

VIC5325

Digital Imagery in Web Design

FALL 2016

COURSE INFORMATION

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

Office Hours: By Appointment. Evenings are best.

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

Classroom: https://uflcoj.adobeconnect.com/vic5325_fall16/

INSTRUCTOR:

Kara Lowe Page

M.A. Web Design & Online Communication

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

kara.page@jou.ufl.edu (772)-475-9639

Twitter: @karrrrrrbear

Instagram: @karapagewifelet

COURSE COMMUNICATION

The instructor is available via e-mail at 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.

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 create a consistent IMC campaign across mediums

COURSE GOAL

The overall goal of VIC5325 is to provide students with a solid foundation in both Photoshop and common design principles that will help students to create effective communications pieces.



COURSE EXPECTATIONS

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.

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

ADDITIONAL READINGS

Reading both the textbook and supplemental articles is strongly encouraged to maximize understanding of both Photoshop and accompanying design principles. Assigned readings will be listed on each week's page in E-Learning.

PREREQUISITE KNOWLEDGE

No prior knowledge of Photoshop is required. You will be taught how to use a wide variety of tools that will be utilized to complete projects throughout the semester.

TEACHING PHILOSOPHY

The instructor's role is to help students better understand how to use Photoshop tools as well as reach their full creative potential. The instructor's hands-on approach allows for personalized attention and promotes an interactive dialogue.

INSTRUCTIONAL METHODS

Students will learn new skills each week that will then be incorporated into a corresponding weekly project. In addition to projects, students will be required to complete discussion posts to encourage research and classmate interaction. Unless otherwise noted, students will attend a live lecture both Tuesday and Thursday evenings. Tuesdays are reserved for topic exploration whereas Thursday class is often dedicated to student presentations of their most recent weekly projects. All deadlines, project descriptions, reading assignments and links to lectures can be found on the corresponding week pages in E-Learning.

COURSE POLICIES

Attendance Policy: 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. To ensure all due dates are met, students are required to sign onto the E-Learning course page on a regular weekly basis.

Late Work and Make-up Policy: 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 result in a reduction of 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.

With this in mind there will be penalties for late work:

• Less than an hour late	5 points off
• More than an hour late but less than 24 hours late	10 points off
• More than 24 hours late but less than 48 hours late	15 points off
• More than 48 hours late	25 points off
• A week or more late	Not accepted at all

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 catalogue at:
<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Coursework: All discussion posts and projects should be submitted through E-Learning. In addition to E-Learning submissions, you will be required to upload your projects along with a description on your personal blog. All response papers are to be submitted via e-mail to the instructor.

Deadlines: This course has many deadlines. Please see below for standard deadlines by assignment type.
Note: Lecture weeks begin on Mondays.

Discussion Posts	9 PM EST Fridays of the week assigned
Reply to Classmate's Posts	9 PM EST Sundays of the week assigned
Projects	5:30 PM EST Tuesdays of the next week
Response Papers for Missed Lecture	5:30 PM EST on Tues/Thurs within a week of missed class

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 - Book Cover, Project 8 - Logo Creation, Project 9 - Mood Board, 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
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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)=60-62	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. For more information on grading policies, visit <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

WEEKLY LECTURES

The instructor will meet with students twice per week for a live lecture in the Connect classroom unless otherwise noted in the course schedule and/or on E-Learning. Recordings of the live lecture will be added to E-Learning immediately upon completion of that evening's lecture.

ASSIGNMENTS

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.

Weekly Design Projects: A list of weekly design projects can be found below. Specific instructions and project details can be found on E-Learning.

- Project 1 - Blog Setup: Set up a blog to serve as your portfolio this semester
- Project 2 - Image Manipulation: Create a picture quote using Photoshop skills
- Project 3 - Pizza Layers - Practice layer organization and selections using pizza
- Project 4 - Image Corrections: Use image correcting tools to blend images
- Project 5 - Typography Menu: Experiment mixing fonts in a typographical design
- Project 6 - IMC Practice: Create an ad that matches an existing brand's IMC
- Project 7 - Book Cover: Use clipping masks to create a creative book cover
- Project 8 - Logo Creation: Design a thoughtful logo using color psychology
- Project 9 - Mood Board: Practice organizing images into a larger composition
- Project 10 - Wireframes & Mockups: Redesign an existing website homepage
- Project 11 - Web Ads: Design an animated gif banner campaign
- Project 12 - E-mail Campaign: Design a promotional email using email guidelines
- Project 13 - Social Media: Develop a social media campaign across platforms
- Project 14 - Infographic: Display information in a visually appealing way

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

Weekly Design Projects Rubric:

Completion of Project Requirements: 20 Points Possible

For full points:

- Submit all required files
- Follow all assignment instructions as provided on the E-Learning assignment page

Creativity and Execution: 20 Points Possible

For full points:

- Create work that adheres to the principles of design, color psychology and typography as explained in lecture
- Design work that is memorable, creative and free from spelling errors

Blog Post: 10 Points Possible

For full points:

- Submit working blog URL
- Blog posts should be detailed, include images and be free from major spelling or grammar issues

Points will be deducted if files are missing or if instructions were not followed

Final Project: Students will design a comprehensive communications campaign that includes research, print materials, logo redesign and social media ideas. All designs will focus on a specific objective determined by the student. The entire project will be compiled into one comprehensive campaign document. The final project is due the last week of class.

Grading Rubric of Final Project:

Completion: 30 Points Possible

- All files are submitted both on Canvas and on the blog
- Designs are explained on the blog and in the comprehensive document
- Directions were followed

Design Execution: 50 Points Possible

- Work should be well-developed and match your overall strategy
- IMC concepts are consistent and have a strong message
- Designs should be creative and thought-provoking
- Design requirements are met (ex. resolution, labeled layers, etc.)

Comprehensive Document for the Client: 10 Points Possible

- Document should provide a full picture of what you hope to accomplish with your strategy
- Company analysis is detailed and provides background information
- Includes all images you created (ex. print, social media, infographic, etc.)
- All pages are labeled and easy to follow
- Communications strategy and rationale statements are well-written
- Document is professional and includes all sections

Blog: 10 Points Possible

- Blog should provide a full picture of what you hope to accomplish with your strategy
- Company analysis is detailed and provides background information
- Includes web optimized images of all communications components
- Link is provided

COURSE SCHEDULE

Week 1 - Introductions & Overview of Digital Imagery

Week 2 - Exploring Photoshop

Week 3 - Selections & Effects

Week 4 - Image Corrections

Week 5 - Typography

Week 6 - IMC

Week 7 - Digital Media

Week 8 - Brand Identity

Week 9 - Brainstorming

Week 10 - Web Design

Week 11 - Advertising Online

Week 12 - Direct Marketing

Week 13 - Social Media

Week 14 - Infographics

Week 15 - No Class

Week 16 - Presentations & Last Class

UNIVERSITY POLICIES

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. University counseling services and mental health services:

Netiquette Communication Policy: 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/Netiquette-GuideforOnlineCourses.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 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/results>

GETTING HELP

For issues with technical difficulties for E-Learning, please contact the UF Computing Help Desk at: 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.

UNIVERSITY HONESTY 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. If you have additional questions, please refer to the Online Graduate Program Student Handbook you received when you were admitted into the Program.

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.

1 8/22-8/28	Tuesday: Introductions, Syllabus Overview Thursday: Overview of Digital Imagery OBJECTIVE: To learn about digital imagery	ASSIGNMENTS: Assign: Discussion 1, Project 1: Blog Setup Due Dates: Discussion 1 (8/26 @ 9 p.m.) Project 1 (8/30 @ 5:30 p.m.)
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ASSIGNMENTS: Assign: Discussion 2, Project 2: Image Manipulation Due Dates: Discussion 2 (9/2 @ 9 p.m.) Project 2 (9/6 @ 5:30 p.m.)	ASSIGNMENTS: Tuesday: Photoshop Overview, Settings & Preferences, File Types, Principles of Design Thursday: Painting Tools, Layers, Brushes, Filters OBJECTIVE: To practice using Photoshop menus and tools	2 8/29-9/4
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3 9/5-9/11	Tuesday: Selection Tools Thursday: Fill & Opacity, Blending Modes, Layers Part II, Color Basics with Nick Page (recorded lecture) OBJECTIVE: To learn the importance of layers in Photoshop	ASSIGNMENTS: Assign: Discussion 3, Project 3: Pizza Layers Due Dates: Discussion 3 (9/9 @ 9 p.m.) Project 3 (9/13 @ 5:30 p.m.)
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ASSIGNMENTS: Assign: Discussion 4, Project 4: Image Corrections Due Dates: Discussion 4 (9/16 @ 9 p.m.) Project 4 (9/20 @ 5:30 p.m.)	ASSIGNMENTS: Tuesday: Image Correction, Adjustments, Correction Tools, Sharpen & Blur, Dodge, Burn, Sponge Thursday: Sharpen, Blur, Dodge, Burn, Sponge OBJECTIVE: To edit images using Photoshop tools	4 9/12-9/18
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5 9/19-9/25	Tuesday: Working with Text, Type Tool, Shapes and Lines, Brushes Thursday: Typography OBJECTIVE: To practice typography	ASSIGNMENTS: Assign: Discussion 5, Project 5: Typography Menu Due Dates: Discussion 5 (9/23 @ 9 p.m.) Project 5 (9/27 @ 5:30 p.m.)
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Assign: Discussion 6, Project 6: IMC Practice Due Dates: Discussion 6 (9/30 @ 9 p.m.) Project 6 (10/4 @ 5:30 p.m.)	ASSIGNMENTS: Tuesday: IMC, Layer Masks, Actions Thursday: Class Presentations of Project 5 OBJECTIVE: To learn what makes IMC effective	6 9/26-10/2
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7 10/3-10/9	Tuesday: Digital Media, Clipping Masks in Photoshop Thursday: Constructive Feedback Practice instead of live class OBJECTIVE: To practice making traditional media digital	ASSIGNMENTS: Assign: Discussion 7, Project 7: Book Cover Due Dates: Discussion 7 (10/7 @ 9 p.m.) Project 7 (10/11 @ 5:30 p.m.)
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Assign: Discussion 8, Project 8: Logo Creation Due Dates: Discussion 8 (10/14 @ 9 p.m.) Project 8 (10/18 @ 5:30 p.m.)	ASSIGNMENTS: Tuesday: Branding, Logo Design, Vectors in Photoshop, Establish Brand Identity, Mood Boards Thursday: Presentation of Project 7 OBJECTIVE: To understand the importance of branding	8 10/10-10/16
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9 10/17-10/23	Tuesday: Brainstorming Thursday: Presentations of Project 8 OBJECTIVE: To explore brainstorming techniques	ASSIGNMENTS: Assign: Discussion 9, Project 9: Mood Board Due Dates: Discussion 9 (10/21 @ 9 p.m.) Project 9 (10/25 @ 5:30 p.m.)
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Assign: Discussion 10, Project 10: Wireframes & Mockups Due Dates: Discussion 10 (10/28 @ 9 p.m.) Project 10 (11/1 @ 5:30 p.m.)	ASSIGNMENTS: Tuesday: Web Design Thursday: Class Presentations of Project 9 OBJECTIVE: To design an effective website layout	10 10/24-10/30
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11 10/31-11/6	Tuesday: Advertising Online Thursday: Presentation of Project 10 OBJECTIVE: To learn how to create banner ads	ASSIGNMENTS: Assign: Project 11: Web Ads Due Dates: Project 11: Web Ads (11/8 @ 5:30 p.m.)
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Assign: Project 12: E-mail Campaign Due Dates: Project 12: E-mail Campaign (11/15 @ 5:30 p.m.)	ASSIGNMENTS: Tuesday: Direct Marketing Thursday: Presentation of Project 11 OBJECTIVE: To develop creative direct marketing designs	12 11/7-11/13
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13 11/14-11/20	Tuesday: Social Media Thursday: Presentations of Project 12 OBJECTIVE: To explore brainstorming techniques	ASSIGNMENTS: Assign: Project 13: Social Media, Final Project Due Dates: Project 13: Social Media (11/22 @5:30 p.m.) Final Project (12/6 @ 5:30 p.m.)
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Assign: Project 14: Infographic Due Dates: Project 14: Infographic (11/29), Final Project (12/6)	ASSIGNMENTS: Tuesday: Pre-Recorded Infographic Lecture Thursday: No Class - Happy Thanksgiving!! OBJECTIVE: To display information in a creative way	14 11/21-11/27
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15 11/28-12/4	No Class This Week - Work on Projects OBJECTIVE: To use all skills learned during the semester to create a comprehensive campaign	ASSIGNMENTS: Assign: Due Dates: Final Project (12/6)
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Assign: Instructor Evaluations Due Dates: Instructor Evaluations Final Project (12/6)	ASSIGNMENTS: Tuesday: Last Class!! OBJECTIVE: To finish the semester on a high note	16 12/5-12/7
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