

VIC5325

Digital Imagery in Web Design

SPRING 2017

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_spring17/

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

Kara is the Assistant Tutorial Coordinator for the University Athletic Association. She helps manage 140 tutors who work directly with Gator student-athletes and creates many of the communication documents used by the Otis Hawkins Center for Academic and Personal Excellence on campus. She loves teaching students about graphic design.

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 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 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.

OWNERSHIP EDUCATION

As graduate students, you are not passive participants in this course. All students in this Program have a background in marketing, advertising, public relations, journalism, or similar fields. This class allows you to not only take ownership of your educational experience but to also provide your expertise and knowledge in helping your fellow classmates. The Canvas shell will have an open Q&A thread where you should pose questions to your classmates when you have a question as it relates to an assignment or an issue that has come up at work. Your classmates along with your instructor will be able to respond to these questions and provide feedback and help. This also allows everyone to gain the same knowledge in one location rather than the instructor responding back to just one student, which limits the rest of the class from gaining this knowledge.

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

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. All reading assignments, lectures and projects will be posted under each week's link on the homepage.

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. Issues with uploading work for a grade is not an excuse. If students have issues uploading work to E-Learning, please e-mail the instructor immediately. To minimize upload issues, try zipping your documents. 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. Students should not wait until the last minute to submit work to avoid technical issues.

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

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|---|---------------------|
| • 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 Submissions: All discussion posts and projects must be submitted through E-Learning. In addition, you will be required to upload your projects along with a description on your personal blog. All response papers for both live lectures and project presentations 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.

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|------------------------------------|---|
| 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 Thursdays of the next week |
| Response Papers for Missed Lecture | 5:30 PM EST on Tues/Thurs within a week of missed class |

Emergency and Extenuating Circumstances Policy: Students who face emergencies, such as a major personal medical issue, a death in the family, serious illness of a family member, or other situations beyond their control should notify their instructors immediately. Students are also advised to contact the Dean of Students Office if they would like more information on the medical withdrawal or drop process: <https://www.dso.ufl.edu/care/medical-withdrawal-process/>

Drop Policy: Students **MUST** inform their academic advisor before dropping a course, whether for medical or non-medical reasons. Your advisor will assist with notifying professors and go over options for how to proceed with their classes. Your academic advisor is Tiffany Robbert, and she may be reached at trobbert@jou.ufl.edu

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 92.6 will be rounded 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. There will be six participation assignments throughout the semester in place of live Thursday classes for students to practice critical thinking skills. The assignments are listed on E-Learning.

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. Each project will allow students to practice Photoshop skills learned that week.

- 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 Project 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

WEEKLY DESIGN PROJECT RUBRIC

Criteria	Ratings					Pts
Completion	All requirements were met according to instructions, files were submitted on time 20.0 pts	Majority of requirements were met with one or two omissions, project submitted on time 15.0 pts	Some requirements were met with three or four omissions, project submitted on time 10.0 pts	Five or more requirements were not met 5.0 pts	Did not complete the project 0.0 pts	20.0 pts
Creativity & Execution	Design is effective, compelling and adheres to IMC principles. Design demonstrates great understanding of design principles (including type, color and layout). Design is consistent with brand. No spelling or grammar issues. Design is creative and strategic. 20.0 pts	Design is mostly effective. Design has one or two minor issues with design principles (color choices, balance, type choices and execution). Design has one or two minor spelling or grammar issues. Design is mostly consistent with the brand. Design is somewhat creative and strategic. 15.0 pts	Design is somewhat effective. Design has three or four minor issues with design principles (color choices, balance, type choices and execution). Design has three or four minor spelling or grammar issues. Design is somewhat consistent with the brand. Design shows little creativity or strategy. 10.0 pts	Design lacks effectiveness. Design has five or more issues with design principles (color choices, balance, type choices and execution). Design has major spelling or grammar issues throughout. Design is inconsistent with the brand. Design lacks creativity or strategy. 5.0 pts	Did not complete the project 0.0 pts	20.0 pts
Blog	Blog is thoughtful, descriptive adequately addresses your design process and includes all required images. Blog link is submitted and works properly. There are no major spelling or grammar issues. 10.0 pts	Blog is somewhat descriptive. Blog is missing one or two required elements. Blog link is submitted and works properly. Blog has one or two spelling or grammar issues. 8.0 pts	Blog lacks description. Blog is missing three or more required elements. Blog link does not work properly or is missing. Blog has major spelling or grammar issues. 5.0 pts	No blog link submitted 0.0 pts		10.0 pts
Total Points: 50.0						

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:

Criteria	Ratings					Pts
Completion of Requirements	All required files were submitted on Canvas and included on the blog. Design and strategy decisions are thoroughly explained in the comprehensive document and on the blog. All design pieces were included. Directions were followed. 30.0 pts	All but one or two files were submitted on Canvas and included on the blog. Design and strategy decisions are adequately explained in the comprehensive document and on the blog. All but one or two design pieces were included. Directions were mostly followed. 20.0 pts	Three to four files are missing on Canvas and on the blog. Design and strategy decisions are not adequately explained in the comprehensive document or on the blog. Three to four design pieces are missing. Directions were not followed closely. 15.0 pts	Five or more files are missing on Canvas and on the blog. Design and strategy decisions are not described. Five or more design pieces are missing. Directions were not followed. 10.0 pts	No files were submitted. 0.0 pts	30.0 pts
Design Execution	Design is effective, compelling and adheres to IMC principles. Design demonstrates great understanding of design principles (including type, color and layout). Design is consistent with brand. No spelling or grammar issues. Design is creative and strategic. 50.0 pts	Design is mostly effective. Design has one or two minor issues with design principles (color choices, balance, type choices and execution). Design has one or two minor spelling or grammar issues. Design is mostly consistent with the brand. Design is somewhat creative and strategic. 40.0 pts	Design is somewhat effective. Design has three or four minor issues with design principles (color choices, balance, type choices and execution). Design has three or four minor spelling or grammar issues. Design is somewhat consistent with the brand. Design shows little creativity or strategy. 30.0 pts	Design lacks effectiveness. Design has five or more issues with design principles (color choices, balance, type choices and execution). Design has major spelling or grammar issues throughout. Design is inconsistent with the brand. Design lacks creativity or strategy. 20.0 pts	No files were submitted. 0.0 pts	50.0 pts
Comprehensive Document	Document provides a full picture of what you hope to accomplish with your strategy. Company analysis is detailed and provides background information. All design pieces were included. All pages are labeled and easy to follow. All strategy and rationale statements are well-written. Document is professional. 10.0 pts	Document provides a vague picture of what you hoped to accomplish with your strategy. Company analysis could use more detail or background information. One or two design pieces is missing. Pages lack clear labels. Document is confusing. Strategy and rationale statements are unclear. Document is not very professional. 5.0 pts	Document does not provide overview of what you hoped to accomplish with your strategy. Company analysis and background information is lacking. Three or more design pieces are missing. Pages are not labeled. The document is unorganized. Strategy and rationale statement are missing or very vague. Document is unprofessional. 3.0 pts	No document submitted. 0.0 pts	10.0 pts	
Blog	Blog includes all required text and images. Blog link works properly. 10.0 pts	Blog includes most required text and images. Blog link works properly. 5.0 pts	Blog post not included. 0.0 pts	10.0 pts		
Total Points: 100.0						

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 & Websites
- Week 10 - Spring Break
- 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.

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> or email distancesupport@jou.ufl.edu 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 1/4-1/8	Thursday: Introductions, Syllabus, Overview of Digital Imagery OBJECTIVE: To learn about digital imagery	ASSIGNMENTS: Assign: Discussion 1, Project 1: Blog Setup Due Dates: Discussion 1 (1/6 @ 9 p.m.) Project 1 (1/12 @ 5:30 p.m.)
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Assign: Discussion 2, Project 2: Image Manipulation Due Dates: Discussion 2 (1/13 @ 9 p.m.) Project 2 (1/19 @ 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 1/9-1/15
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3 1/16-1/22	Tuesday: Selection Tools Thursday: Selection Tools Continued OBJECTIVE: To learn the importance of layers in Photoshop	ASSIGNMENTS: Assign: Discussion 3, Project 3: Pizza Layers Due Dates: Discussion 3 (1/20 @ 9 p.m.) Project 3 (1/26 @ 5:30 p.m.)
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Assign: Discussion 4, Project 4: Image Corrections Due Dates: Discussion 4 (1/27 @ 9 p.m.) Project 4 (2/2 @ 5:30 p.m.) Lecture Response (2/2 @ 5:30 p.m.)	ASSIGNMENTS: Tuesday: Image Corrections Thursday: Fill & Opacity, Blending Modes, Layers Part II, Color Basics with Nick Page (recorded lecture) OBJECTIVE: To edit images using Photoshop tools	4 1/23-1/29
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COURSE CALENDAR

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5 1/30-2/5	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 (2/3 @ 9 p.m.) Project 5 (2/9 @ 5:30 p.m.)
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Assign: Discussion 6, Project 6: IMC Practice Due Dates: Discussion 6 (2/10 @ 9 p.m.) Project 6 (2/16 @ 5:30 p.m.) Constructive Feedback (2/16 @ 5:30 p.m.)	ASSIGNMENTS: Tuesday: IMC, Layer Masks, Actions Thursday: No Class - Constructive Feedback Assignment OBJECTIVE: To learn what makes IMC effective	6 2/6-2/12
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7 2/13-2/19	Tuesday: Digital Media, Clipping Masks in Photoshop Thursday: Presentations of Project 6 OBJECTIVE: To practice making traditional media digital	ASSIGNMENTS: Assign: Discussion 7, Project 7: Book Cover Due Dates: Discussion 7 (2/17 @ 9 p.m.) Project 7 (2/23 @ 5:30 p.m.)
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Assign: Discussion 8, Project 8: Logo Creation Due Dates: Discussion 8 (2/24 @ 9 p.m.) Project 8 (3/2 @ 5:30 p.m.) Peer Review (3/2 @ 5:30 p.m.)	ASSIGNMENTS: Tuesday: Branding, Logo Design, Vectors in Photoshop, Establish Brand Identity, Mood Boards Thursday: No Class - Peer Review of Project 7 OBJECTIVE: To understand the importance of branding	8 2/20-2/26
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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.

9 2/27-3/5	Tuesday: Brainstorming, Personal Branding, Mood Boards Thursday: Web Design & Presentations of Project 8 OBJECTIVE: To explore brainstorming techniques	ASSIGNMENTS: Assign: Discussion 9, Project 9: Mood Board, Project 10: Wireframes & Mockups Due Dates: Discussion 9 (3/2 @ 9 p.m.) Project 9 (3/16 @ 5:30 p.m.) Project 10 (3/16 @ 5:30 p.m.)
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Assign: Due Dates: Project 9 (3/16 @ 5:30 p.m.) Project 10 (3/16 @ 5:30 p.m.)	ASSIGNMENTS:	No Class - Spring Break! OBJECTIVE: To design an effective website layout	10 3/6-3/12
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11 3/13-3/19	Tuesday: Advertising Online Thursday: No Class - 5 Second Website Tests OBJECTIVE: To learn how to create banner ads	ASSIGNMENTS: Assign: Project 11: Web Ads Due Dates: Project 11: Web Ads (3/23 @ 5:30 p.m.) 5 Second Test (3/23 @ 5:30 p.m.)
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Assign: Project 12: E-mail Campaign, Discussion 10 Due Dates: Project 12: E-mail Campaign (3/30 @ 5:30 p.m.) Discussion 10 (3/31 @ 9 p.m.)	ASSIGNMENTS:	Tuesday: Direct Marketing Thursday: Presentations of Project 11 OBJECTIVE: To develop creative direct marketing designs	12 3/20-3/26
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*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. Check due dates on E-Learning.

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.

13 3/27-4/2	Tuesday: Social Media Thursday: No Class - Email Click Test Assignment OBJECTIVE: To explore brainstorming techniques	ASSIGNMENTS: Assign: Project 13: Social Media, Final Project Due Dates: Project 13: Social Media (4/6 @5:30 p.m.) Email Click Test (4/6 @ 5:30 p.m.) Final Project (4/18 @ 5:30 p.m.)
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Assign: Project 14: Infographic Due Dates: Project 14: Infographic (4/13) Final Project (4/18)	ASSIGNMENTS:	Tuesday: Pre-Recorded Infographic Lecture Thursday: Presentations of Project 13 OBJECTIVE: To display information in a creative way 14 4/3-4/9
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15 4/10-4/16	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 (4/18)
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Assign: Instructor Evaluations Due Dates: Instructor Evaluations Final Project (4/18)	ASSIGNMENTS:	Tuesday: Last Class!! OBJECTIVE: To finish the semester on a high note 16 4/17-4/19
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*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. Check due dates on E-Learning.