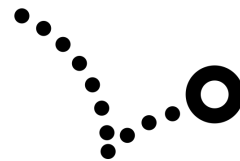


sight



sound



motion

VIC 3001

Spring 2017 Section 1E85

Instructors

Kay Tappan

Email: kaytappan@jou.ufl.edu

Office: Weimer 3048

Office hours:

Tuesday 3 – 4 p.m.

Wednesday 2 – 3 p.m.

Thursday 3 – 4 p.m.

Houston Wells

Email: hwells@jou.ufl.edu

Office: Weimer 3066

Office hours:

Monday 1:55 – 3:40 p.m.

Tuesday 8:30 – 9:20 a.m.

Teaching Assistant

Name

Email:

Office:

Office hours:

Class meetings:

Tuesday | Periods 10 – E1 (5:10 – 8:10 p.m.)

Thursday | Periods 10 – 11 (5:10 – 7:05 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.

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). 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. Because we do not allow 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

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/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 or 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: Wednesday, January 4

Classes end: Wednesday, April 19

Holidays (no classes):

January 16: Martin Luther King, Jr. Day

March 4 - 11: Spring Break

Course content and schedule

WEEK ONE

TR 1/5 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”

WEEK TWO

T 1/10 Video formats and frame rates | **Quiz 1**

Lesson 2: Intro to Premiere Pro user interface, first edit

TR 1/12 Framing and Composition

Lesson 3: Track targeting, navigating and editing in the timeline

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*

Assessment: Introduce yourself using YouTube and WordPress (see Canvas for assignment details)

DUE: 11 p.m. 1/12

WEEK THREE

T 1/17 Common framings, visual vectors | **Quiz 2**

Lesson 4: AV linking, layers, keyframes, transitions, exporting media

TR 1/19 Mental map/vector continuity

Lesson 5: Cutting on action for continuity

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

Assessment: 4 clip edit

DUE: 1/26 at 11 p.m. (submit URL in Canvas)

WEEK FOUR

T 1/24 Storyboards and shot lists, title safe area | **Quiz 3**

Lesson 6: Adding text

TR 1/26 Working with stills and graphics

Lesson 7: Animating stills, transitions between stills

Reading WSINYE Ch. 12 Storyboarding 101

WEEK FIVE

T 1/31 Guest Lecture: Tim Sorel | **Quiz 4**

TR 2/2 Principles of sound design, production music and sound effects

Lesson 8: Modifying audio channels, editing dialog, split edits

Assessment: Interview Plus B-roll Edit

DUE: 2/7 at 11p.m. (submit URL in Canvas)

WEEK SIX

T 2/7 All About Images | **Quiz 5**

Lesson 9: Adobe Photoshop CC workspace; creating a new file, image adjustment, cropping and resolution; complete WordPress header assignment in class; animated GIF activity

TR 2/9 Guest Lecture: Jim Harrison, The Agency

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?"; WSINYE Ch. 9 Adding visual appeal

Assessment: WordPress header in Photoshop (done in class on 2/7)

DUE: 2/9 at 11 p.m.

WEEK SEVEN

T 2/14 Analyzing Images | **Quiz 6**

Lesson 10: How to create a Snapchat filter in Photoshop; the Noun Project; selections in Photoshop

TR 2/16 Ethical Approaches to Analyzing Images

Lesson 11: Layers and masking; blending modes

Reading Visual Communication by Paul Martin Lester, Section 4, "The media through which we see"; 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: Snapchat Filter Exercise (complete on your own)

DUE: 2/16 at 11 p.m.

WEEK EIGHT

T 2/21 Visual Persuasion | **Quiz 7**

Lesson 12: Creating an animated .gif in Photoshop

TR 2/23 Visual Cues

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 2/21)

DUE: 2/23 at 11p.m.

WEEK NINE

T 2/28 Design Principles and Layout | **Quiz 8**

Lesson 14: InDesign Booklet Exercise Part I AND InDesign Layout Exercise

TR 3/2 Class does not meet (frank gathering)

Assessment: InDesign Booklet Exercise Part I AND InDesign Layout Exercise (done in class on 2/28)

DUE: 3/2 at 11p.m.

Spring Break: March 4 - 11

WEEK TEN

T 3/14 Color Models and Theory

Lesson 15: Using the palettes (text wrap), adding effects, creating style sheets; web vs. print color Complete InDesign Color Exercise in class; complete InDesign Booklet Exercise Part II in class

TR 3/16 Color Meanings and Uses

Lesson 16: Creating swatches; ASE files

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

Assessment: InDesign Color Exercise AND InDesign Booklet Exercise Part II (done in class on 3/14)

DUE: 3/16 at 11p.m.

WEEK ELEVEN

T 3/21 Typography 101 | **Quiz 9**

Lesson 17: Creating a style guide; kerning activity; finding and installing typefaces; type in InDesign

TR 3/23 *Helvetica*

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

typeface”

Assessment: Business Card Typeface Exercise (complete on your own)

DUE: 3/23 at 11p.m.

WEEK TWELVE

T 3/28 Translating information through graphics | **Quiz 10**

Lesson 18: Infographics in Canva

TR 3/30 Guest Lecture: Professor Mindy McAdams

Reading WSINYE Ch. 10 Infographics; WSINYE Ch. 13 Designing for the web

Assessment: Personal Infographic Exercise in Canva (complete on your own)

DUE: 3/30 at 11p.m.

WEEK THIRTEEN

T 4/4 Web Design Basics; Assign final project; Discuss this week’s readings | **Quiz 11**

Lesson 19: Setting up your WordPress website; Introduction to the Illustrator CC workspace;
Complete Drop Flier Exercise in class

TR 4/6 Branding and Logo Design

Lesson 20: Using the pen tool in Illustrator

Reading; “A review of cultural palettes”; Lynda.com: Print Production Fundamentals Ch. 8
“Comparing raster vs. vector images”; “How Gap learned a hard lesson in consumer resistance”

Assessment: Drop Flier Exercise (done in class on 4/4)

DUE: 4/6 at 11p.m.

WEEK FOURTEEN

T 4/11 Designing a killer resume; Delving deeper into WordPress

TR 4/13 Final project assistance

WEEK FIFTEEN

T 4/18 Final project assistance

Final Project Due Tuesday, April 18 by 11p.m. (submit in Canvas)