

# VIC 3001 Spring 2020 Syllabus

## Course Information and Introduction

**Course** | VIC 3001: Sight, Sound, Motion | Spring 2020

**Prerequisites** | Sophomore standing

**Class Times** | Online

**Instructor** | Lori Gibbons

Email: lori.j.gibbons@ufl.edu

Hours: Virtual office hours by appointment only

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

**Note** | 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 the 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 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.

Email is the preferred method of communication for this course. 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>

**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/currentacademics/equipment/>

The Adobe Creative Cloud package is available to UF students at a discount. 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. 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 of 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>

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. Assignments should be submitted via proper procedure in Canvas and not emailed or included in comments section. Computer problems are typically not considered an excuse for late or no

submissions. You should continually check your computer or software performance to ensure you can submit assignments.

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 ten points. If it's 25 hours late, it's a reduction of twenty points.

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.

**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 us 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** | [Follow UF 2019-2020 Academic Calendar](#)

Classes begin: January 6, 2020

Classes end: April 22, 2020

Holidays (On-campus UF classes not held):

- January 20th, 2020
- March 2-6, 2020

# Course Content and Schedule

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## MODULE 1: SKILLS FOR SUCCESS AND HOW WE SEE

### To Do

1. Read the [Course Syllabus](#)
2. Read [“Why We Love Beautiful Things”](#)
3. Read ["I'm Not Your Consumer"](#)
4. Watch [“Microsoft Child of the 90s”](#) (01:41)
5. Watch [“The Wonder of Us”](#)
6. Watch [“How and Why We See”](#) (12:07) [PDF](#)
7. Watch the following Chapter 2 modules in "[Getting To Know Adobe Premiere Pro](#)" in LinkedIn Learning:
  - a. Launching Adobe Premiere Pro
  - b. A High-Level Look at the Interface
  - c. Touring the Project Panel and Source Monitor
  - d. Touring the Timeline
  - e. View Menu, Guides, and Rulers

### Quiz(zes) & Assignments - Due 1/10/2020

1. Complete the [Module 1 Activity: Introduce Yourself Using Youtube](#)
2. Take [Module 1, Quiz 1: How and Why We See](#)

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## MODULE 2: VIDEO FORMATS, FRAMING AND COMPOSITION

### To Do

1. Watch [Formats and Frame Rates](#) (09:48) [PDF](#)
2. Watch [Field of View and Camera Angles](#) (05:56) [PDF](#)
3. Watch [Composition](#) (08:29) [PDF](#)
4. Watch [Visual Vectors](#) (03:53) [PDF](#)
5. Watch ["5 Ways to Instantly Make Better Videos"](#)

### Quiz(zes) & Assignments - Due 1/17/2020

1. Complete the [Module 2 Activity: An Introduction to Premiere Pro](#)

2. Take [Module 2, Quiz 1: Formats and Frame Rates/Field of View and Camera Angles](#)
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## MODULE 3: EDITING AND CONTINUITY

### To Do

1. Watch [Common types of cutting](#) (05:56) [PDF](#)
2. Watch [Establishing and honoring the mental map](#) (04:36) [PDF](#)
3. Read White Space Is Not Your Enemy Chapter 11: "Storyboarding"
4. Watch the first four sections in the [Premiere Pro Tutorial Chapter 3: Setting up and Organizing Your Media](#) on LinkedIn Learning.
5. Watch all of the [Premiere Pro Tutorial Chapter 4: Basic Editing](#) on LinkedIn Learning.
6. Watch [Premiere Pro Tutorial Chapter 14 section "Exporting Your Project" on LinkedIn Learning.](#)
7. Watch: [Premiere Pro Tutorial: Creating a Slideshow from Stills](#)

### Quiz(zes) & Assignments - Due 1/24

1. Complete [Module 3 Activity: Four clip edit](#)
  2. Complete [Module 3 Activity: Working with still images to create a slide show](#)
  3. Take [Module 3, Quiz 1: Common types of cutting](#)
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## MODULE 4: AUDIO

### To Do

1. Watch [Audio](#) (08:35) [PDF](#)
2. Watch [Premiere Pro tutorial: Working With Audio in Premiere Pro](#) (05:14)
3. Watch [Premiere Pro tutorial: Working With Audio in Audition](#) (07:46)
4. Watch ["Graphic Titler Tool in Premiere Pro"](#)

### Quiz(zes) & Assignments - Due 1/31

5. Complete [Module 4 Activity: Interview Plus B-roll Edit](#)
6. Take [Module 4, Quiz 1: Audio](#)

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## MODULE 5: ALL ABOUT IMAGES

### To Do

1. Watch [Image Size](#) (05:38) [PDF](#)
2. Watch Lynda.com [Photoshop CS6 Essential Training Ch. 9 “Understanding File Formats”](#) (04:36)
3. Watch [Image Files](#) (05:39) [PDF](#)
4. Watch [A Tour of the Photoshop Interface \(5m 41s\)](#)
5. Watch [Understanding file formats \(7m 11s\)](#)
6. Read White Space is Not Your Enemy Ch. 9: “Adding visual appeal”

### Quiz(zes) & Assignments - Due 2/7

1. Take [Module 5, Quiz 1](#)
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## MODULE 6: VISUAL ETHICS AND PERSUASION

### To Do

1. Read [Ch. 7 “Advertising in an Image-Based Culture” in Media Ethics: Cases and Moral Reasoning, but Christians, et al.](#)
2. Read ["Should We? The Ethics of Publishing Graphic but Newsworthy Photos is not Straightforward."](#)
3. Read [Images that injure: Pictorial stereotypes in the media](#)
4. Read [“Honor journalist James Foley: Don’t watch the video”](#)
5. Read [“The war photo no one would publish”](#)
6. Read: ["Photoshop, Models, and the Law: How Far is Too Far?"](#)
7. Watch [Ethical Approaches to Analyzing Images](#) (08:15) [PDF](#)
8. Watch [Visual Persuasion](#) (11:22) [PDF](#)

### Discussion - Post Due 2/14, Replies Due 2/18

1. Contribute to the [Module 6: Images and Ethics](#)

### Quiz(zes) & Assignments - Due 2/21



1. Complete [Module 6 Activity: InDesign Booklet Exercise](#)
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## MODULE 7: DESIGN ELEMENTS AND LAYOUT

### To Do

1. Read the following chapters, all from WSINYE:
  - a. Ch. 1 What is design?
  - b. Ch. 2 Step away from the computer
  - c. Ch. 3 I need to design this today
  - d. Ch. 4 Layout sins
  - e. Ch. 5 Mini art school
  - f. Ch. 6 Layout
  - g. Ch. 13 Designing for the web
2. Watch [Visual Cues](#) (08:12) [PDF](#)
3. Read [Graphic Design Tips](#)
4. Take [Module 7, Quiz 1](#)
5. Watch [Design Principles and Layout](#) (11:36) [PDF](#)

### Quiz(zes) & Assignments - Due 2/28

1. Complete [InDesign Layout Exercise](#)
2. Complete [Working in WordPress](#)

### Prepare

- Prepare for the upcoming [Final Project](#)
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## MODULE 8: COLOR AND PRINTING

### To Do

1. Read WSINYE Ch. 8 Color Basics
2. Read WSINYE Ch. 14 Fit to Print
3. Read [“Court says T-Mobile owns the color magenta”](#)
4. Read [Color Design Workbook reading](#)

5. Watch [Color Models](#) (14:22) [PDF](#)
6. Watch [Color Theory](#) (06:53) [PDF](#)
7. Watch [Color Meanings and Uses](#) (08:32) [PDF](#)

### Quiz(zes) & Assignments - Due 3/20

1. Take [Module 8, Quiz 1](#)
2. Complete the [Module 8 Activity: InDesign Color Exercise](#)

### Prepare

- Prepare for the upcoming [Final Project](#)
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## **MODULE 9: TYPOGRAPHY**

### To Do

1. Read WSINYE Ch. 7 Type
2. Read [“How typeface influences the way we read and think”](#)
3. Watch [“Typography 101”](#) (12:33) [PDF](#)
4. Watch [“Type Terminology”](#) (08:22) [PDF](#)
5. Read ["How to Improve Typography in Your Designs"](#)
6. Read [Helvetica Viewing Guide](#)
7. Take Module 9, Quiz 1
8. After you have completed all requirements for this module, move on to [Module 10](#)

### Discussion - Post Due 3/27, Replies Due 3/31

1. Contribute to the [Module 9: Strong Uses of Typeface](#)

### Quiz(zes) & Assignments - Due 4/3

1. Complete [Module 9 Activity: Kerning](#)
2. Complete [Module 9 Activity: Business Card Typeface exercise](#)

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## MODULE 10: BANDING AND LOGO DESIGN

### To Do

1. Read ["How Gap learned a hard lesson in consumer resistance"](#)
2. Read White Space is Not Your Enemy Ch. 10: "Infographics"
3. Read ["Raster Versus Vector Images"](#)
4. Watch [Illustrator Basics: Chapter 6 "Illustrator"](#)
5. View [Example Style Guide 1](#)
6. View [Example Style Guide 2](#)
7. Watch ["Branding and Logo Design" \(11:00\)PDF](#)
8. Watch ["Designing a Killer Resume" \(8:54\)](#)

### Discussion - Post Due 4/10, Replies Due 4/14

1. Participate in the Infographic Discussion

### Quiz(zes) & Assignments - Due 4/17

9. Complete the [Module 10 Activity: Tracing a shell in Illustrator](#)
10. Complete the [Module 10 Activity: Personal Infographic in Canva](#)

### Prepare

- Prepare for the upcoming [Final Project](#)
- After you have completed all requirements for this module and this course, please remember to complete your [course evaluation](#).

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## FINAL PROJECT

### Assignments - Due Date TBD

The final project is composed of four parts. Refer to the Canvas course for detailed instruction .pdf's.

1. Style Guide (20%)
2. Resume (25%)
3. Portfolio Website (55%)