



Composite static image created with images from Adobe Stock

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Course Information and Introduction

Course Title VIC 3001: Sight, Sound, and Motion

Prerequisite Sophomore standing

Class Times

Tuesdays: 10:40 AM - 12:35 PM, Period 4-5

Thursdays: 11:45 AM - 12:35 PM, Period 5

Instructor Contact

Instructor Name + Email: Jessica Hernandez, jmfa89@ufl.edu

Office Hours: Tuesdays 9:30-10:30 am, Thursdays 10:30 - 11:30 am, By Appointment

Office Location: Weimer 2095

Communication: Use Canvas Mail for all course-related questions.

Reply times: Please allow 24-48 hours for a reply. Please consider this timeline when asking about any assignments with due dates.

Course Overview

This course prepares students to be effective and efficient communicators. It covers the fundamentals of design across media types and platforms, promotes proficiency in Adobe Creative Cloud, and explores the ways that different media types convey messages to specific audiences.

Course Objectives & Goals

This course will teach students to:

- Identify and implement principles of purposeful visual design
- Source visual materials that communicate effectively
- Demonstrate ethical decision making in how to find, choose, and use media
- Use a variety of media modalities to produce engaging stories
- Discern the “why”, “who”, and “how” that drive story development across platforms; in traditional print media and online
- Assess the relevance of available content for a given project
- Feel confident choosing which program in the Adobe Creative Cloud is appropriate for a given project and be able to use these programs with some level of ease/proficiency
- Use the tools available in Adobe Creative Cloud’s apps to create deliverables that communicate clearly with static images, audio clips, and videos.

College-Specific Objectives: College of Journalism and Communication

The Accrediting Council on Education in Journalism and Mass Communications requires that graduates of accredited programs be aware of certain core values and competencies and be able to:

- Apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located;
- Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and service to all people and communities.
- Present images and information effectively and creatively, using appropriate tools and technologies
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;
- Effectively and correctly apply basic numerical and statistical concepts;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
- Apply tools and technologies appropriate for the communications professions in which they work.

Required Textbook and Materials

Textbook

White Space Is Not Your Enemy, Third Edition (WSINYE) by Hagen and Golombisky; additional reading assignments will be posted in Canvas.

Materials

Adobe Creative Cloud – Illustrator, InDesign, Photoshop, Premiere Pro, Media Encoder. [Purchase through UFIT](#). Adobe CC is discounted for students. As of July 2025, students can purchase a 6-month subscription of Adobe Creative Cloud for \$77.00. This price is subject to change.

Academic Policies & Resources

Link to Syllabus Policy Information: <https://go.ufl.edu/syllabuspolicies>

Technical Requirements

Minimum Technology Skills

To complete the tasks required in this course, students will need a basic understanding of operating a computer, using Adobe Creative Cloud's suite of software, and OneDrive.

For more detailed information about technology skills, please refer to other information in the Syllabus and course orientation module.

Minimum Technology Requirements

The University of Florida expects students entering an online program to acquire computer hardware and software appropriate to their degree program. Most computers are capable of meeting the following general requirements. A student's computer configuration should include:

- Webcam
- Microphone
- Broadband connection to the internet and related equipment (cable/DSL modem)
- Microsoft Office Suite installed (provided by the university)

Individual colleges may have additional requirements or recommendations, which students should review before starting their program.

This course requires students to acquire Adobe Creative Cloud's suite of software (Illustrator, Photoshop, InDesign, Premiere Pro, Audition) and have access OneDrive to ensure the success in this course.

Software Requirement

Adobe Creative Cloud

Students must have a laptop computer capable of running the Adobe Creative Cloud suite of software (Illustrator, Photoshop, InDesign, Premiere Pro, Audition). They must subscribe to, download, and install the Adobe Creative Cloud suite of software before class begins. If the student is unable to fulfill this requirement, they 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/current-academics/equipment/>

The Adobe Creative Cloud package is available to UF students at a discount. To get started, please visit <https://helpdesk.ufl.edu/software-services/adobe/>

Computer Labs

Students may make arrangements to use the open labs on campus.

Adobe Creative Cloud is on all Academic Technology computers. This includes the computers in the Architecture lab, Marston, CSE, HUB, Norman, and Weil.

The Architecture computer lab is generally open 24/7.

LinkedIn Learning (Lynda.com)

Using LinkedIn Learning provides tutorials on various software applications. This service is free to UF students. Occasionally, students will be assigned to watch LinkedIn Learning tutorials. This is mandatory; any assigned videos constitute potential test material.

To access LinkedIn Learning, visit <http://elearning.ufl.edu/>. To log into LinkedIn Learning, students will be required to enter their UF ID and password.

OneDrive

Students must use OneDrive for this course to save and submit assignment files. Students may also use this tool to collaborate on projects and ensure their important documents are backed up. To access OneDrive, students may visit: <https://portal.office.com/>. Students will be required to enter their UF ID and password to access OneDrive.

Important Adobe Creative Cloud Notice

This course requires a computer with some Adobe Creative Cloud programs and constant access to the internet. If you cannot meet these requirements, you should not take this course. Downloads of the following programs are required and it is recommended to do so before class begins to ensure smooth operation and compatibility.

1. Premiere Pro
2. Audition
3. Photoshop
4. InDesign
5. Illustrator

Be sure to open each program on your machine if you are using a personal computer (as opposed to a computer lab) to make sure the programs will run properly. For technical assistance with downloading and installing Adobe programs, please contact the UF IT Help Desk.

Technical Issues

If a student has technical difficulties, they are urged to contact the UF IT Help Desk: helpdesk@ufl.edu, (352) 392-4357.

If technical difficulties cause a student to miss a due date, the student **MUST** report the problem to the UF IT Help Desk and email their instructor.

In the email to their instructor, the student must include the ticket number assigned by the UF IT Help Desk and the name of the affected assignment to avoid point penalties associated with late assignments.

Types of questions that should be directed to the Help Desk:

1. Why can't I log into my course right now?
2. When I hit "submit" nothing happens. Can you help me troubleshoot?

Accommodations

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.

Please notify your instructor, 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. Students will be notified when the evaluation period opens. Students may complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via ufl.bluer.com/ufl/.

Summary results of these assessments are available to students at: <https://gatorevals.ua.ufl.edu/public-results/>

Class Attendance Policy

Requirements for class attendance and make-up exams, assignments, and other work in the course are consistent with university policies. [See UF Academic Regulations and Policies for more information regarding the University Attendance Policies.](#)

For all planned absences, a student in a situation that allows an excused absence from a class, or any required class activity must inform the instructor as early as possible, prior to the class the student will miss. For all unplanned absences because of accidents or emergency situations, students should contact their instructor as soon as conditions permit.

Academic Policies & Resources

For the most up-to-date policies and resources, view UF's website: <https://syllabus.ufl.edu/syllabus-policy/uf-syllabus-policy-links/>

This resource will direct you to other academic resources, library support, campus health and wellness resources, and general course policies. Being comfortable navigating this site can be beneficial for all students.

Academic Honesty

The work students submit for this course must be their own. It must also be original work produced specifically for this course. Students are not permitted to turn in any media created/written/composed for any other class, job, internship, or volunteer experience.

Using direct quotes or paraphrased material from any source without attribution is strictly prohibited.

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. [See the UF Conduct Code website for more information.](#) If students have any questions or concerns, they are encouraged to consult with their instructor.

Students are obliged to report any condition that facilitates academic misconduct to the appropriate personnel. If students have any questions or concerns about this, they may consult with their instructor or TAs. Students may review UF's academic honesty guidelines in detail [by following this link](#).

Any time students complete an assignment for this course, they are required to document and report the source of any media included in their work that they did not create themselves. This includes information and/or media obtained from organizations' websites, internal documents, and/or other publications.

At no time is it appropriate to reproduce, present, and/or publish unoriginal content as your own. Whether ownership is assumed or implied is immaterial. Appropriately cite your sources at all times.

Methods by which Students are Evaluated, Grades are Determined

Grading and Late Policy

Each assignment will have an associated grading rubric that includes: the due date, expected delivery system, and grading criteria. To earn the highest grade possible/earn all available points, students must satisfy all of the requirements listed in the rubric. No extra credit assignments will be available.

All assignments have specified due dates. Any assignment turned in late will be assessed a point penalty each calendar day between the listed due date and when it is delivered to the instructor.

Late Assignments

Late assignments will receive an automatic grade reduction of 10 percentage points for every 24 hours (or portion thereof) beyond the time they are due. For reference: 1 hour - 1 day late = reduction of 10 percentage points. 2 days late = reduction of 20 percentage points. etc. 3 days late = reduction of 30 percentage points. (etc.)

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.

Assignment Feedback Response Time

Grading and feedback on assignments will be returned to students within one week of each assignment's due date. Late assignments will be graded on an individual basis.

Class Participation

This is the live, in-person section of this course. Students are expected to attend class and to participate. For the purpose of this class, the definition of “participate” is: to be physically present, to engage with the instructor, the content of the course, and classmates in a constructive way, and to follow along/participate in all skill demonstrations.

Assignments

Exercises and assessments are an opportunity for students to demonstrate their ability to apply what they have learned in class. They are designed to reinforce the theoretical and technical material covered in class through hands-on content creation and research.

Quizzes

Quizzes are based on lectures, readings and tutorials.

At the end of the semester, each student’s two (2) lowest quiz grades will automatically be dropped. If a student misses a quiz (for any reason), the resulting grade for that quiz will be 0%. Therefore, it will likely be dropped at the end of the semester. If a student misses three (3) or more quizzes, at least one 0% grade will be recorded and contribute to their overall grade in the class. There will not be any make-up quizzes.

Final Project

The Final Project is designed to be a showcase for all the skills and concepts learned in this course. Students will create a user-friendly portfolio site using Adobe Portfolio that tells the story of their personal brand- who they are as a communicator.

The portfolio site will house: a mood board, style guide, media library with static images, sound clips, and videos, and one expository multimedia composition.

Students will be required to follow the brand standards set in their style guides, create original media, and source existing media.

The expository multimedia composition is an opportunity for students to examine their communication style and how they want to present themselves. Somewhere between a resume and a photo essay, students are encouraged to pull from traditional media techniques as well as digital tools to create something that is uniquely representative of themselves.

Calculation of Final Grade:

- Class Participation (10%)
- Assignments (55%)
- Quizzes (20%)
- Final Project (15%)

Final Letter Grades:

Letter Grade	Range
A	100%to94%
A-	< 94%to90%
B+	< 90%to87%
B	< 87%to84%
B-	< 84%to80%
C+	< 80%to77%
C	< 77%to74%
C-	< 74%to70%
D+	< 70%to67%
D	< 67%to64%
D-	< 64%to61%
F	< 61%to0%

Campus Resources

Health and Wellness

- U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit [U Matter, We Care 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 UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).
- UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [Visit the UF Health Emergency Room and Trauma Center website](#).
- 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

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.
- [Teaching Center](#): Broward Hall, 352-392-2010 or to make an appointment 352-392-6420. General study skills and tutoring.
- Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.
- Student Complaints On-Campus: [Visit the Student Honor Code and Student Conduct Code webpage for more information](#).
- On-Line Students Complaints: [View the Distance Learning Student Complaint Process](#).
- Enrollment Management Complaints (Registrar, Financial Aid, Admissions): [View the Student Complaint Procedure webpage for more information](#).

Classroom Environment

This class will take place in a computer lab on campus and is designed to be interactive. It will be part skills lab and part design studio. During lectures, students will often be expected to work along with the instructor. There will also be structured group critique sessions to encourage open communication and give students the opportunity to learn how their content is experienced by others.

Everyone in this classroom chooses to be here - students and instructors alike. Everyone is here to learn and create, which happens best in a safe environment. All participants are expected to be kind, respectful, and curious. One of the most powerful tools available to communicators is individuality - their unique voices. Diversity of thought, of perspective, strengthens how we connect with and understand each other and it will be honored in this class.

All students are encouraged to contact the instructor if any of the course content or the conduct of any class participant(s) makes them feel uncomfortable.

Class Lecture HB233 Statement

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 in 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.

Course Topics and Assignments

MODULE 1

Title	Photography Part 1
Objectives	<p>At the end of this module, you will be able to:</p> <ol style="list-style-type: none"> 1. Classify the usages of file formats. 2. Identify how file formats serve specific purposes based on their features and characteristics. 3. Identify appropriate file formats and their respective uses. 4. Create and export an animated GIF in Photoshop. 5. Prepare Photoshop files using the video timeline and duotone technique. 6. Apply cropping, masking, layering, and selection techniques in Photoshop.
Activities	<p>Photoshop Activity: Duotone Photoshop Activity: Clipping Mask</p> <p>Quiz: Image Analysis, Formats, and Approaches</p>

MODULE 2

Title	Photography Part 2
Objectives	<p>At the end of this module, you will be able to:</p> <ol style="list-style-type: none"> 1. Identify online sources for obtaining legal, high-quality photographs and vectors. 2. Classify the six approaches to analyzing images. 3. Identify components of sound photo composition. 4. Design a banner advertisement using Photoshop that incorporates text and imagery, adheres to specified pixel dimensions, and aligns with effective web graphic design principles. 5. Demonstrate the process of creating a static JPEG in Photoshop. 6. Apply cropping, masking, layering, selection, and typography techniques in Photoshop.

Activities

Photoshop Activity: Banner Ad Photoshop
 Activity: Layer Mask
 Quiz: Image Analysis and Visual Communication
 Discussion: Image Analysis Discussion

MODULE 3**Title**

Visual Ethics and Persuasion

Objectives

At the end of this module, you will be able to:

1. Identify the six ethical approaches to analyzing images.
2. Discuss ethical similarities and differences in persuasive communication vs. photo and video journalism.
3. Identify techniques in persuasive visual communication.
4. Create an animated GIF in Photoshop.
5. Apply video editing techniques in Photoshop to prepare and edit a short video file using the video timeline feature.

Activities

Photoshop Activity: Animated GIF Discussion - Images and Ethics
 Quiz: Visual Persuasion
 Quiz: Ethical Approaches To Analyzing Images

MODULE 4**Title**

Color and the Printing Process

Objectives

At the end of this module, you will be able to:

1. Identify psychological vs. physiological approaches to color.
2. Identify the best printing options for a given scenario.
3. Apply the appropriate color model in InDesign.
4. Identify the following color systems: CMYK, PMS, RGB, and hexadecimal.
5. Choose appropriate color schemes in a given scenario.
6. Identify color pairings on the color wheel and identify the meanings of these pairings.
7. Create a print tactic in InDesign that demonstrates the use of graphic design principles

Activities

InDesign Activity: Flyer Project Series
 Activity: Portfolio Color
 Quiz: Color

MODULE 5

Title	Design Elements and Layout
Objectives	At the end of this module, you will be able to: <ol style="list-style-type: none"> 1. Identify principles of graphic design 2. Recognize basic visual cues and their associations 3. Identify best practices for print, web and mobile 4. Create a print tactic in InDesign that demonstrates use graphic design principles
Activities	InDesign Activity: Magazine Layout Quiz: Design Elements and Layout

MODULE 6

Title	Typography
Objectives	At the end of this module, you will be able to: <ol style="list-style-type: none"> 1. Recognize the evolution of type design in a historical context 2. Identify general categories of typefaces and their associations from a design perspective 3. Define basic terminology related to typeface design and measurement 4. Create an effective business card layout that demonstrates layout, typography and color principles.
Activities	Illustrator Activity: Business Card Typeface Illustrator Activity: Pen Tool Discussion: Strong Uses of Typeface

MODULE 7

Title	Branding and Logo Design
Objectives	At the end of this module, you will be able to: <ol style="list-style-type: none"> 1. Identify relevant visual cues for sound logo design 2. Develop a design tactic evidencing consistent use of color, typeface, and imagery 3. Identify appropriate file types for logos 4. Create a basic vector image in Illustrator using the pen tool 5. Identify the guidelines for effective resume design 6. Create a simple website using Adobe Portfolio

Activities

Project Series Activity: Create a Portfolio with Adobe Portfolio
Illustrator Activity: Drop Flyer

MODULE 8**Title**

Sight, Beauty, and Motion

Objectives

At the end of this module, you will be able to:

1. Recognize the difference between the physiological and psychological ways of seeing
2. Identify a symbol, index and icon according to semiotic theory
3. Identify the use of metonymy in visual communication
4. Employ layout design skills, enhance audience understanding through strategic graphic elements, simplify complex information for clarity, foster creativity in design choices, and develop critical thinking in the context of layout and composition

Activities

Illustrator Activity: Infographic
Quiz: How and Why We See

MODULE 9**Title**

Video Formats, Framing, and Composition

Objectives

At the end of this module, you will be able to:

1. Identify the components of the various common video formats and frame rates
2. Identify the various common fields of view used in video production
3. Identify specialty angles used in video production
4. Identify composition techniques commonly used in video
5. Identify the different visual vector types and their relative strengths
6. Import media into a Premiere Pro Project
7. Export media from Premiere Pro
8. Create a new project file in Premiere Pro

Activities

Premiere Pro Activity: Bird Clips Editing
Quiz: Formats and Frame Rates/Field of View and Camera Angles
Quiz: Composition/Visual Vectors

MODULE 10

Title	Editing and Continuity
Objectives	<p>At the end of this module, you will be able to:</p> <ol style="list-style-type: none"> 1. Identify examples of jump cuts, graphic match cuts, cutaways, and cut-ins 2. Identify the meaning of the 180-degree rule and its role 3. Identify examples and non-examples of edits that honor the mental map 4. Edit a series of clips for continuity, adjusting opacity and audio levels appropriately 5. Add a pre-built transition to an edit (specifically, a cross dissolve to indicate the passage of time) 6. Match common Premiere Pro keyboard shortcuts to their functions 7. Edit a series of still images to create a visually engaging and cohesive slide show that utilizes animations and audio
Activities	<p>Premier Pro Activity: Eight Clip Edit</p> <p>Quiz: Common Types of Cutting</p>

MODULE 11

Title	Audio
Objectives	<p>At the end of this module, you will be able to:</p> <ol style="list-style-type: none"> 1. Identify components of sound waves and their effects on sound quality 2. Identify common pick-up patterns of professional microphones 3. Identify common styles of professional microphones 4. Edit a series of sound bites with the provided B-roll for technical smoothness and clarity 5. Select and isolate proper audio channels in Premiere Pro
Activities	<p>Premier Pro Activity: Interview Plus B-roll Edit</p> <p>Quiz: Audio</p>

MODULE 12

Title	Final Project
Objectives	<p>At the end of this module, you will be able to:</p> <ol style="list-style-type: none">1. Develop a personal brand style guide encompassing visual elements like color schemes, typography, and imagery.2. Articulate the essence of your personal brand through intentional design choices.3. Create a creative and visually engaging expository multimedia composition that not only communicates your professional qualifications but also reflects your unique personality and design sensibilities.4. Design and construct a portfolio website that serves as a comprehensive showcase of your work. Explore the principles of web design, ensuring a user-friendly experience while highlighting your skills and accomplishments.5. Create a cohesive, unified visual identity to ensure consistency across all elements of the project, aligning your personal brand, mood board, style guide, expository multimedia composition, and portfolio website.
Activity	Project Series Activity: Your Personal Brand