MASTER OF ARTS IN MASS COMMUNICATION
College of Journalism and Communications
UNIVERSITY of FLORIDA

VIC 5325: Digital Imagery in Web Design

Academic Term: Fall 2022
4 **Credit Hours**

Instructor
Name: Megan Cary
Email Address: mcaryhonea@ufl.edu
Office Phone Number and Times: Email is the best way to reach me. I try to respond to students within 24 hours or 48 hours at the latest. If you would like to speak to me on the phone or on Zoom, email me and we can set up an appointment. In case of an emergency, you can text me at 251-454-7510. Please let me know your name and what course you are if you text me.

Virtual Office Hours: I am generally available by appointment in the evenings from 6-8pm EST. Please email me to coordinate a time.

Course Description and Prerequisites

Course Description: This course familiarizes the students with the development and impact of imagery in interactive media. Students will learn how visual "language" is the basis for developing contextual symbolic meanings that are shared throughout a culture. Semiotics, information design, and persuasive communication will be explored in this course. The students will develop communicative images using their knowledge gained through lectures, discussions, and Adobe Photoshop training.

Course Prerequisites / Co-Requisites – N/A

Course Expectations

This is a fully online course, and you must log in to Canvas with your Gatorlink username and password to access the materials and assignments. The course is organized into modules with due dates. Unless otherwise specified, each module begins on Monday at 12:00 AM, ET, and ends on Sunday at 11:59 PM, ET.

Time Commitment & Student Workload Expectations
Expect to spend between 10 to 20 hours per week, per course, watching or attending lectures, reading, working on assignments and projects, and engaging in discussions.

Expectations for Writing Assignments: Writing Style
To meet the academic rigor and standards of a graduate program, all students are required to use the Publication Manual of the American Psychological Association (APA) 7th Edition style in their courses when appropriate for the assignment. The APA 7th Edition Manual has a plethora of guidelines that includes scholarly writing, publishing principles, elements, and format for your papers, writing style, and grammar, bias-free language guidelines, mechanics of style, in-text citing references, etc. For additional information on notable changes, see changes between APA 6th Edition and APA 7th Edition.

Class Demeanor
During live Zoom critiques please arrive on-time and keep your microphones on mute when you are not actively speaking. It's preferable for cameras to be on when you present and give feedback. While your camera is on, please avoid activities like driving, cooking, etc. that may be distracting to your classmates.

Attendance Policy
Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies. Click here to read the university attendance policies for information on absences, religious holidays, illness, and the twelve-day rule. Excused absences must be consistent with university policies in the Graduate Catalog and require appropriate documentation.

Late Assignment Policy
Late assignments will not be accepted unless it is a University excused absence as stated in the attendance policies. ***No late work will be accepted for final projects or work due in the final week of class due to the university grading deadlines.*** If potential issues arise concerning submitting final work, students should contact their instructors before the assignment deadline.

1. Late Assignment Grade Reductions
   a. 0-24 Hours Late: 10% reduction in grade.
   b. Over 24 Hours (24 hours and 1 minute) to 7 Calendar Days Late: 20% reduction in grade.
   c. After the 7th Calendar Day: Work will not be accepted.
2. Late Discussions will not be accepted.

Student Guidelines for Course Challenges
A student with questions regarding course content such as assignments, assessments, instructional materials, lectures, meetings, course objectives, course module objectives, or other areas of the course, please adhere to the following guidelines: first, *approach the faculty member who is teaching the course* to ask for clarifications regarding the course assignments, assessments, materials, lectures, meetings, etc. Use the instructor's contact information to request an appointment where you can address any concerns and/or questions. If after meeting with *the faculty member teaching the course* you are still not clear on the course assignments, assessments, materials, lectures, meetings, etc., then the next step would be to contact online advising (onlineadvising@jou.ufl.edu) for additional guidance.

Accessibility/Students with Disabilities Information
Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center. https://disability.ufl.edu/students/get-started/It is important for students to share their accommodation letters with their instructors and discuss their access needs, as early as possible in the semester.

Course Evaluation
Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback professionally and respectfully is available at https://gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens and can complete evaluations through the email, they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via https://ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/.

Course-Level Objectives

Upon successful completion of this course, students will be able to:

1. Summarize the principles of effective visual design. (CO: 1)
2. Describe the role of digital imaging in interactive media. (CO: 2)
3. Explain the purpose of Adobe Photoshop. (CO: 3)
4. Utilize Adobe Photoshop. (CO: 4)
5. Create visual designs and campaigns. (CO: 5)
6. Explain the ethical dilemmas of digital imaging manipulation. (CO: 6)
7. Examine licensing and copyright laws related to digital imaging. (CO: 7)
8. Create a professional design portfolio. (CO: 8)

(CO = Course-Level Objective)

Textbooks and Materials

Required Course Textbook(s)
Chavez, Conrad, & Faulkner, Andrew. (2022) *Adobe Photoshop Classroom in a Book* (2022 release). Pearson Education, Adobe Press.

- ISBN-10: 0-13-762110-8
- ISBN-13: 978-0-13-762110-1

All required readings, videos, and other materials (both current and seminal) are available online through the UFL Library. Links and instructions for accessing these materials will be provided within the Canvas modules.

Recommended Textbook(s)
This textbook is recommended in all CJC Online classes to support student expectations for writing style.

American Psychological Association. (2020). *Publication manual of the American Psychological Association: The official guide to APA style* (7th ed.).

- ISBN-13: 978-1433832161
- ISBN-10: 143383216X

Course Reserves (VPN Access Required):
We will be using the UF Libraries online course reserves for some of our learning materials (these items will be noted in the weekly Module). To access this resource in Canvas, look for the Course Reserves tab on the left side navigation. Click on it and wait for the Course Reserves to load, and then look for the needed item. To view it, click "View" on the left side of the entry. You will need to be logged into the VPN to access the Course Reserves or any library materials.

- Aizpurua, A., Harper, S., & Vigo, M. (2016). Exploring the relationship between web accessibility and user experience. *International Journal of Human-Computer Studies*, *91*, 13–23.
- Cheng, K. (2012). *How to Survive a Critique: A Guide to Giving and Receiving Feedback*. AIGA.
- Costa, A., Baaker, J., & Plucinska, G. (2020). How and why it works: The principles and history behind visual communication. *Medical Writing*, *29*(1), 16–21.
- Ekstrand, V. S., & Silver, D. (2014). Remixing, Reposting, and Reblogging: Digital Media, Theories of the Image, and Copyright Law. *Visual Communication Quarterly*, *21*(2), 96–105.
- Jiang, J. A., Fiesler, C., & Brubaker, J. R. (2018). "The Perfect One." *Proceedings of the ACM on Human-Computer Interaction*, *2*(CSCW), 1–20.
- Lundin, K. (2021, June 11). Indie Community: Reading Books by Their Covers. *PublishersWeekly.Com*.
- Miltner, K. M., & Highfield, T. (2017). Never Gonna GIF You Up: Analyzing the Cultural Significance of the Animated GIF. *Social Media + Society*, *3*(3), 205630511772522.

- Reaves, S., Hitchon, J. B., Park, S.-Y., & Yun, G. (2004). You Can Never Be Too Thin" – or Can You?: A pilot Study on The Effects of Digital Manipulation of Fashion Models. *Race, Gender & Class*, *11*(2), 140–155.
- Seifert, C., & Chattaraman, V. (2020). A picture is worth a thousand words! How visual storytelling transforms the aesthetic experience of novel designs. *Journal of Product & Brand Management*, *29*(7), 913–926.
- Wolff, N. E. (2020). Best practices in image licensing. *The Licensing Journal*, *40*(3), 9–13.

University and Course Grading Policies

University Honor Code
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 Conduct Code specifies the number of behaviors that violate this code and the possible sanctions. Click here to read the Conduct Code. If you have any questions or concerns, please consult with the instructor in this class.

Plagiarism
Plagiarism is unacceptable; especially, in academic communities. All academic work must be an original work of your own thought, research, or self-expression. Plagiarism includes, but is not limited to, prohibited collaboration, consultation, submission of academic work that has been purchased or obtained (see the UF Policy: Student Conduct Violation). In addition, self-plagiarism is also unacceptable. Self-plagiarism is defined as recycling or reusing one's own specific words from previously submitted assignments or published texts. Remember that plagiarism is not acceptable in any of your work including all discussion board posts, journal entries, wikis, and other written and oral presentation assignments. It's important to always cite your sources in your assignments.

Grading Criterion
Your grade will be calculated based on the following:

Discussion Boards (10%)
Students are required to participate in all assigned written discussions on Canvas related to relevant topics and course projects. Students must thoughtfully respond to the instructor's prompt by 11:59 pm EST on Thursday and offer relevant feedback to at least two of their peers' posts by 11:59 pm on Sunday in the module it is assigned in order to receive full credit. Posts should be substantive, and replies should offer thoughtful, constructive feedback.

Short Essays (10%)
Students will critically respond in short essay format about assigned topics and prompts using their readings, videos, and lectures. Posts should be substantive and scholarly, utilize proper grammar and writing mechanics, be properly cited/referenced, and be 300-500 words in length

Exercises (30%)
Students will complete a variety of Adobe Photoshop exercises based on live, written and/or video tutorials that will familiarize them with the tools and capabilities of image manipulation software. Exercises are designed to be quick introductions to the tools that ensure technical proficiency. Graded via Rubric.

Projects (50%)
Students will be assigned four in-depth projects that will require them to combine their knowledge of effective visua design and technical skill. Each project will be introduced via lecture and students will develop proposals and ideate/brainstorm using sketching techniques prior to beginning the design. Students will have 2-3 weeks to complete

the project and have multiple opportunities to post in-progress work for feedback. Live critiques will follow. Graded via Rubric.

Assignments/Assessments	Weight (%)
Course Orientation: These assignments are required; however, they do not count towards the final grade. • Student Introduction • Course Evaluation	0%
12 Discussions • Worth up to 100 points each.	10%
6 Short Essays • Worth up to 100 points each.	10%
14 Exercises • Worth up to 100 points each.	30%
4 Projects (Split into two parts per project, ex. Project 3, Part 1; Project 3, Part 2) • Each part is worth up to 100 points each or 200 points per project.	50%
TOTAL	**100%**

Grade	Percentage
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%**
E	**0 – 59.4%**

The only passing grades for graduate students are A, A-, B+, B, B-, C+, and C. Letter grades of C-, D+, D, D- or E are not considered passing at the graduate level, although the grade points associated with these letter grades are included in grade point average calculations. See the Graduate Catalog and UF graduate school grading policy for more information.

Student Privacy
There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see the Notification to Students of FERPA Rights.

Technology Requirements

Software Use

All faculty, staff, and students at the university are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Software

- Microsoft Office 365.
- UF Apps – access UF software applications from any device from any location, at any time.
- Adobe Reader
- Zoom

Subscriptions, Plug-Ins, and Other Tools

- Adobe Photoshop CC (Subscription-based, $19.99/mo. for students. Make sure it is updated to the latest version. Older versions are not allowed due to specific features not being available in those versions.)
- I recommend using a mouse (wired or wireless) to complete assignments when using a laptop as using a trackpad and key commands can be difficult and result in less refined work. Note that Macs do not require the use of an Apple-brand mouse, cheaper alternatives are fine.
- Check your computer hardware specifications against the software recommendations to ensure that your computer can handle the Photoshop CC software prior to the start of class.
- You will need access to Zoom software, a web camera and microphone to participate in class critiques. This can be built-in to your computer or external/purchased separately.

Technical Support

If you have technical difficulties with your course, please contact the UF Computing Help Desk either by filling out an online request form or calling 352-392-4357 (HELP).

If your technical difficulties cause you to miss a due date, you must report the problem to the Help Desk and then email your instructor. Include the ticket number that you are given from the Help Desk in an email to the instructor to explain the late assignment/quiz/test.

IT Support

For all Technical assistance questions please contact the UF Computing Help Desk.
Phone: 352-392-HELP (4357)
Email: helpdesk@ufl.edu

Communication Policies

Student Expectations

- Check for announcements frequently. I usually post a weekly announcement on Mondays. Special announcements like critique changes or assignment problems may also be posted as a separate announcement and sent via Canvas message.
- Read through the module early in the week so that you understand what is due and can plan accordingly.
- Make sure you note the Zoom Critique and Open Office Hours dates and times – you can find these on the Course Calendar and in a posted announcement along with the Zoom link.
- In general, all initial discussion posts are due by 11:59pm on Thursday evenings and your peer responses are due by 11:59pm on Sunday evenings.

- If you have a problem, question, or concern, please contact me as soon as possible. Open communication is key to resolving any issue quickly and keeping you on track in the class.

Announcements
You are responsible for reading all announcements posted in the course each time you log in.

Email
You are responsible for reading all your course emails and responding promptly (within 24 hours).

Video Conferencing
You are responsible for attending course video conferencing meetings. If you cannot attend the video conferencing meeting, please advise the instructor and/or your team at least 24 hours in advance (exceptions can be made for legitimate emergencies). You are expected to demonstrate netiquette and etiquette communication expectations during these meetings.

Instructor Communications

Email Policy
Except for weekends, holidays, and University breaks, the instructor will typically respond to emails within 48 hours. For course-related questions please post in the Canvas FAQ discussion board. If you have questions of a personal nature, please email me directly.

Assignment Feedback Policy
I will provide feedback/grades on submitted assignments in within two weeks of the due date. Some assignments may require a longer review period, which I will communicate to you, if necessary.

Course Policies

Video Recording
Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third-party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

Privacy
If your course includes live synchronous meetings, the class sessions will all be audio-visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their

camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. Please see UF's Information Technology policies for additional information.

Challenging Topics
In this course, we may cover subjects that may be sensitive and/or challenging. As in all our courses, we do this not to indoctrinate but to instruct, to prepare you to be the most effective and successful media professional or scholar that you can be. We encourage you to understand all concepts presented in class, but we know that what you personally believe is your choice. If you would like to discuss anything in regards to this, please feel free to contact me directly.

Commitment to Diversity
The College of Journalism and Communications embraces diversity as a shared responsibility among faculty, staff and students and strives for tangible expressions of this responsibility. We are committed to fostering a safe, welcoming and inclusive environment for individuals of all races, genders, nationalities, religions, sexual orientations, identities and abilities to express their culture and perspectives through the art and science of journalism and communication.

Academic and Student Resources

Academic Resources

- E-learning Technical Support: Contact the UF Computing Help Desk at 352-392-4357 (HELP) or via e-mail at helpdesk@ufl.edu.

- Career Connection Center: Career assistance and counseling. Reitz Union, Phone: 352-392-1601.

- Library Support: Various ways to receive assistance concerning using the libraries or finding resources.
  UF Library Services for Distance Students
  Ask a Librarian – chat with librarians online.
  CJC Librarian - April Hines, Phone: 352-273-2728, Email: aprhine@uflib.ufl.edu.

- Writing Studio: Provides one-on-one consultations and workshops tailored to specific classes (graduate and undergraduate). 302 Tigert Hall, Phone: 352-846-1138.

Health and Wellness

- *U Matter, We Care:* If you or someone you know is in distress, please contact umatter@ufl.edu, call 352-294-2273, or visit the website to refer or report a concern, and a team member will reach out to the student in distress.

- *Counseling and Wellness Center:* Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services.

- Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need or visit the Student Health Care Center website.

- University Police Department: Visit the UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies).

- GatorWell Health Promotion Services: For prevention services focused on optimal wellbeing, including wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-4450.

Course Schedule

Week Number	Topic and Assignments
1	Introduction to Digital Imagery and Critical Raster Concepts
2	Photoshop Essentials
3	Effective Visual Design and Its Role in Communication
4	eBook Cover Design and Effective Proposals | Project 1, Part 1
5	Email Design, Adjustment Layers | Project 1, Part 2
6	Photo Retouching, Ethics | Project 2, Part 1
7	Time and Motion; Animated Gifs | Project 2, Part 2
8	Constructive Criticism, Smart Objects, and Mockups
9	Smart Filters, Non-Destructive Editing | Project 3, Part 1
10	Typography Best Practices, Photo Licensing | Project 3, Part 2
11	Creating Custom Brushes and Special Effects
12	Ui/UX Principles | Project 4, Part 1
13	Designing for Accessibility and Inclusion | Project 4, Part 2
14	Thanksgiving Break
15	Etiquette, Automation | Finalizing Project 4
16	Course Wrap-Up and Portfolio Best Practices

The instructor reserves the right to adjust this syllabus, as necessary.