

ADV 4930

CLASS #17105 — SECTION 231

The Craft of Visual Communications

Dr. Lissy Calienes — calienes@ufl.edu — 352.273.3726 — Office: WEIM 3108 (Office hours TUES 1:45p to 3:00p)

Class Meeting: Tuesdays, Period 6 (12:50p - 1:40p) & Thursdays, Periods 6-7 (12:50p - 2:45p)

Class Location: WEIM 2058



Course Description: "The Craft of Visual Communications" immerses students in hands-on design, covering both traditional and non-traditional advertising. Students explore fundamental design principles across various advertising mediums, from print and digital to experiential and packaging design. This course is designed to cultivate adaptable and forward-thinking visual communicators, empowering students to excel in the evolving landscape of advertising.

Prereq: ADV 3008 and MAR 3023 with minimum grades of C and Advertising major of junior standing or higher.

The purpose of this class is to provide an overview of various forms of visual communication used in the advertising industry. By the end of the course, students will be able to demonstrate and apply knowledge in the following areas:

1. Understand and apply advertising design principles effectively in creating impactful advertisements.
2. Develop skills in constructing internally consistent designs using copy and graphic elements.
3. Utilize visual communication principles and terminology proficiently in advertising design.
4. Design advertisements strategically tailored to resonate with the intended audience.
5. Execute advertising designs that support underlying concepts, ideas, or messages while aligning with the audience.
6. Demonstrate proficiency in using industry-standard design software.
7. Understand the roles of designers and art directors in the advertising industry, including their responsibilities and collaborative dynamics.



Course Plan

WK 1	Introduction, Creative Exploration, art direction
WK 2	Design Evolution and History
WKS 3-7	Principles and Elements of Design (color, typography, photography, illustration)
WK 8	Visual Hierarchy, Layout, Composition
WK 9	Design & Emotions
WK 10	Brand Identity & Logo Design
WK 11	Advertising in the digital space (social media, web, video)
WK 12-13	Advertising in the physical space (retail, experiential, packaging)
WK 14-16	Final Project

Contacting the professor

The best way to reach me is via Canvas or Email. I will do my best to respond within 24-hours. If you need to meet, please try to arrange meeting during office hours.

Evaluation (GRADING)

The objectives of this course include learning specific information related to design as well as the improvement and development of your own personal creative skills. Therefore, the grading system will split between projects, in-class work, class participation. Class participation will include peer feedback, presentations, and hands on work to hone and improve your design and creative skills.

How your grades are averaged

Projects	40%
Assignments	40%
Attendance & Participation	20%

Other important notes

- The instructor reserves the right to make changes, if necessary, to the grading system, schedule, or other matters pertaining to the class. The students will be informed of these changes in a timely manner.
- If you notice yourself having trouble in the course, it is crucial that you see the instructor immediately. Please feel free to approach the instructor about any concerns or comments you might have about this class. I will be happy to meet with you.
- Teamwork and collaboration is an important part of working in advertising. You will be expected to treat your classmates and teammates fairly and with respect. In addition, make sure that you understand and respect any scheduling limitations that your teammates may have outside of school obligations when arranging meetings and planning working sessions.

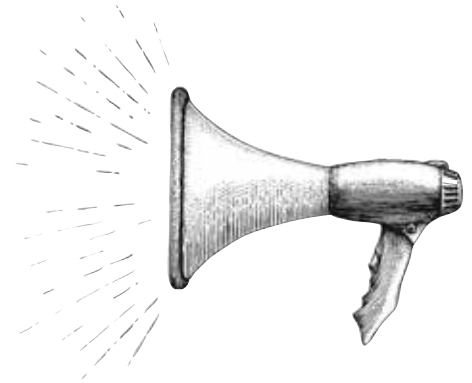
Other grading factors

Late assignments will be accepted only at the instructor's discretion. For every day that an assignment is turned in late, the grade will be reduced by 5%. I will also take into account attitude, behavior, effort, and the like in your final grade, which may result in a higher or lower grade. So, if I see that you are not participating in class, distracted, not providing feedback to peers or working on something other than class work, it will reflect poorly in your final grade.

Professionalism plays a role in your participation grade. Remember, treat this course and your time in the classroom like you would if you were in a job setting. Be professional.

UF's Grading Scale

Final Letter	Percent (%)
A	95.0 – 100%
A-	90.0 – 94.9%
B+	87.0 – 89.9%
B	83.0 – 86.9%
B-	80.0 - 82.9%
C+	77.0 - 79.9 %
C	73.0 - 76.9 %
C-	70.0 - 72.9 %
D+	67.0 - 69.9 %
D	63.0 - 66.9%
D-	60.0 - 62.9%
E	59.9% and below



Course Policies

Attendance

There is a high correlation between regular class attendance and the best grades. This class has a great amount of in-class work. Since we will be sharing work, participation in class discussions and providing your classmates with feedback is essential for your success in this course **Attendance will be taken each class.** You have TWO vacation days during the semester. If you take a vacation day, the work that was due is still due (NO extensions for taking a day off). I will reduce your final grade for unexcused absences beyond your vacation days. I will consider excusing a student in an extreme case, which is at my discretion. Please keep in mind that you may not pass this class if you are consistently absent, even if you submit the assignments. If you are not able to attend a class meeting for a serious reason, please notify me before class via Canvas or Email and refer to the UF attendance policy on excused absences here: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>



Class Format

Class meetings will take place in person in the INC computer lab where students will have access to the complete library of Adobe software needed to complete

assignments in this course. Outside computer time will be necessary and it is recommended that students have access to a computer or a laptop (not a tablet) to complete work outside of class. Discounted software is available through UF: <http://helpdesk.ufl.edu/software-services/adobe>.

If at any point 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 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.

Recommended Reading, Viewing & Resources

Magazines:

- How (<http://www.howdesign.com/magazine/>)
- One Show Awards books
- Communication Arts magazine (If you're serious about design, get a subscription. They have student rates of \$39 per year. Visit their website at www.commarts.com).

- <https://adage.com>
- <https://www.adlatina.com>
- <https://www.adforum.com/creative-work>
- <https://www.oneclub.org>
- <https://www.behance.net>

- <https://adcawards.org>
- <https://www.adceurope.org>
- Adsoftheworld.com
- Oneshow.org (Winners)
- Dandad.org (Winners)

Course Policies

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <https://sccr.dso.ufl.edu/policies/student-honor-code/studentconduct-code/> UF Plagiarism Policy Plagiarism Definition - A student shall not represent as the student's own work all or any portion of the work of another.

Plagiarism includes but is not limited to:

- Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.
- Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authorized by the student.
- Unauthorized use of materials or resources.
- Prohibited collaboration or consultation.
- Submission of paper or academic work purchased or obtained for an outside source. For UF's Plagiarism Policy visit <http://regulations.ufl.edu/wp-content/uploads/2018/06/4.040-1.pdf>
- If you have any questions or concerns if it qualifies for plagiarism, just ask!

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 a number of behaviors that are in violation of this code and the possible sanctions. If you have any questions or concerns, please consult with the instructor in this class.



University Policy on Accommodating Students with Disabilities

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the [Disability Resource Center](#). Click here to get started with the Disability Resource Center. It is important for students to share their accommodation letter with their instructor 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 in a professional and respectful manner is available at <https://gatorevals.ua.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.bluer.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.ua.ufl.edu/public-results/>.

Student Resources

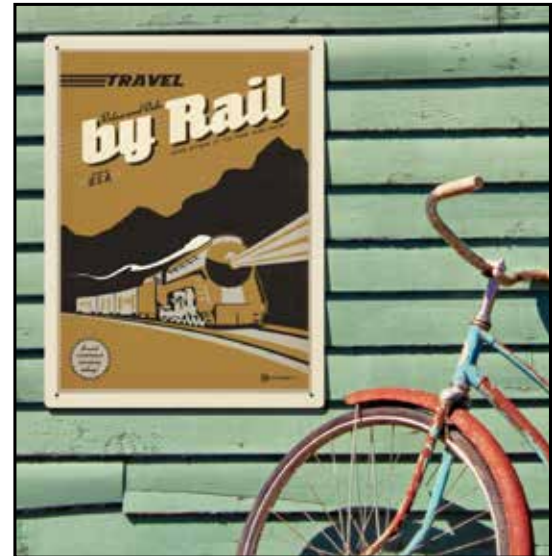
Academic Resources

E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

Career Connections Center: Reitz Union Suite 1300, 352-392- 1601. Career assistance and counseling services.

Library Support: Various ways to receive assistance with respect to using the libraries or finding resources. Students will be required to use various databases found in the library and used by industry professionals, such as, AdSpender, Census Bureau, Demographics Now, Hoovers, IBISWorld, MarketResearch.com, Mintel, Simmons, Simply Analytics, Statista, etc.

Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. Student Complaints On-Campus: Visit the Student Honor Code and Student Conduct Code webpage for more information.



Health and Wellness Resources

U Matter, We Care:

If you or a friend is in distress, please contact umatter@ufl.edu or 352-392-1575, or visit

[UMatter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress so that a team member can reach out to the student.

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.

University of Police Department:

352-392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS):

Student Health Care Center, 392-1161 University Police Department at 392-1111 (or 9-1-1 for emergencies), or police.ufl.edu