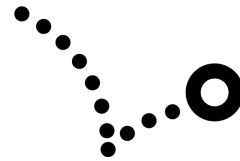


sight



sound



motion

VIC 3001

# Spring 2018 Section 1E85

## Instructors

### Kay Tappan

Email: [kaytappan@jou.ufl.edu](mailto:kaytappan@jou.ufl.edu)

Office: Weimer 3048

Office hours:

Tuesday 3 – 4:30 p.m.

Thursday 3 – 4:30 p.m.

### Houston Wells

Email: [hwells@jou.ufl.edu](mailto: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](mailto:sslee@ufl.edu)

Office: G035

Office hours: TBA

## 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](mailto:hwells@jou.ufl.edu)

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

Email is the preferred method of communication for this course. For students in Gainesville, it is advisable to attend our office hours for technical questions about the software. You can use Canvas mail, but standard email ensures a more immediate reply.

Please do not ask questions in the “comments” section of an assignment. The instructors do not get an individual ping when a comment is left, so we will not know that they are there and so will not respond in a timely manner.

For technical issues with Canvas, please contact E-learning technical support, 352-392-4357 (select option 2) or e-mail to [Learningsupport@ufl.edu](mailto:Learningsupport@ufl.edu). <http://helpdesk.ufl.edu/>

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

## **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), 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 20 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: January 8

Classes end: April 25

Holidays (no classes):

January 15: Martin Luther King, Jr. Day

March 3 - 10: Spring Break

## *Course content and schedule*

### **WEEK ONE**

**T 1/9** 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 1/11** Video formats and frame rates

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

**Reading** Lynda.com Premiere Pro CC 2017 Essential Training: The Basics: Ch. 2 “Getting to know Adobe Premiere Pro” (watch both segments: “Launching Adobe Premiere Pro...” and “Taking a tour...”)

**Assessment:** Introduce yourself using YouTube and WordPress (see Canvas for assignment details)  
**DUE:** 11 p.m. 1/18

## **WEEK TWO**

**T 1/16** Framing and Composition | **Quiz 1**

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

**TR 1/18** Common framings, visual vectors

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

**Reading** NA

**Assessment:** 4 clip edit

**DUE:** 1/25 at 11 p.m.

## **WEEK THREE**

**T 1/23** Mental map/vector continuity | **Quiz 2**

*Lesson 5:* Cutting on action for continuity

**TR 1/25** Storyboards and shot lists, title safe area

*Lesson 6:* Adding text

**Reading** WSINYE Ch. 11 Storyboarding

## **WEEK FOUR**

**T 1/30** Working with stills and graphics | **Quiz 3**

*Lesson 7:* Animating stills, transitions between stills

**TR 2/1** Guest Lecture: Tim Sorel

**Assessment:** Interview Plus B-roll Edit

**DUE:** 2/8 at 11p.m.

## **WEEK FIVE**

**T 2/6** Principles of sound design, production music and sound effects | **Quiz 4**

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

**TR 2/8** Guest Lecture: Professor John Freeman

## **WEEK SIX**

**T 2/13** 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 2/15** 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:** Website header in Photoshop (done in class on 2/13)

**DUE:** 2/15 at 11p.m.

## **WEEK SEVEN**

**T 2/20** Ethical Approaches to Analyzing Images | **Quiz 6**

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

**TR 2/22** 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:** 2/22 at 11p.m.

## **WEEK EIGHT**

**T 2/27** Visual Cues & Design Principles and Layout | **Quiz 7**

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

**TR 3/1**

**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:** InDesign Layout Exercise (done in class on 2/27) AND Creating an animated GIF in Photoshop (complete on your own)

**DUE:** 3/1 at 11p.m.

## *Spring Break March 3 - 10*

## **WEEK NINE**

**T 3/13** Color Models and Theory

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

**TR 3/15** Color Meanings and Uses

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



**Reading** WSINYE Ch. 8 Color basics and Ch.14 Fit to print; Color Design Workbook; 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 3/13) AND InDesign Color Exercise (done in class on 3/15)

**DUE:** 3/15 at 11p.m.

## **WEEK TEN**

**T 3/20** Typography 101 | **Quiz 8**

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

Assign final project

**TR 3/22** *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:** 3/22 at 11p.m.

## **WEEK ELEVEN**

**T 3/27** Branding and Logo Design; Designing a killer resume | **Quiz 9**

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

**TR 3/29** 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”

**Assessment:** InDesign Booklet Exercise Part II (complete on your own)

**DUE:** 3/29 at 11p.m.

## **WEEK TWELVE**

**T 4/3** Translating information through graphics | **Quiz 10**

*Lesson 18:* Infographics in Canva

**TR 4/5** Delving deeper into WordPress

**Reading** WSINYE Ch. 10 Infographics

**Assessment:** Personal Infographic in Canva Exercise

**DUE:** 4/5 at 11p.m.

### **WEEK THIRTEEN**

**T 4/10** Final project assistance

**TR 4/12** Final project assistance

**\*\*\*Final Project Due Thursday, April 12 at 11p.m. (submit in Canvas)\*\*\***

### **WEEK FOURTEEN**

**T 4/17** Cross-cultural visual communication (discuss assigned reading)

*Lesson 21*: Complete Drop Flier Exercise in class

**TR 4/19** Guest Lecture TBA | **Quiz 11**

**Reading** “A review of cultural palettes”

**Assessment:** Drop Flier Exercise (done in class on 4/17)

**DUE:** 4/19 at 11p.m.

### **WEEK FIFTEEN**

**T 4/24** Class does not meet (Quiz 11 due)