

ADV 4930

CLASS #16316 — SECTION 231

The Craft of Visual Communications

Dr. Lissy Calienes — calienes@ufl.edu — 352.273.3726 — Office: WEIM 3108 (Office hours TUES 10:00A-12P)

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

Class Location: WEIM 3324 (Computer Lab inside INC)



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 or 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.

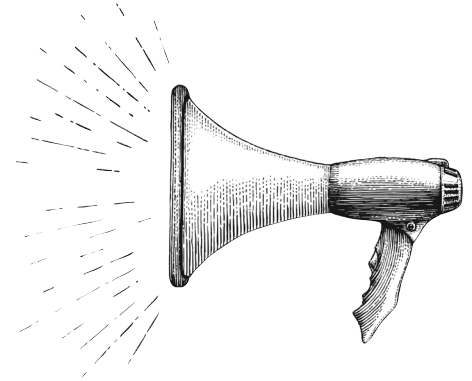


Course Plan

WKS 1 - 3	Introduction, Art Direction, Creative Exploration
WKS 4 - 6	Design History & Principles of Design
WKS 7 - 9	Elements of Design: color, typography, photography, illustration
WKS 10 - 15	Visual Communication in Advertising

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, short assignments, 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 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 present in class, leaving early, not participating, 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.

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.

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 students must have access to a computer or a laptop (not a tablet) with Adobe

Photoshop, Adobe Illustrator and Adobe InDesign to complete work outside of class. Discounted software is available through UF: <https://software.ufl.edu/software-listings/adobe-discounted-for-students.html>. Students are able to purchase subscriptions to the full Adobe Creative Cloud Suite for \$65 for a 6-month subscription or \$120 for a 12-month subscription..

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.

Classes will be a combination of lectures, guest speakers, in class work, student presentations and critiques. We will have 1 or 2 field trips during the semester, additional information will be provided on Canvas.



Recommended Reading, Viewing & Resources

Magazines, books and links:

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

- www.oneclub.org/awards/theoneshow/-archive/awards/2025/all/all/select
- www.printmag.com
- www.luerzersarchive.com
- www.eyemagazine.com
- www.adage.com

- www.adforum.com/creative-work
- www.oneclub.org
- www.behance.net
- www.adcawards.org
- www.adceurope.org
- www.Adsoftheworld.com

Course Policies

University Honesty Policy

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 (<https://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 obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Plagiarism includes but is not limited to:

- Quoting oral, written or visual 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.
- If you have any questions or concerns if it qualifies for plagiarism, just ask!



Software Use

All faculty, staff, and students of 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.

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: <http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html>

University Policy on Accommodating Students with Disabilities

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure 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.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/>.

Creative Thinking

Design is a process—and feedback is the fuel. Your feedback in this class is valuable. In this class, we'll learn how to create with intention, share our ideas openly, and use feedback to grow. Good design doesn't happen in isolation—it evolves through critique, collaboration, and curiosity.

- Share your thoughts about your classmates work respectfully.
- Be open to receiving feedback.
- Appreciate the opportunity that we have to learn from each other.
- Value each other's opinions and communicate in a respectful manner.
- Keep discussions professional.

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