



PUR 4103 Public Relations Visual Communication COURSE SYLLABUS – Fall 2012

Note: Content subject to change at discretion of instructor

FACULTY / OFFICE HOURS

**LECTURER and
LAB INSTRUCTOR:**

Kay Tappan, Adjunct Lecturer, Department of Public Relations
Office Hours: Tuesday 3-6 pm; Thursday 3-6 pm; and by appointment
Office Location: Weimer 3059
Office Phone: (352) 273-1789
Email: kaytappan@ufl.edu

LECTURE / LAB MEETING SCHEDULE:

Lecture: Tuesdays and Thursdays, 9:35 – 10:25 am, Florida Gym 220
Labs: Tuesday, 6:15 – 9:10 pm (Section 4073), Weimer 3028
Wednesday, 9:35 am – 12:35 pm (Section 4074), Weimer 3028
Thursday, 6:15 – 9:10 pm (Section 3465), Weimer 3028
Friday, 8:30 – 11:30 am (Section 2134), Weimer 3024
Friday, 11:45 am – 2:45 pm (Section 1395), Weimer 3028

IMPORTANT NOTE: You should expect to spend an additional 2 hours minimum outside of each class on lab exercises. Either plan on using available college labs or, when needed, it is recommended that you download free 30-day trials of Adobe Photoshop CS6, Adobe InDesign CS6 and Adobe Dreamweaver CS6 onto your personal computer.

REQUIRED SUPPLIES AND READINGS:

Required Text:

- All readings are available through Sakai

Required Supplies:

- USB flash drive; ruler

Course Description

The objective of this course is to provide an overview of how public relations practitioners can use visual communications to meet organizational objectives. This course is an exploration into the idea that *memorable visual messages with text have the greatest power to inform, educate and persuade an individual*. Because we live in the most prolific visual culture in history, PUR 4103 will help you navigate the flood of visual stimulation by introducing you to the principles of visual literacy. To discover why some images are remembered while most are not, you will critically examine visual communications in newspapers, magazines, television, film, controlled and new media.

You will analyze visual communications from cultural, ethical, and omniphasic perspectives. You will also be introduced to sensual and perceptual visual theories: gestalt, constructivist, cognitive, semiotic and metaphor. And, you will learn how to interpret visual representations from these theoretical perspectives and how to apply these theories strategically in the work you produce.

While exploring visual literacy, theory, culture and ethics, you will actively apply these principles while getting hands-on experience in the techniques and contemporary applications in visual media -- specifically print and electronic publication production as they apply to the public relations profession. You will research, plan, write and create visual public relations communications for a client. Emphasis is placed on learning the standardized industry software, Adobe InDesign CS6, Adobe Photoshop CS6, and Adobe Dreamweaver CS6, to produce fliers, logos, brochures and websites. In this course, we will learn how to incorporate ethics into our visual communication practices. We will also emphasize the importance of understanding culturally diverse groups (class, race, gender) and will discuss how to best establish and maintain relationships with these groups using visual design and layout.

Course Objectives

The goal of the course is to provide students with the practical knowledge and critical skills necessary to effectively consider visual design as an important and inevitable component of their work. This course is designed to introduce you to the principles and practices of visual communication. Its objectives are:

- That you improve your visual literacy and begin to see more acutely.
- That you better understand why and how visual images communicate.
- That you learn to apply the principles of visual communication ethically in the practice of public relations.
- That you learn to tell stories in graphic design -- and present them in print and on the web -- to meet your public relations objectives.

Course Policies

READING ASSIGNMENTS: All required readings are listed on the syllabus and are available in Sakai. Readings should be completed by the end of the week in which they are assigned. Students may fall behind quickly and therefore are strongly advised to keep up with the reading assignments.

EXAMS: There will be TWO exams. The test will be a combination of multiple-choice, matching, and true/false. **Material for exams will come from the lectures and assigned readings. NO MAKEUP EXAMS WILL BE GIVEN.** You must verify a legitimate absence (sudden illness, for example) on test day with some form of acceptable documentation in order to be considered for possible make-up credit.

LAB ASSIGNMENTS, EXERCISES, & PROJECTS: Specific details for each assignment to be completed for this class will be provided during your assigned lab meetings and will be explained in detail by your lab instructor. Lab assignments are due at the beginning of YOUR LAB on their due date unless otherwise noted. Late assignments will receive an automatic grade reduction of 10 points every 24 hours beyond the time they are due. Lab projects that are to be completed during a single lab session (newsletter and flier exercises) must be completed IN LAB on the day scheduled. Exercises WILL NOT be completed before or after the assigned lab or during lab instructor office hours.

GENERAL ATTENDANCE POLICY: Regardless of type of absence, whether lab or lecture, students are responsible for satisfying all academic objectives as defined by the instructor. You are responsible for all material covered in lecture/lab, including readings, class discussions, slide presentations, and any other material covered.

ATTENDANCE POLICY-LECTURE: Attendance is required because it is essential. To receive attendance, you should be on time. Attendance will be taken randomly during lecture. ATTENDANCE WILL ALWAYS BE TAKEN WHEN A GUEST SPEAKER IS PRESENTING. Guest speakers give of their time and expertise for your benefit. Students missing lecture for any reason must obtain class notes from another student; notes are not available from the instructor. Absences count from the first class meeting for registered students.

ATTENDANCE POLICY-LAB: Attendance is required. You will be allowed only TWO (excused or unexcused) absences from lab without penalty. Any absences beyond these two will result in a half-letter grade reduction. Registered students who do not attend at least one of the first two class meetings, and who have not contacted the department office to indicate their intent, will be dropped from the course. IT IS NEITHER ETHICAL NOR APPROPRIATE FOR THE INSTRUCTOR TO EVALUATE WHAT DOES AND DOES NOT CONSTITUTE A MEDICAL EXCUSE. If you miss more than two labs as a result of a medical condition, please have this verified through the appropriate channel (the dean's office). The student is responsible for submitting approval from the dean's office to the instructor.

USING LYNDA.COM: Lynda.com provides tutorials on various software applications. This service is free to UF students. Occasionally, you will be assigned to watch Lynda.com tutorials. This is mandatory; any assigned videos constitute potential test material. At other times, relevant Lynda.com tutorials will be listed as "Additional Lynda." These are not required, but they will provide reviews of the material covered that week in lab. To access Lynda.com, visit:

<http://www.it.ufl.edu/training/>

Click on the "Access Lynda" logo to the right. You will be required to enter your UF ID and password and will then reach the Lynda.com homepage.

→ Check your campus e-mail and the course E-Learning site regularly. You are responsible for being aware of any messages I send or post. Please allow 24 hours for me to respond to your emails. I do not check my email after 9:00 pm.

→ **IMPORTANT NOTE ABOUT GRADING:** Your work will be graded regularly in order for you to track your progress. While not all in-lab exercises are assigned a grade, they will be counted each week as "complete/incomplete," and incomplete, late or missing exercises will result in points taken off your assignment grade (percentage to be determined).

Tentative Grading Scale for Course (100%)

Class Participation (5%)

Two In-Lab Assignments (5%)

Two Exams (40%)

Client Selection (5%)

Final Project (40%):

 Research Report 20%

 Banner Ad 10%

 Print Piece 30%

 Website 20%

 Wordpress Blog 20%

Grading Scale: A = 100-90%; B+ = 89.9-87; B = 86.9-80%; C+ = 79.9-77%; C = 76.9-70%; D+ = 69.9-67%; D = 66-60%; E = 59.9-0%. Course grades will be based entirely on the above required work. No “extra credit” work will be permitted.

INCLUSIVENESS: Every attempt is made to make all courses non-sexist and multicultural in content. Should the instructor fail to meet this goal, please visit with the department chair (Dr. Spiro Kiousis).

ACCOMODATIONS FOR STUDENTS WITH DISABILITIES: Students requesting classroom accommodations must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodations. I suggest you do this at the beginning of the semester.

CELL PHONES: Easiest thing here is don't bring them to class. Since this won't happen, you must make sure that they are turned off. Excessive cell phone use/texting during class is incredibly disrespectful. Students who are constantly texting will be asked to leave. For those students who continually text during class, the instructor will send a warning email to the student. If the texting continues, the instructor will count this as an absence.

LAPTOPS: Laptop computers are only to be used in this class to take notes during lectures. Laptop use for checking email, chatting, using Facebook or other non-class related activities will negatively impact your class participation and will be reflected in your final grade.

ACADEMIC INTEGRITY POLICY: Students are expected to understand and conform to the letter and spirit of the University of Florida Code Of Conduct. Students who violate the code are subject to immediate failure of the course and referral of the case to the College of Journalism and Communications Dean's Office for further action and determination of penalty.

PLEASE NOTE: All students who took this class in any of the previous semesters are required to contact me after the first day of class. You will be required to work on different client than the one you worked with for the class in previous semester(s). Please consult me as soon as possible.

ACADEMIC MISCONDUCT: All students in attendance at The University of Florida are expected to be honorable and to observe standards of conduct appropriate to a community of scholars. All acts of dishonesty in any academic work constitute academic misconduct. This includes, but is not necessarily limited to, the following:

- **Cheating** – using or attempting to use unauthorized material, information, or study aids in any academic exercise.
- **Plagiarism** – representing the words, ideas or data of another as one's own in any academic exercise.
- **Fabrication** – unauthorized falsification or invention of any information or citation in an academic exercise.
- **Aiding and abetting academic dishonesty** – intentionally or knowingly helping or attempting to help another student commit an act of academic dishonesty.

DATES TO NOTE (Only holidays that affect this course are listed):

Classes Begin – Wednesday, August 22
End Drop Add – Tuesday, August 28 at Midnight
Classes End – Wednesday, December 5
Homecoming (No Class) – Friday, November 9

Thanksgiving Break (No Class) – Wednesday, November 21 – Friday, November 23

CLASS LECTURE/LAB MEETINGS/READINGS & ASSIGNMENT SCHEDULE

| Week | Topic | Readings/Assignments |
|-----------|--|---|
| 1. | TR 8/23: Course Introduction | |
| Lab | Introductions Organizational Research and Client Selection Handouts Video: Creativity in Life and Work Using Lynda.com | “Dieter Rams: ten principles for good design” “Are pictures the forgotten tool in public relations?” (Links to these articles available in Sakai under the “Resources” tab) |
| Notes | No Tuesday Lab. Tuesday lab students: Please Review the Client Selection Assignment in Sakai. | |
| 2. | Research Management / PR Publics / PR Tactics T 8/28: Researching Publics TR 8/30: PR Tactics / SYLLABUS QUIZ | Thursday lecture: Syllabus Quiz |
| Lab | Creative Teams Introduction to InDesign Setting up Wordpress | “The End of Demographics...” <i>Non-Designer’s Web Book</i> Ch.6 |
| Notes | | Additional Lynda: <i>Print Production Fundamentals</i> Ch. 11 “InDesign Layout Basics” Ch. 11 “Building a Simple Three-Panel Brochure: Method One” |
| 3. | Design and Layout T 9/4: Design Principles TR 9/6: Design Con’t | Due: Client Selection Assignment |
| Lab | InDesign: Placing Photos Introduction to Photoshop Handout Visual Cue I Assignment | Reading: TBA |

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| Notes | | Additional Lynda: <i>InDesign CS6 Essential Training</i> Ch. 1 “Moving objects around” Ch. 6 “Importing graphics” and “Fitting graphics to the frame” |
| 4. | Typography / Form T 9/11: Visual Cues TR 9/13: GUEST LECTURER Holly Clark | |
| Lab | Video: <i>Helvetica</i> Type in InDesign Measuring Type | “How to Choose a Typeface” Color & Form |
| Notes | | |
| 5. | Colors / Inks / Web Color / Sensual Theories T 9/18: Color Theory TR 9/20: Inks and Colors | |
| Lab | Color in InDesign The Printing Process Lynda: <i>Print Production Fundamentals</i> Ch. 3: “Choosing the correct type of printing for your project” / “Considerations for digital printing” Ch. 4: “What’s a process color?” | <i>Non-Designer’s Web Book</i> Ch.9 <i>Color Design Workbook</i> Sensual Theories |
| Notes | | Additional Lynda: <i>Print Production Fundamentals</i> Ch. 11 “Working with color and gradient swatches” |
| 6. | Newsletter and Flier Design The Printing Process, con’t T 9/25: GUEST LECTURER Steve Shepherd TR 9/27: Newsletter and Flier Design | Due: Visual Cue I Assignment |
| Lab | In-Lab Newsletter Exercise Explain In-Lab Flier Assignment (to be completed during the next lab) | Work on your reports! No assigned reading this week! |
| Notes | | |

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| 7. | Visual Persuasion and Ethics / Analyzing Images T 10/2: Visual Persuasion TR 10/4: Visual Ethics | Due: Client Research Report |
| Lab | In-lab flier exercise | Analyzing Images Ethical Perspectives Images that Injure |
| Notes | | |

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| 8. | Designing for Non-Profits / Visualizing Data T 10/9: GUEST LECTURER April Schroeder TR 10/11: Visualizing Data / Exam 1 Review | |
| Lab | Customizing Wordpress Creating a Banner Ad in Photoshop Lynda: <i>Wordpress.com Essential Training</i> Ch. 3: “What is Wordpress?” | “Taking Design Thinking to the Non-profit World” “How Non-Profits are Using Social Media...” |
| Notes | | |

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| 9. | Visual Communication and Convergence T 10/16: Exam 1 TR 10/18: Convergence | |
| Lab | Creating/editing web images with Photoshop Handout and explain Final Project QR codes | <i>Non-Designer's Web Book</i> Ch.5 “Using QR codes...” Lynda: <i>Print Production Fundamentals</i> Ch. 8 “Comparing raster vs. vector images” |
| Notes | | |

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| 10. | Web Design & Layout T 10/23: Web Design Basics TR 10/25: Web Design Basics, con't | |
| Lab | Introduction to Dreamweaver | “10 Principles of Effective Web Design” <i>Non-Designer's Web Book</i> Ch.10 <i>Journalism Next</i> Ch. 1 |

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| Notes | | |
| 11. | <p>Blogging</p> <p>T 10/30: GUEST LECTURER Dr. Judy Robinson TR 11/1: Blogging and Public Relations</p> | Due: Final Project Sketches/Justifications |
| Lab | Dreamweaver con't | <p>"Polish your posts: 3 ways to improve your blog copy"</p> <p>"The principles of corporate blogs..."</p> |
| Notes | Friday Lab: Handout Visual Cue Assignment II and Blog Post Assignment | |
| 12. | <p>Social Networking</p> <p>T 11/6: Social Networks and PR TR 11/8: Case Studies</p> | |
| Lab | <p>Dreamweaver, con't</p> <p>Handout Visual Cue II Assignment and Blog Post Assignment</p> | <p>"10 Innovative Uses of Facebook Timeline..."</p> <p>"Pepsi Invites the Public to Do Good"</p> <p>"5 Pinterest Hacks"</p> |
| Notes | No Friday Lab | On the Facebook timeline article, just scroll through the slide show and read the captions. |
| 13. | <p>SEO / Intercultural Visual Communication</p> <p>T 11/13: SEO TR 11/15: Intercultural Visual Communication</p> | Due: Visual Cue II AND Blog Post 1 |
| Lab | <p>The Tools of the Web</p> <p>Dreamweaver, con't</p> | <p>"10 Fun Tools to Easily Make..."</p> <p>Intercultural Reading: TBA</p> |
| Notes | | <p>Additional Lynda:</p> <p><i>Designing Web Sites from Photoshop to Dreamweaver</i> Ch. 1</p> <p>"Web design tools"</p> |
| 14. | <p>Looking Ahead / Project Assistance</p> <p>T 11/20: The Digital Future TR 11/22: THANKSGIVING BREAK</p> | |

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| Lab (Tuesday Lab Only) | Project Assistance | <i>Tactics</i> : “PR Blotter” Edelman White Paper |
| Notes | | |

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| 15. | Project Assistance T 11/27: Final Project Tips and Tricks TR 11/30: Exam 2 Review | Due: Blog Post 2 |
| Lab | Project Assistance | |
| Notes | | |

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| 16. | Project Assistance T 12/4: Exam 2 | |
| Lab | Open Lab | |
| Notes | | |

Final Project Due at Instructor’s Office on Friday, December 7 by 5:00 PM