VIC 3001
Sight, Sound and Motion
Summer C 2023 – study abroad
Syllabus

Prerequisite: sophomore standing
Instructor: Houston Wells
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                Weimer 3066

Office hours on Zoom by appointment

Technical Notice This course requires a laptop with the Adobe Creative Cloud and reliable access to high-speed internet. If you cannot meet these requirements, you should not take this course. (While we are meeting in person *during the trip*, materials may be distributed through other means if reliable internet is not available.)

Some quizzes will be taken through Canvas. We recommend not using the Chrome browser for these, as some issues have been reported.

Overview: Visual literacy is a prerequisite 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 meaning to readers.

Objectives:
At the completion of this course students will

- 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 suite of software
- Create effective and attractive messages using appropriate software tools

Required text: *White Space Is Not Your Enemy*, Third Edition (WSINYE) by Hagen and Golombisky; additional readings will be posted on Canvas. This will only be used during the online portion of the course; you do not need to have the book during study abroad.

Communication methods for online students: Your instructor works normal weekday hours (i.e., Monday-Friday 9 am - 5 pm). 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 pm and you email with an issue at 9 pm, it is not likely that you will hear back before the assignment is due. Plan accordingly.

Using LinkedIn Learning: LinkedIn Learning provides tutorials on various software applications. This service is free to UF students. Occasionally, you will be assigned to watch LinkedIn Learning tutorials. Any assigned videos constitute potential quiz material. To access LinkedIn Learning, visit UF eLearning and click on LINKEDIN LEARNING. (It is possible to simply go to LinkedIn Learning directly, but unless you access it through UF eLearning, the website will not recognize you as a UF student and you won't have full access.)

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. Example: 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.

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 is 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. Regardless of the reason for missing a quiz (family emergency, technical issue, illness), there are no makeup quizzes. Rather than offering makeup quizzes, the lowest two quiz scores will be dropped. (Also note that not every module includes a quiz.)

Final Project Your final project will consist of creating a style guide for your personal brand. You will then adhere to the style guide when create a resume in Adobe InDesign and a portfolio website in WordPress.

Grade breakdown

Discussions (10%)
Quizzes (20%)
Assignments (55%)
Final Project (15%)

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 59.4% and below

Course Content and Schedule

Module 1: SKILLS FOR SUCCESS AND HOW WE SEE

Lecture: How and Why We See
Read/Watch: "Why We Love Beautiful Things"
                    "Microsoft Child of the 90's"
                    "Volkswagen Smiles"
Complete quiz 1
Assignment: introduce yourself using Youtube

Module 2: VIDEO FORMATS, FRAMING AND COMPOSITION
(Module 2 will be completed in person during study abroad.)

Lectures: Formats and Frame rates
                    Field of View and Camera Angles
                    Composition
                    Visual Vectors
                    Adjustments in the Timeline and Exporting
Complete quizzes 1 and 2
Assignment: an introduction to Premiere Pro

Module 3: EDITING AND CONTINUITY
(Module 3 will be completed in person during study abroad.)

Lectures: Common Types of Cutting
                    Establishing and Honoring the Mental Map
                    Diving Deeper into Premiere Pro Editing for Continuity
                    Creating a slideshow from Still Images
Complete quiz 1
 Assignments: Four clip edit
                    Working with still images to create a slideshow

Module 4: WORKING WITH AUDIO
(Module 4 will be completed in person during study abroad.)

Lectures: Audio concepts
                    Working with Audio in Premiere Pro
                    Working with Audio in Audition
Complete quiz 1
Assignment: Interview plus B-roll edit

The remaining modules will be completed online, at your own pace. Please keep an eye on due dates; these will apply even though you are free to work through the material early.

Module 5: ALL ABOUT IMAGES
Lectures: Image Size
               Image Files
               Analyzing images
               A tour of the Photoshop interface (Linkedin Learning)
               Understanding file formats (LinkedIn Learning)
Read/Watch: WSINYE Ch. 9: "Adding visual appeal"
               "Blogger Beware: You CAN Get Sued for Using Photos You Don't Own on Your
                    Blog"
               "The Media Through Which We See" (Visual Communication by Paul Martin
               Lester, Section 4.)
               LeBron James Nike Ad Banned in China
               God Made a Farmer 2013 Dodge Super Bowl Ad
Complete quizzes 1 and 2
Assignments: Animated GIF exercise
Photoshop website header image exercise
Photoshop duotone exercise

Module 6: VISUAL ETHICS AND PERSUASION

Lectures: Ethical Approaches to Analyzing Images
               Visual Persuasion
Read/Watch: "Advertising in an Image Based Culture"
               "Should We? The Ethics of Publishing Graphic but Newsworthy Photos"
               "Images that Injure"
               "Honor Journalist James Foley: Don't Watch the Video"
               "The War Photo No One Would Publish"
Assignment: InDesign Booklet Exercise
Discussion: Images and Ethics

Module 7: DESIGN ELEMENTS AND LAYOUT

Lectures: Visual Cues
               Design Principles
Read/Watch: WSINYE Chapters 1-6, 13 (Don't panic. It's an interesting book.)
Complete quiz 1
Assignments: InDesign Layout Exercise
               Working in WordPress

Module 8: COLOR AND PRINTING

Lectures: Color Models
                  Color Theory
                  Color Meanings and Uses

Read/Watch: "Court Says T-Mobile Owns the Color Magenta"
                  Color Design Workbook reading

Complete quiz 1

Assignment: InDesign Color Exercise

Module 9: TYPOGRAPHY

Lectures: Typography 101
                  Type Terminology

Read/Watch: "How typeface influences the way we read and think"
                  "How to Improve Typography in Your Designs"

Assignment: Business Card Typeface exercise

Discussion: Strong Uses of Typeface

Module 10: BRANDING AND LOGO DESIGN

Lectures: Branding and Logo Design
                  Designing a Killer Resume

Read/Watch: WSINYE Chapter 10: Infographics
                  Raster Versus Vector Images
                  Illustrator Basics: Chapter 6 (LinkedIn Learning)
                  Example Style Guides 1 and 2

Assignments: Tracing a shell in Illustrator
                  Personal Infographic in Canva
                  Drop Flier

Final Project: STYLE GUIDE, RESUME AND PORTFOLIO SITE
Detailed instructions on Canvas

Graduate Credit Project:
If you are taking VIC 3001 as a graduate student, an additional assignment will be due at the end of the Summer C semester. **Choose one** of the following projects:

1. Choose two parallel brands or organizations that you feel have strong visual identities. (When choosing your brands, consider those with an identifiable color palette, Typeface, logo, etc.) Gather examples of these visual identity components and organize them in two Photoshop documents, identifying the primary fonts and colors used in the brand. (These

may need to be approximated if the font is proprietary, or the colors are only identified in photos.) In a separate document, compare and contrast the two styles with an emphasis on effectiveness in communicating the brand to their audience.

2. Locate a visual communicator in Florence. This could be a graphic designer, a photographer, a videographer—try to find someone whose field is similar to where your own interests lie. Arrange a time to meet with them while we are in Florence, and conduct a short on-camera interview with them (your phone's video camera is fine.)

   Some sample questions you can ask: How would you describe your visual style? Who is the typical audience for your work? Do you have any projects you are especially pleased with, and why?

   In addition to the interview, gather some supporting B-roll. The content of this will depend upon your subject. (Your instructor can help you brainstorm ideas for B-roll.)

   With these gathered materials, use Premiere Pro to edit together a short video of your subject and their work.