

**Course** VIC 3001: Sight, Sound, Motion

**Sections** UF ONLINE 015E | RESIDENT 17C9

**Prerequisites** Sophomore standing

**Class Times** Online

**Instructors**

Kay Tappan

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Office hours:

Tuesday 2 – 3 p.m.

Wednesday 2 – 3 p.m.

Thursday 2 – 3 p.m.

Houston Wells

Office: Weimer 3066

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Office hours:

Monday 1:55 – 3:40 p.m.

Tuesday 8:30 – 9:20 a.m.

**Teaching Assistant**

Kristina Forman

Office: Weimer G035

Email: [kforman4@ufl.edu](mailto:kforman4@ufl.edu)

Office hours: Wednesdays Noon – 3 p.m.

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

**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*, Second Edition (WSINYE); Lynda.com; additional reading assignments will be posted in Canvas.

**Communication Methods for Online Students** For general course questions, assignments, and grades, please email the professors.

For questions pertaining to Adobe Premiere and Adobe Audition: Email Houston Wells at [hwells@jou.ufl.edu](mailto:hwells@jou.ufl.edu)

For questions pertaining to all other course content: Email Kay Tappan at [kaytappan@jou.ufl.edu](mailto:kaytappan@jou.ufl.edu)

Email is the preferred method of communication for this course. For students in Gainesville, it is advisable to attend our office hours for technical questions about the software. 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 Suite and system requirements:

<http://helpdesk.ufl.edu/software-services/adobe/>

**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>

**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 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.

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

**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.

**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: <http://www.dso.ufl.edu/judicial/procedures/honestybrochure.php>

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.

**Grading** 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+)

**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. 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 13 hours late, it's a reduction of ten points...

**Quizzes** Quizzes are based on lectures and readings (unless otherwise noted). **THERE ARE NO MAKEUP QUIZZES.** Please do not email us and ask to 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**

Discussions (10%)

Quizzes (20%)

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 |

### **Important Dates**

Classes begin: August 22  
Classes end: December 7  
Holidays (no classes):  
September 5: Labor Day  
October 14 – 15: Homecoming  
November 11: Veterans Day  
November 23 – 26: Thanksgiving Break

## **Course Content and Schedule**

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

#### **Lecture(s):**

Instructor introduction  
How and Why We See

#### **Read/Watch**

“I’m Not Your Consumer: How Research Misses the Human Behind the Demographic”

“Why We Love Beautiful Things”

Watch “Microsoft Child of the 90’s” and “Volkswagen Smiles”

Read “Logging on to Lynda”

View Lynda.com: “Getting to know the Premiere Pro Editing Environment” (all sections)

View Lynda.com: “A quick introduction to the Premiere Pro CC workflow” (all sections)

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

Take Quiz 1 “How and Why We See” **Due: Thurs, Sept. 1 at 11 p.m.**

#### **Assignment:**

Introduce yourself using YouTube and WordPress **Due: Thurs, Sept. 1 at 11 p.m.**

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

#### **Lecture(s):**

Formats and Frame Rates  
Field of View and Camera Angles

Composition  
Visual Vectors  
Adobe Premiere Pro CC Initial Launch and Interface Tour  
Adjustments in the timeline and exporting

**Read/Watch**

N/A

**Quiz(zes)**

Quiz 1 “Formats and Frame Rates/Field of View and Camera Angles” **Due: Thurs, Sept. 8 at 11 p.m.**

Quiz 2 “Composition/Visual Vectors” **Due: Thurs, Sept. 15 at 11 p.m.**

**Assignment(s):**

An Introduction to Premiere Pro **Due: Thurs, Sept. 8 at 11 p.m.**

**MODULE 3: EDITING AND CONTINUITY**

**Lecture(s):**

Common types of cutting  
Establishing and honoring the mental map  
Diving deeper into Premiere Pro  
Editing for continuity

**Read/Watch**

View Lynda.com: Premiere Pro CC Essential Training with Ashley Kennedy CH. 9 Working with Stills and Graphics, “Working with stills in a video environment” AND “Animating stills”

**Quiz(zes)**

Quiz 1 “Common types of cutting” **Due: Thurs, Sept. 22 at 11 p.m.**

Quiz 2 “The mental map/storyboarding” **Due: Thurs, Sept. 22 at 11 p.m.**

**Assignment(s)**

Four clip edit **Due: Thurs, Sept. 15 at 11 p.m.**

Working with still images to create a slide show **Due: Thurs, Sept. 22 at 11 p.m.**

**MODULE 4: WORKING WITH AUDIO**

**Lecture(s):**

Audio  
Working with Audio in Premiere Pro  
Working with Audio in Audition

**Read/Watch**

View Lynda.com: Premiere Pro CC Essential Training with Ashley Kennedy CH. 13 Working with Titles, “Creating a basic lower-third title”

**Quiz(zes)**

Take Quiz 1: “Audio” **Due: Thurs, Sept. 29 at 11 p.m.**

**Assignment(s):**

Interview Plus B-Roll Edit **Due: Thurs, Sept. 29 at 11 p.m.**

**MODULE 5: ALL ABOUT IMAGES****Lecture(s):**

Image Size  
Image Files  
Analyzing Images

**Read/Watch**

Watch 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?”

Read White Space is Not Your Enemy Ch. 9: “Adding visual appeal”; “Blogger Beware: You CAN Get Sued for Using Photos You Don’t Own on Your Blog”; Visual Communication by Paul Martin Lester, Section 4, “The Media Through Which We See”; White Space is Not Your Enemy Ch. 10: “Infographics”

Watch YouTube videos: LeBron James Nike Ad Banned in China AND God Made a Farmer, 2013 Dodge Super Bowl Commercial

**Quiz(zes)**

Take Quiz 1 **Due: Thurs, Oct. 6 at 11 p.m.**

Take Quiz 2 **Due: Thurs, Oct. 13 at 11 p.m.**

**Assignment(s):**

Photoshop WordPress Header Image exercise **Due: Thurs, Oct. 13 at 11 p.m.**

Photoshop Duotone exercise **Due: Thurs, Oct. 6 at 11 p.m.**

Refine Edge Tool in Photoshop exercise

**Due: Thurs, Oct. 6 at 11 p.m.**

Photoshop Animated GIF exercise

**Due: Thurs, Oct. 13 at 11 p.m.**

### **Discussion Post**

Image Analysis

**Due: Monday, Oct.10 at 11 p.m.**

**Due: Comments by Monday, Oct. 17 at 11 p.m.**

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

### **Lecture(s):**

Ethical Approaches to Analyzing Images  
Visual Persuasion

### **Read/Watch**

Read Ch. 7 “Advertising in an Image-Based Culture” in Media Ethics: Cases and Moral Reasoning, by Christians, et al.; “I was a teenage mother”; “Images that injure: Pictorial stereotypes in the media”; “Honor journalist James Foley: Don’t watch the video”; “The war photo no one would publish”

### **Quiz(zes)**

Take Quiz 1

**Due: Thurs, Oct. 20 at 11 p.m.**

Take Quiz 2

**Due: Thurs, Oct. 20 at 11 p.m.**

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

InDesign Booklet exercise

**Due: Thurs, Oct. 20 at 11 p.m.**

### **Discussion Post**

Images and Ethics

**Due: Monday, Oct. 24 at 11 p.m.**

**Due: Comments by Monday, Oct. 31 at 11 p.m.**

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

### **Lecture(s):**

Visual Cues



## Design Principles and Layout

### **Read/Watch**

Read the following chapters, all from 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; Ch. 13 Designing for the web

Watch “Word as Image” on YouTube

### **Quiz(zes)**

Take Quiz 1                      **Due: Thurs, Oct. 27 at 11 p.m.**

Take Quiz 2                      **Due: Thurs, Oct. 27 at 11 p.m.**

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

InDesign Layout exercise              **Due: Thurs, Oct. 27 at 11 p.m.**

### **Discussion Post**

Logo Analysis                      **Due: Monday, Oct. 31 at 11 p.m.**

**Due: Comments by Monday, Nov. 7 at 11 p.m.**

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

### **Lecture(s):**

Color Models  
Color Theory  
Color Meanings and Uses

### **Read/Watch**

Read WSINYE Ch. 8 Color Basics and WSINYE Ch. 14 Fit to Print; “Court says T-Mobile owns the color magenta”; *Color Design Workbook*

Watch Lynda.com:

Print Production Fundamentals with Claudia McCue Ch. 3 Types of Printing: “Choosing the correct type of printing for your project”

Print Production Fundamentals with Claudia McCue Ch. 4 Ink on Paper: “What’s a process color?”

### **Quiz(zes)**

Take Quiz 1                      **Due: Thurs, Nov. 3 at 11 p.m.**

Take Quiz 2 **Due: Thurs, Nov. 10 at 11 p.m.**

**Assignment(s):**

InDesign Color exercise **Due: Thurs, Nov. 10 at 11 p.m.**

**MODULE 9: TYPOGRAPHY**

**Lecture(s):**

Typography 101  
Type Terminology

**Read/Watch**

Read WSINYE Ch. 7 Type; “How typeface influences the way we read and think”; “Best practices for combining typefaces”; “How to choose a typeface”

Read “Helvetica Viewing Guide,” and watch *Helvetica* (this is a documentary available online; do a Google search to find it)

**Quiz(zes)**

Take Quiz 1: “Helvetica” **Due: Thurs, Nov. 17 at 11 p.m.**

Take Quiz 2 **Due: Thurs, Nov. 17 at 11 p.m.**

**Assignment(s):**

Kerning exercise **Due: Thurs, Nov. 17 at 11 p.m.**

Business Card Typeface exercise **Due: Thurs, Nov. 17 at 11 p.m.**

Snapchat Filter exercise **Due: Thurs, Dec. 1 at 11 p.m.**

**Discussion Post**

Typeface **Due: Monday, Nov. 21 at 11 p.m.**

**Due: Comments by Monday, Nov. 28 at 11 p.m.**

**MODULE 10: BRANDING AND LOGO DESIGN**

**Lecture(s):**

## Branding and Logo Design

### **Read/Watch**

Read “How Gap learned a hard lesson in consumer resistance”

Watch Lynda.com Print Production Fundamentals Ch.8 “Comparing raster vs. vector images”

View Example Style Guide 1 and Example Style Guide 2

### **Quiz(zes)**

Take Quiz 1                      **Due: Thurs, Dec. 1 at 11 p.m.**

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

Trace a shell in Illustrator                      **Due: Thurs, Dec. 1 at 11 p.m.**

Drop Flier exercise                      **Due: Thurs, Dec. 1 at 11 p.m**

## **FINAL PROJECT**

**The final project is composed of four parts: all are DUE by Wed, Dec. 7 at 11 p.m.**

1. Mood Board | 2. Style Guide | 3. Resume in InDesign | 4. WordPress Portfolio Website