



<http://lindaperry.us/pur4103>

UF College of Journalism
& Communications
UNIVERSITY of FLORIDA

§4065 Summer B 2014
Dr. Linda M. Perry
Imperry@ufl.edu

PUR 4103 Public Relations Visual Communication focuses on planning, designing and producing visual communication used in the practice of public relations. Strategic message design in printed and electronic publications for diverse internal and external audiences is emphasized.

Class information: PUR 4103 §4065 meets M, F 6-7th periods and W 5-6th periods in 2050 Weimer Hall.*

Course Goals: The goal of PUR 4103 is for you to understand and appreciate the importance of **strategic message design** in the practice of public relations and to gain practical experience in producing print and electronic publications designed to achieve specific communication objectives. To that end, students will set communication objectives for and produce prototypes of a website, a flier and a brochure.

Instructor: Dr. Linda M. Perry • Imperry@ufl.edu • 273-1789 and 273-0749 • 3059 Weimer Hall and 122 Bryant Space Science Center (across from Hub).

Office hours: 2-3 p.m. M & F, and by appointment.

Prerequisites: PUR 3801 Public Relations Strategy and JOU 3101 Reporting

Required:

- Krug, Steve, *Don't Make Me Think, Revised: A Common Sense Approach to Web Usability, 3rd ed.*, (2014), New Riders (Pearson), 13: 978-0-321-96551-6.
- InDesign, Photoshop, Wordpress or Dreamweaver access.
- <http://www.it.ufl.edu/training/> > **Access Lynda** for lynda.com tutorials: InDesign, Photoshop and WordPress.

Class expectations: The instructor is committed to helping you to (1) learn and apply design principles to strategic communication, (2) learn to use publication design software to produce public relations publications and (3) improve your visual competency and communication and critical thinking skills. To that end, you can expect constructive feedback on practical-application assignments.

Your instructor expects collegial and regular class participation, on-time submission of assignments and honest effort. Requirements for make-up exams and assignments are consistent with university policies: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.



Assignments:

An important part of professional work is meeting deadlines. Therefore, **late work is penalized 10%** of the available points for that assignment **per day** unless you have a documented excused absence. Extensions for assignment deadlines are granted only in cases of documented excused absences.

Assignments are due in Sakai by 11:55 p.m. on the due date, unless otherwise specified. You are responsible for assuring that submitted assignments have uploaded successfully. If you are having trouble uploading documents, see Student Help (left-hand navigation pane) > FAQs > How do I know if my Assignment was submitted successfully?

Critical dates:



Assignments/Quiz

- | | |
|-------------------------------------|--------------------|
| 1. Organization selection | Wednesday, July 2 |
| 2. Organization analysis | Friday, July 11 |
| 3. Newsletter exercise | Friday, July 18 |
| 4. Flier & justification | Friday, July 25 |
| 5. Quiz | Wednesday, July 30 |
| 6. Brochure & Website justification | Friday, August 1 |
| 7. Brochure & Website | Friday, August 8 |

Grading:

Assignment and quiz weighting

- | | |
|--------------------------------|-----|
| 1. Organization analysis | 15% |
| 2. Newsletter exercise | 15% |
| 3. Flier project | 15% |
| 4. Quiz | 15% |
| 5. Brochure & Website projects | 40% |

Each assignment will be graded according to a rubric. If you have questions or concerns about your grade, please email Dr. Perry within one week of the assignment's being returned to you. The number of points you earn will determine your final grade. For information on current UF policies for assigning grades, see <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>



A	93 to 100	C	73 to 76
A-	90 to 92	C-	70 to 72
B+	87 to 89	D+	67 to 69
B	83 to 86	D	63 to 66
B-	80 to 82	D-	60 to 62
C+	77 to 79	E	59 & Below

*** The instructor reserves the right to amend this syllabus as necessary.**

Reading & Assignment Schedule: Readings are from the Krug textbook.

Week	Topic / Due Date	Readings
I. June 30 July 4: No class	Strategic Message Design • Type Organization selection due July 2	Ch. 1-3
II. July 7	Art for Print and Web • Color • Newsletters Organization analysis due July 11	Ch. 4-5
III. July 14	Design Principles • Fliers • Paper Newsletter due July 18	Ch. 6-7
IV. July 21	Folders • Printing • Websites Flier & justification due July 25	Ch. 8-9
V. July 28	Review Quiz July 30 Web & brochure justifications due August 1	
VI. August 4	Mobile Devices Brochure & Website due August 8	Ch. 10-12

Academic Honesty:



Academic honesty is expected in this course, just as high ethical standards are required professionally. There will be zero-tolerance for anything less. That includes not giving, accepting or taking unauthorized aid; plagiarizing websites or others' *or your own* previous work; or doubling on assignments without the written permission of all involved professors and instructors. Violations will be pursued according to university guidelines.

You also must adhere to copyright law requirements. Students should report any condition that facilitates dishonesty to the instructor, department chair, college dean, or Student Conduct and Conflict Resolution in the Dean of Students Office. For all work submitted for credit, the following UF student pledge is implied:

"On my honor, I have neither given nor received unauthorized aid in doing this assignment."

Course evaluation

You 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 will be available at <https://evaluations.ufl.edu/results>.



UF Academic Honesty Policy, Software Use, Campus Helping Resources, Services for Students with Disabilities

Academic Honesty

In 1995 the UF student body enacted an honor code and voluntarily committed itself to the highest standards of honesty and integrity. When students enroll at the university, they commit themselves to the standard drafted and enacted by students.

The Honor Pledge: 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, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

Students should report any condition that facilitates dishonesty to the instructor, department chair, college dean, Student Honor Council, or Student Conduct and Conflict Resolution in the Dean of Students Office. (*Source: 2013-2014 Undergraduate Catalog*)

It is assumed all work will be completed independently unless the assignment is defined as a group project, in writing by the instructor. This policy will be vigorously upheld at all times in this course.

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.

Campus Helping Resources

Students experiencing crises or personal problems that interfere with their general well-being are encouraged to utilize the university's counseling resources. The Counseling & Wellness Center provides confidential counseling services at no cost for currently enrolled students. Resources are available on campus for students having personal problems or lacking clear career or academic goals, which interfere with their academic performance.

University Counseling & Wellness Center, 3190 Radio Road, 352-392-1575, www.counseling.ufl.edu/cwc/ Counseling Services; Groups and Workshops; Outreach and Consultation; Self-Help Library; Training Programs; Community Provider Database

Career Resource Center, First Floor JWRU, 392-1601, www.crc.ufl.edu/