

**University of Florida | College of Journalism and Communications  
MAMC Web Design and Online Communication**

**VIC 5325: Digital Imagery in Web Design  
Fall 2014 | Syllabus**

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**Office Hours**

Email me with questions, or to set up a phone call. I check my email regularly.

**Course Description**

Welcome to Digital Imagery in Web Design. This course will familiarize 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. We will examine real-life examples and will demonstrate how you can take your degree and design experience and utilize it in journalism, advertising, marketing, or any other industry. Students will develop communicative images using their knowledge gained through lectures, discussions and Photoshop training. Students will also learn to about how design on the web works with an integrated marketing communications approach.

**Course Connect Room**

[https://uflcoj.adobeconnect.com/vic5325\\_fall2014/](https://uflcoj.adobeconnect.com/vic5325_fall2014/)

**Course Facebook Page**

- Closed Facebook group page link will be in Sakai  
This page will provide you with the opportunity to interact with fellow students in real time, and will serve as a place for class updates, resources, links, and additional information.

**Required Texts/Resources**

- Adobe Photoshop CS6 for Photographers: A professional image editor's guide to the creative use of Photoshop for the Macintosh and PC by Martin Evening (2012).
- Various readings and videos from online reviews/blogs
- Computer with Internet access
- Access to social media accounts on Facebook, Instagram, Twitter, YouTube and more.

## Your Objectives for this course

- To learn about the basics of design elements.
- To learn how to utilize those design elements in graphic design through tools like PhotoShop.
- To learn how to maintain brand identity.
- To learn how to create consistent, visual campaigns through design across various mediums.
- To demonstrate the importance of maintaining marketing channels (in this case, your class blog) with effective copy, descriptions, graphics, timely updates and appropriate grammar/formatting.
- To realize the skills learned in this course go further than a degree in design, but translate to other areas including marketing, public relations and more.

## Assignments & Projects

*There are four areas you will be graded on: Participation, Discussions (Board in Sakai), Assignments (Design Showcase), and a Final Project. **Students in other time zones than EST should inform the instructor.***

- There will be textbook chapter reading assignments and online article reading or video assignments. Discussions about these assignments as well as on the lecture will take place each week.
  - Discussions to take place on forum in SAKAI. **Question will be posted by Mondays by 9 a.m. (refer to syllabus), with answers due by Thursday at 11:55 p.m. (refer to syllabus).**
  - With visual elements a crucial aspect to this class, it's imperative that you include visuals in your discussion posts. A help guide will be posted on the discussion board with step-by-step instructions how to do this. Points are deducted for missing images.
  - Students are required to provide feedback on at least two other students' discussion posts ("great post," or other brief statements do not qualify) by **Fridays at 11:55 p.m.** Late assignments will lose 1 point per day late.
- Design Showcase: Students will create and maintain a Wordpress blog throughout the semester where they will post their weekly assignments.
  - Expectations:
    - This blog is meant as a place to share your work, the creative process and become familiar with a digital presence. This blog is an out-of-the-box product, and coding skills are not required. This might seem like your portfolio site in Web Design, but this is a different medium. Here, concentrate on the imagery and the organization. We talk briefly about SEO, but you have an entire class next semester that will dive deeper into SEO, analytics, etc in your research methods course. Your coding skills that you learn in

web design can complement your blog as you progress through the class.

- *You may use a blog you have already created for another class/personal use if the format allows you to. You must create a separate menu/category for VIC5325 so your work is all in one place and update per details listed in assignment 1.*
- Your blog entries will relate to that week's assignment. The blog will house your design work, assignments, and be a platform for branding yourself as a design professional. Your blog will be more than just a placeholder for your graphic image. Students will provide at least a 150 word overview of your creative process. This also provides a place to share your findings with your fellow students. Your blog should be maintained over the entire semester to show the importance of design, maintenance, content creation, etc. Proper writing style, link usage, etc. must be maintained. **Your post should be published live by each Sunday at 11:55 p.m. (refer to syllabus for due dates). Note your link to your blog post in Sakai also by 11:55 p.m. EST under "assignments."** **Late posts will lose 5 points each day past due date.**
- Final Project: Students will create a visual campaign using integrated marketing communications principles and design. Full details TBD.

### **Attendance and class participation:**

You are expected to attend all live class meetings and participate. If you are not able to attend live class meetings and will be watching the recordings, you will need to contact me within the first week of class explaining why you will take class in this manner. Arrangements will be made on an individual basis.

You will be required to watch the class recording and submit a response paper detailing the class topics. A sample response paper will be given to you on the first day of class. Response papers need to be submitted via email no more than a week after the missed date. **You must email me with the subject line as follows: Response Paper Your Name Date. Do not send a response paper through Sakai email.**

I expect you to actively participate in each class. When we are doing Photoshop exercises, I expect you to follow along with the lessons, not just watch me do the design. During lectures, I might call on you to answer questions with your microphone. Be ready to discuss things as a group.

Class presentations will be held for each project. I expect you to give your classmates constructive critiques.

## **Evaluation & Grades**

Your final grade is based on the points you accumulate in several areas.

Weekly Discussion (15 of them)	(10 points available/week)	150 points
Class Participation 25 classes (excludes holidays, first class and last week of class)	(5 points per class)	125 points
Design Showcase (15 of them)	(30 points available/week)	450 points
Final Project		275 points
<b>TOTAL</b>		<b>1,000 points</b>

A	930-1,000 points	B-	800-829	D+	670-699
A-	900-929	C+	770-799	D	630-669
B+	870-899	C	730-769	D-	600-629
B	830-869	C-	700-729	E	599 and below

## **University Policy on Accommodating Students with Disabilities:**

Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565.

*\*\*Netiquette: Communication Courtesy:*

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats.

<http://teach.ufl.edu/docs/NetiquetteGuideforOnlineCourses.pdf>

## **Getting Help**

For issues with technical difficulties for E-learning in Sakai, please contact the UF Help Desk at:

- [Learning-support@ufl.edu](mailto:Learning-support@ufl.edu)

- (352) 392-HELP - select option 2
- <https://lss.at.ufl.edu/help.shtml>

\*\* Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Other resources are available at <http://www.distance.ufl.edu/getting-help> for:

- Counseling and Wellness resources
  - <http://www.counseling.ufl.edu/cwc/Default.aspx>
  - 352-392-1575
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

### **Course Evaluation**

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, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>

### ***University Policy on Academic Misconduct:***

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <http://www.dso.ufl.edu/students.php>.

**The University of Florida Honor Code** was voted on and passed by the Student Body in the Fall 1995 semester. The Honor Code reads as follows:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code: “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.”

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."

For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 352-392-1261.

### Schedule of classes

Date	Topic for Discussion/Virtual Lecture	Assignments
<b>Week 1</b> <b>8/25-8/31</b>	<b>Class 1 8/26</b> <ul style="list-style-type: none"> <li>▪ Introductions</li> <li>▪ Syllabus overview &amp; expectations</li> </ul> <b>Class 2 8/28</b> <ul style="list-style-type: none"> <li>▪ What is digital imagery?               <ul style="list-style-type: none"> <li>▪ Types of files (.jpg, .png etc)</li> <li>▪ Photo resolution etc</li> </ul> </li> <li>▪ Design elements (shape, scale, white space etc)</li> </ul>	Read/Watch: Listed in Sakai  Discussion: <b>Due 9/1</b>  Assignment: <b>Due 9/1</b>
<b>Week 2</b> <b>9/1-9/7</b>  <b>9/1 Labor Day</b>	<b>Class 3 9/2</b> <ul style="list-style-type: none"> <li>▪ Photoshop overview               <ul style="list-style-type: none"> <li>○ Settings, tools, menus, Layers, Brushes, Shapes</li> </ul> </li> </ul> <b>Class 4 9/4</b> <ul style="list-style-type: none"> <li>▪ Photoshop cont               <ul style="list-style-type: none"> <li>○ Typography, Color (Pantone, RGB vs CMYK, grayscale etc)/ variations</li> </ul> </li> </ul>	Read/Watch: Listed in Sakai  Discussion: <b>Due 9/4</b>  Assignment: <b>Due 9/7</b>
<b>Week 3</b> <b>9/8-9/14</b>	<b>Class 5</b> <ul style="list-style-type: none"> <li>▪ Photoshop cont               <ul style="list-style-type: none"> <li>○ Masks</li> <li>○ Filters</li> </ul> </li> </ul> <b>Class 6</b> <ul style="list-style-type: none"> <li>▪ Photoshop cont               <ul style="list-style-type: none"> <li>○ Other PS features Burn/Dodge/Smudge</li> </ul> </li> </ul>	Read/Watch: Listed in Sakai  Discussion: <b>Due 9/11</b>  Assignment: <b>Due 9/14</b>

	<ul style="list-style-type: none"> <li>○ Working with illustrations in PS</li> </ul>	
<b>Week 4</b> <b>9/15-9/21</b>	<b>Class 7</b> <ul style="list-style-type: none"> <li>▪ Copyfitting (kerning, leading, overall editing).</li> </ul> <b>Class 8</b> <ul style="list-style-type: none"> <li>▪ Taking Print to digital and vice versa (PDFs, mag viewers)</li> </ul>	Read/Watch: Listed in Sakai  Discussion: <b>Due 9/18</b>  Assignment: <b>Due 9/21</b>
<b>Week 5</b> <b>9/22-9/28</b>	<b>Class 9</b> <ul style="list-style-type: none"> <li>▪ IMC approach – What is it?</li> <li>▪ Maintaining the brand <ul style="list-style-type: none"> <li>○ How do we maintain the brand personality on channels through design? Tone/voice etc.</li> </ul> </li> </ul> <b>Class 10</b> <ul style="list-style-type: none"> <li>▪ <b>(no class 9/25: Rosh Hashana)</b></li> </ul>	Read/Watch: Listed in Sakai  Discussion: <b>Due 9/25</b>  Assignment: <b>Due 9/28</b>
<b>Week 6</b> <b>9/29-10/5</b>	<b>Class 11</b> <ul style="list-style-type: none"> <li>▪ Logos</li> </ul> <b>Class 12</b> <ul style="list-style-type: none"> <li>▪ PS Actions</li> </ul>	Read/Watch: Listed in Sakai  Discussion: <b>Due 10/2</b>  Assignment: <b>Due 10/5</b>
<b>Week 7</b> <b>10/6-10/12</b>	<b>Class 13</b> Planning Resources <ul style="list-style-type: none"> <li>▪ Stock photos</li> <li>▪ Pantone/color sites</li> <li>▪ Wireframes</li> </ul> <b>Class 14</b> <ul style="list-style-type: none"> <li>▪ Project flow</li> <li>▪ Communicating with team</li> </ul>	Read/Watch: Listed in Sakai  Discussion: <b>Due 10/9</b>  Assignment: <b>Due 10/12</b>
<b>Week 8</b> <b>10/13-10/19</b>  <b>October 17-18</b> <b>Homecoming</b>	<b>Class 15</b> Digital Imagery on Websites <ul style="list-style-type: none"> <li>▪ Designing for web</li> <li>▪ Types of websites (HTML5, content management)</li> </ul> <b>Class 16</b>	Read/Watch: Listed in Sakai  Discussion: <b>Due 10/16</b>  Assignment: <b>Due 10/19</b>

	Digital Imagery on Websites cont. <ul style="list-style-type: none"> <li>▪ Specs</li> <li>▪ Fonts</li> </ul>	
<b>Week 9</b> <b>10/20-10/26</b>	<b>Class 17</b> <ul style="list-style-type: none"> <li>▪ Infographics</li> </ul> <b>Class 18</b> <ul style="list-style-type: none"> <li>▪ Banner ads</li> <li>▪ Working with SEO</li> </ul>	Read/Watch: Listed in Sakai  Discussion: <b>Due 10/23</b>  Assignment: <b>Due 10/26</b>
<b>Week 10</b> <b>10/27-11/2</b>	<b>Class 19</b> Digital Imagery in Emails <ul style="list-style-type: none"> <li>▪ Custom emails</li> <li>▪ Customizing in platforms, templates</li> </ul> <b>Class 20</b> <ul style="list-style-type: none"> <li>▪ Emails continued – blast style</li> </ul>	Read/Watch: Listed in Sakai  Discussion: <b>Due 10/30</b>  Assignment: <b>Due 11/2</b>
<b>Week 11</b> <b>11/3-11/9</b>	<b>Class 21</b> Digital Imagery in Social Media <ul style="list-style-type: none"> <li>▪ Facebook</li> <li>▪ Instagram</li> </ul> <b>Class 22</b> <ul style="list-style-type: none"> <li>▪ Pinterest</li> </ul>	Read/Watch: Listed in Sakai  Discussion: <b>Due 11/6</b>  Assignment: <b>Due 11/9</b>
<b>Week 12</b> <b>11/10-11/16</b>  <b>November 11</b> <b>Veterans Day</b> <b>No Class</b>	<b>Class 23</b> <b>No class 11/11</b>  <b>Class 24</b> Digital Imagery in Retail/place of business <ul style="list-style-type: none"> <li>▪ <b>Guest speaker from Disney Yellow Shoes</b></li> </ul>	Read/Watch: Listed in Sakai  Discussion: <b>Due 11/16 (extended due to holiday)</b>  Assignment: <b>Due 11/16</b>
<b>Week 13</b> <b>11/17-11/23</b>	<b>Class 25 11/18</b> Digital Imagery in Videos <ul style="list-style-type: none"> <li>▪ YouTube, Vimeo</li> <li>▪ Corporate videos <b>Guest speaker: videographer</b></li> </ul> <b>Class 26 11/20</b> Digital Imagery in Event Marketing <ul style="list-style-type: none"> <li>▪ TradeShows</li> </ul>	Read/Watch: Listed in Sakai  Discussion: <b>Due 11/20</b>  Assignment: <b>Due 11/23</b>

	<ul style="list-style-type: none"> <li>▪ Concerts/events</li> </ul>	
<b>Week 14</b> <b>11/24-11/30</b>  <b>November 27</b> <b>thanksgiving:</b> <b>No Class</b>	<b>Class 27 11/25</b> Digital Imagery in Mobile <ul style="list-style-type: none"> <li>▪ Apps</li> <li>▪ Making your email and site work in mobile</li> </ul> <b>Class 28 11/27</b> Happy Thanksgiving. No Class	Read/Watch: Listed in Sakai  Discussion: <b>Due 11/30</b> <b>(extended due to holiday)</b>  Assignment: <b>Due 11/30</b>
<b>Week 15</b> <b>12/1-12/7</b>	<b>Class 29 12/2</b> Digital Imagery in Advertising <ul style="list-style-type: none"> <li>▪ Billboards</li> <li>▪ electronic signs</li> <li>▪ In-store</li> </ul> <b>Class 30 12/4</b> Optional: Log-on for final project questions and discussion	Read/Watch: Listed in Sakai  Discussion: <b>Due 12/4</b>  Assignment: <b>Due 12/7</b>
<b>Week 16</b> <b>12/8-12/12</b> Classes end Dec 10	No class...Work on Final project (Will create an IMC visual campaign for a real company).  Details TBD	<b>Work on Final project</b>  <b>Final Due: 12/12</b>

### **About Jaclyn Rhoads**

Jaclyn is a graduate of the University of Florida's College of Journalism and Communications with a Masters in advertising and a B.S. in journalism. She married my husband Jesse (another Gator) in 2004, and currently live in Orlando with their daughter Lily (18 months old in September). They are proud to be Life Members of the UF Alumni Association and frequently visit Gainesville to visit family as well as to cheer on the Gators.