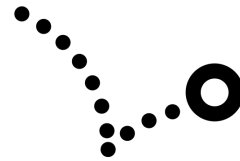


sight



sound



motion

VIC 3001

Fall 2017 Section 15B3

Instructors

Kay Tappan

Email: kaytappan@jou.ufl.edu

Office: Weimer 3048

Office hours:

Tuesday 2:30 – 3:30 p.m.

Thursday 1:30 – 3:30 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

Susanna Lee

Email: sslee@ufl.edu

Office:

Office hours:

Contact information

The instructors work normal weekday hours (i.e., Monday - Friday, 9 a.m. - 5 p.m.). If you email during this time, you can expect a reply in 24 hours. If you email on the weekend or after hours, please do not expect an immediate reply. If an assignment is due at 11 p.m. and you email us with an issue at 9 p.m., it is not likely that you will hear back before the assignment due. Please plan accordingly.

For questions pertaining to Adobe Premiere and Adobe Audition: Email Houston Wells at hwells@jou.ufl.edu

For questions pertaining to all other course content: Email Kay Tappan at 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. <http://helpdesk.ufl.edu/>

For technical help with the Adobe Creative Cloud and system requirements: <https://helpx.adobe.com/contact.html>

Class meetings:

Tuesday | Periods 9 – 11 (4:05 – 7:05 p.m.)

Thursday | Periods 9 – 10 (4:05 – 6 p.m.)

Location: New Physics Building Room 1001

Prerequisite: Sophomore standing

Course overview

Visual literacy is a pre-requisite for success in most areas of mass communication. This course will teach you fundamentals of design across print, web and multimedia platforms. You will also learn how visual forms convey messages to readers.

Course objectives

This course will teach you to:

- Identify the principles of sound visual design
- Select visual images that communicate effectively
- Demonstrate ethical decision making in your choice of visuals
- Produce stories in graphic and multimedia design
- Identify the purpose, audience and needs for messages created in print, web and video platforms
- Pick content that is relevant to the project purpose
- Identify and use the tools available in the Adobe Creative Suite
- Create effective and attractive messages using appropriate software tools

Required texts

White Space Is Not Your Enemy (WSINYE), 3rd ed.

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: <https://www.jou.ufl.edu/current-students/current-undergraduate/current-academics/equipment/>

The Adobe Creative Cloud package is available to UF students at a discount. The cost is \$173.35 for the year. To get started, please visit: <http://helpdesk.ufl.edu/software-services/adobe/>

Open Labs on Campus

If you are having issues with the Adobe Creative Cloud 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.

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 and Late Policy

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...

It is YOUR responsibility to ensure that your assignment submitted correctly in Canvas (I suggest logging out, logging back in, and checking). Submission errors will result in a ten point deduction.

Multiple Choice Quizzes

Quizzes are based on lectures, readings and tutorials (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. **Regardless of the reason for missing a quiz (family emergency, technical issue, illness), there are no makeup quizzes!** Here is the reason: rather than offering 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. **Please allow 48 hours for provisions to be put into place.**

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: <https://www.dso.ufl.edu/sccr/seminars-modules/academic-integrity-module>

Important dates

Classes begin: August 21

Classes end: December 7

Holidays (no classes):

September 4: Labor Day

October 6 - 7: Homecoming

November 10 - 11: Veteran’s Day

November 22 - 25: Thanksgiving Break

Course content and schedule

WEEK ONE

T 8/22 Course Introduction and technical requirements

Visual perception, semiotics, Gestalt theory

Lesson 1: Creating a WordPress site and YouTube account; logging on to Lynda.com

Reading “Why we love beautiful things”

TR 8/24 Video formats and frame rates

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

Reading Lynda.com PP CC Essential Training 2015 with Ashley Kennedy:Ch.1 “Getting to know the Premiere Pro Editing Environment”: *Launching Premiere Pro and starting a project (new Start Screen); Taking a tour of the Premiere Pro interface; Going a bit deeper into the editing tools and layouts*

Assessment: Introduce yourself using YouTube and WordPress (see Canvas for assignment details)
DUE: 11 p.m. 8/31

WEEK TWO

T 8/29 Framing and Composition | **Quiz 1**

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

TR 8/31 Common framings, visual vectors

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

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

Assessment: 4 clip edit

DUE: 9/7 at 11 p.m. (submit URL in Canvas)

WEEK THREE

T 9/5 Mental map/vector continuity | **Quiz 2**

Lesson 5: Cutting on action for continuity

TR 9/7 Storyboards and shot lists, title safe area

Lesson 6: Adding text

Reading WSINYE Ch. 11 Storyboarding

WEEK FOUR

T 9/12 Working with stills and graphics | **Quiz 3**

Lesson 7: Animating stills, transitions between stills

TR 9/14 Guest Lecture: Tim Sorel

Assessment: Interview Plus B-roll Edit

DUE: 9/21 at 11p.m. (submit URL in Canvas)

WEEK FIVE

T 9/19 Principles of sound design, production music and sound effects | **Quiz 4**

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

TR 9/21 Guest Lecture: Professor John Freeman

WEEK SIX

T 9/26 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 9/28 Analyzing Images

Lesson 10: Layers and masking; blending modes

Reading 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"; WSINYE Ch. 9 Adding visual appeal; Lynda.com: Photoshop CS6 Essential Training Ch. 9 "Understanding file formats" and Exploring Composition in Photography with Taz Tally Ch. 1 "Overview: What makes a successful image?"

Assessment: WordPress header in Photoshop (done in class on 9/26)

DUE: 9/28 at 11p.m.

WEEK SEVEN

T 10/3 Ethical Approaches to Analyzing Images | **Quiz 6**

Lesson 11: How to create a Snapchat filter in Photoshop; the Noun project; selections in Photoshop

TR 10/5 Visual Persuasion

Lesson 12: Creating an animated .gif in Photoshop

Reading 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: 10/5 at 11p.m.

WEEK EIGHT

T 10/10 CLASS DOES NOT MEET | **Quiz 7**

TR 10/12 Visual Cues; Design Principles and Layout

Lesson 13: Overview of the Adobe InDesign CC workspace; InDesign Layout Exercise

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

Assessment: Creating an animated GIF in Photoshop (done in class on 10/5)

DUE: 10/12 at 11p.m.

WEEK NINE

T 10/17 Color Models and Theory | **Quiz 8**

Lesson 14: InDesign Booklet Exercise Part 1; creating swatches in InDesign; ; web vs. print color

TR 10/19 Color Meanings and Uses

Lesson 15: Creating swatches/ASE files; InDesign Color Exercise

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

Print Production Fundamentals with Claudia McCue Ch. 3 “Choosing the correct type of printing for your project” and Ch. 4 “What’s a process color”

Assessment: InDesign Booklet Exercise Part I (done in class on 10/17) AND InDesign Layout Exercise (done in class on 10/12)

DUE: 10/19 at 11p.m.

WEEK TEN

T 10/24 Typography 101 | **Quiz 9**

Lesson 16: Creating a style guide; kerning activity; finding and installing typefaces

Assign final project

TR 10/26 *Helvetica*

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

Assessment: InDesign Color Exercise (done in class on 10/19) AND Business Card Typeface Exercise (complete on your own)

DUE: 10/26 at 11p.m.

WEEK ELEVEN

T 10/31 Branding and Logo Design; Designing a killer resume | **Quiz 10**

Lesson 17: Introduction to the Illustrator CC workspace; Using the pen tool in Illustrator; Creating a resume in InDesign

TR 11/2 Web Design Basics

Lesson 18: Setting up your WordPress website

Reading Lynda.com: Print Production Fundamentals Ch. 8 “Comparing raster vs. vector images”; WSINYE Ch. 13 Designing for the web; “How Gap learned a hard lesson in consumer resistance”

WEEK TWELVE

T 11/7 Translating information through graphics | **Quiz 11**

Lesson 18: Infographics in Canva

TR 11/9 Delving deeper into WordPress

Reading WSINYE Ch. 10 Infographics

Assessment: Personal Infographic in Canva Exercise

DUE: 11/9 at 11p.m.

WEEK THIRTEEN

T 11/14 Final project assistance

TR 11/16 Final project assistance

*****Final Project Due Thursday, Nov. 16 at 11p.m. (submit in Canvas)*****

WEEK FOURTEEN

T 11/21 Class does not meet

TR 11/23 Class does not meet

WEEK FIFTEEN

T 11/28 Cross-cultural visual communication (discuss assigned reading)

Lesson 21: Complete Drop Flier Exercise in class

TR 11/30 Guest Lecture TBA | **Quiz 12**

Reading "A review of cultural palettes"

Assessment: Drop Flier Exercise (done in class on 11/28)

DUE: 11/21 at 11p.m.

WEEK SIXTEEN

T 12/4 Class does not meet (Quiz 12 due)

