

Syllabus
VIC 3001
Section 015E
Fall 2018
Sight, Sound, Motion
Class Times: Online

Instructor Maggie Xiaomeng Lan

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Office Hours: Tuesday 2–4 p.m., Thursday 1–3 p.m., and by appointment

Special thanks are due to Professors Kay Tappan and Houston Wells, who developed this course and created the course materials.

Important Notice This course requires a laptop with the Adobe Creative Cloud and constant access to WiFi. If you cannot meet these requirements, you should not take this course.

Please do not use the Google Chrome browser to take quizzes!

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 Cloud
- Create effective and attractive messages using appropriate software tools

Required Texts *White Space Is Not Your Enemy*, Third Edition (WSINYE) by Hagen and Golombisky; additional reading assignments will be posted in Canvas.

Communication Methods for Online Students The instructor works 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 me with an issue at 9 p.m., it is not likely that you will hear back before the assignment due. Please plan accordingly.

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 instructor does 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>

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 in residence in Gainesville, you can make arrangements to use the open labs on campus.

The Adobe Creative Cloud 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 normally 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.

Student Complaint Process Please visit <http://www.distance.ufl.edu/student-complaint-process>

Students with Special Needs Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must submit a documentation letter to the professor when requesting accommodation. Please notify me at the beginning of the semester if you would like to discuss requests for special provisions. 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>.

Class Attendance Policy 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>.

Academic Honesty The work you submit for this course must be your own. It must be original for this course. You must never use direct or paraphrased material from any source, including Web sites, without attribution. You may not submit anything that you wrote for another class, or that you wrote as a volunteer or intern. You may not submit anything that was written for any purpose other than the given assignment.

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. You can review UF’s academic honesty guidelines in detail at: <https://www.dso.ufl.edu/sccr/seminars-modules/academic-integrity-module>

Any time you complete an assignment for this course you will clearly attribute the source of your information, including information obtained from organizations’ Web sites or internal documents. You cannot copy anything word for word, regardless of the source without putting quotes around it and attributing the source.

Grading and Late Policy 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. **Late assignments will receive an automatic grade reduction of 10 points every 24 hours** (or portion thereof) beyond the time they are due.

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+)

Discussions You should cite lecture and readings in your discussion posts, when applicable. To receive full credit, you must submit thoughtful comments in response to the posts from two other classmates.

Exercises/Assessments The exercises are designed so that students apply concepts learned in lecture and lessons to hands-on projects.

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.

Quizzes Quizzes are based on lectures, readings and tutorials (unless otherwise noted). THERE ARE NO MAKEUP QUIZZES. Please do not email me and ask to 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

Discussions (10%)
Quizzes (20%)
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

Important Dates

Classes begin: August 22

Classes end: December 5

Holidays:

September 3: Labor Day

November 2 - 3: Homecoming

November 12: Veterans Day

November 21 - 24: Thanksgiving

Course Content and Schedule

MODULE 1: SKILLS FOR SUCCESS AND HOW WE SEE

Lecture(s):

Instructor introduction
How and Why We See

Read/Watch:

Read "Why We Love Beautiful Things"
Read "I'm Not Your Consumer: How Research Misses the Human Behind the Demographic"
Watch "Microsoft Child of the 90's" and "Volkswagen Smiles"
Read "Logging on to Lynda"
View Lynda.com: "Section 2: Getting to know Adobe Premiere Pro"

Quiz(zes):

Take Quiz 1 "How and Why We See" **Due: Thursday, August 30 at 11 p.m.**

Assignment:

Introduce yourself using YouTube **Due: Thursday, August 30 at 11 p.m.**

MODULE 2: VIDEO FORMATS, FRAMING AND COMPOSITION

Lecture(s):

Formats and Frame Rates
Field of View and Camera Angles
Composition
Visual Vectors
Adobe Premiere Pro CC Initial Launch and Interface Tour
Adjustments in the timeline and exporting

Quiz(zes)

Quiz 1 "Formats and Frame Rates/Field of View and Camera Angles" **Due: Thursday, September 6 at 11 p.m.**
Quiz 2 "Composition/Visual Vectors" **Due: Thursday, September 13 at 11 p.m.**

Assignment(s):

An Introduction to Premiere Pro **Due: Thursday, September 6 at 11 p.m.**

MODULE 3: EDITING AND CONTINUITY

Lecture(s):

Common types of cutting
Establishing and honoring the mental map

Diving deeper into Premiere Pro
Editing for continuity
Creating a slideshow from still images

Read/Watch

Read *White Space is Not Your Enemy* Ch. 11: "Storyboarding"

Quiz(zes)

Quiz 1 "Common types of cutting"

Due: Thursday, September 20 at 11 p.m.

Quiz 2 "The mental map/storyboarding"

Due: Thursday, September 20 at 11 p.m.

Assignment(s)

Four clip edit

Due: Thursday, September 13 at 11 p.m.

Working with still images to create a slide show **Due: Thursday, September 20 at 11 p.m.**

MODULE 4: WORKING WITH AUDIO

Lecture(s):

Audio

Working with Audio in Premiere Pro

Working with Audio in Audition

Read/Watch

View Lynda.com: Premiere Pro CC Essential Training with Ashley Kennedy CH. 12 Working with Titles, "Using the graphics titler"

Quiz(zes)

Take Quiz 1: "Audio"

Due: Thursday, September 27 at 11 p.m.

Assignment(s):

Interview plus b-roll edit

Due: Thursday, September 27 at 11 p.m.

MODULE 5: ALL ABOUT IMAGES

Lecture(s):

Image Size

Image Files

Analyzing Images

Read/Watch

Watch 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?"

Read *White Space is Not Your Enemy* Ch. 9: “Adding visual appeal”; “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”

Watch YouTube videos: LeBron James Nike Ad Banned in China AND God Made a Farmer, 2013 Dodge Super Bowl Commercial

Quiz(zes)

Take Quiz 1

Due: Thursday, October 4 at 11 p.m.

Take Quiz 2

Due: Thursday, October 11 at 11 p.m.

Assignment(s):

Photoshop Website Header Image exercise

Due: Thursday, October 11 at 11 p.m.

Photoshop Duotone exercise

Due: Thursday, October 4 at 11 p.m.

Photoshop Animated GIF exercise

Due: Thursday, October 11 at 11 p.m.

Discussion Post

Image Analysis

Due: Monday, October 8 at 11 p.m.

Due: Comments by Monday, October 15 at 11 p.m.

MODULE 6: VISUAL ETHICS AND PERSUASION

Lecture(s):

Ethical Approaches to Analyzing Images

Visual Persuasion

Read/Watch

Read Ch. 7 “Advertising in an Image-Based Culture” in *Media Ethics: Cases and Moral Reasoning*, by Christians, et al.; “I was a teenage mother”; “Images that injure: Pictorial stereotypes in the media”; “Honor journalist James Foley: Don’t watch the video”; “The war photo no one would publish”

Quiz(zes)

Take Quiz 1

Due: Thursday, October 18 at 11 p.m.

Take Quiz 2

Due: Thursday, October 18 at 11 p.m.

Assignment(s):

InDesign Booklet Exercise

Due: Thursday, October 18 at 11 p.m.

Discussion Post

Images and Ethics

Due: Monday, October 22 at 11 p.m.

Due: Comments by Monday, October 29 at 11 p.m.

MODULE 7: DESIGN ELEMENTS AND LAYOUT

Lecture(s):

Visual Cues
Design Principles and Layout

Read/Watch

Read the following chapters, all from 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; Ch. 13 Designing for the web

Watch “Word as Image” on YouTube

Quiz(zes)

Take Quiz 1
Take Quiz 2

Due: Thursday, October 25 at 11 p.m.

Due: Thursday, October 25 at 11 p.m.

Assignment(s):

InDesign Layout exercise
Working in WordPress

Due: Thursday, October 25 at 11 p.m.

Due: Thursday, October 25 at 11 p.m.

MODULE 8: COLOR AND PRINTING

Lecture(s):

Color Models
Color Theory
Color Meanings and Uses

Read/Watch

Read WSINYE Ch. 8 Color Basics and WSINYE Ch. 14 Fit to Print; “Court says T-Mobile owns the color magenta”; *Color Design Workbook*

Quiz(zes)

Take Quiz 1
Take Quiz 2

Due: Thursday, November 1 at 11 p.m.

Due: Thursday, November 1 at 11 p.m.

Assignment(s):

InDesign Color exercise

Due: Thursday, November 8 at 11 p.m.

MODULE 9: TYPOGRAPHY

Lecture(s):

Typography 101
Type Terminology

Read/Watch

Read WSINYE Ch. 7 Type; “How typeface influences the way we read and think”; “Best practices for combining typefaces”; “How to choose a typeface”

Read “Helvetica Viewing Guide,” and watch Helvetica (this is a documentary available online; more information in Canvas)

Quiz(zes)

Take Quiz 1: Helvetica
Take Quiz 2

Due: Thursday, November 15 at 11 p.m.
Due: Thursday, November 15 at 11 p.m.

Assignment(s):

Kerning exercise
Business Card Typeface exercise

Due: Thursday, November 15 at 11 p.m.
Due: Thursday, November 15 at 11 p.m.

Discussion Post

Typeface

Due: Tuesday, November 19 at 11 p.m.
Due: Comments by Monday, November 26 at 11 p.m.

MODULE 10: BRANDING AND LOGO DESIGN**Lecture(s):**

Branding and Logo Design
Designing a Killer Resume

Read/Watch

Read “How Gap learned a hard lesson in consumer resistance”; White Space is Not Your Enemy Ch. 10: “Infographics”

Watch Lynda.com Learning Print Production Ch.7 “Comparing raster vs. vector artwork”
View Example Style Guide 1 and Example Style Guide 2

Quiz(zes)

Take Quiz 1

Due: Thursday, November 29 at 11 p.m.

Assignment(s):

Trace a shell in Illustrator
Personal Infographic in Canva exercise
Drop Flier exercise

Due: Thursday, November 29 at 11 p.m.
Due: Thursday, November 29 at 11 p.m.
Due: Thursday, November 29 at 11 p.m.

FINAL PROJECT

The final project is composed of four parts: all are **DUE by Thursday, December 4 at 11 p.m.**

1. Mood Board | 2. Style Guide | 3. Resume in InDesign | 4. WordPress Portfolio Website