InDesign CC workspace

Reading WSINYE Ch. 1 What is design?; Ch. 2 Step away from the computer; Ch. 3 I need to design this today; Ch. 4 Layout sins; Ch. 5 Mini art school; Ch. 6 Layout

Assessment: Creating an animated GIF in Photoshop (done in class on 10/11)
DUE: 10/13 at 11p.m.

WEEK NINE
T 10/18 Color Models and Theory | Quiz 8 (in class)
Lesson 14: InDesign Booklet Exercise; creating swatches in InDesign

TR 10/20 Color Meanings and Uses
Lesson 15: Using the palettes (text wrap), adding effects, creating style sheets; web vs. print color

Reading WSINYE Ch. 8 Color basics; Color Design Workbook; Ch.14 Fit to print

Assessment: InDesign Booklet Exercise (done in class on 10/18)
DUE: 10/20 at 11p.m.

WEEK TEN
T 10/25 CLASS DOES NOT MEET

TR 10/27 Quiz 9 (in class)
Lesson 16: InDesign Layout Exercise

Assessment: InDesign Layout Exercise (done in class on 10/27)
DUE: 10/27 at 11p.m.

WEEK ELEVEN
T 11/1 Typography 101
Lesson 17: Creating a style guide; kerning activity; finding and installing typefaces

TR 11/3 Helvetica

Reading WSINYE Ch. 7 Type; “Best practices for combining typefaces”; “How to choose a typeface”

Assessment: InDesign Color Exercise (complete on your own)
DUE: 11/3 at 11p.m.
WEEK TWELVE
T 11/8  Web Design Basics | Quiz 10 (in class)
Lesson 18: Setting up your WordPress website

TR 11/10  Branding and Logo Design
Lesson 19: Introduction to the Illustrator CC workspace; Using the pen tool in Illustrator

Reading  Lynda.com: Print Production Fundamentals Ch. 8 “Comparing raster vs. vector images”;
WSINYE Ch. 13 Designing for the web

Assessment: Snapchat Filter Exercise (complete on your own)
DUE: 11/10 at 11p.m.

WEEK THIRTEEN
T 11/15  Translating information through graphics; Assign final project; Discuss this week’s readings
Lesson 20: Infographics in Canva

TR 11/17  Guest lecture TBA

Reading  WSINYE Ch. 10 Infographics; “How Gap learned a hard lesson in consumer resistance”;
“A review of cultural palettes”

Assessment: Business Card Typeface Exercise (complete on your own)
DUE: 11/17 at 11p.m.

WEEK FOURTEEN
T 11/22  Complete Drop Flier Exercise in class | Quiz 11 (in class)

TR 11/24  Class does not meet

Assessment: Drop Flier Exercise (done in class on 11/22)
DUE: 11/22 at 11p.m.

WEEK FIFTEEN
T 11/29  Delving deeper into WordPress
Lesson 21: Creating social media graphics in Photoshop

TR 12/1  Designing a killer resume | Quiz 12 (in class)
Lesson 22: Creating a resume in InDesign

WEEK SIXTEEN
T 12/6  Final project assistance

Final Project Due Wednesday, Dec. 7 by 11p.m. (submit in Canvas)