

### **Instructor**

Kay Tappan  
Weimer 3048  
352.392.0444

### **Email**

pur4103@yahoo.com

Please allow 24 hours for me to respond to your emails. I do not check my email after 9:00 pm.

### **Twitter**

@KayTappan

### **Office Hours**

Monday Noon - 2 pm  
Wednesday 2 - 4 pm  
By Appointment

### **Teaching Assistant**

Angela Zhang  
Weimer G034  
352.846.1048

### **Email**

zxc819@ufl.edu

### **Office Hours**

Wednesday 1 - 4 pm

### **Lecture Schedule**

Tuesdays and Thursdays  
9:35 - 10:25 am  
Florida Gym 280

## **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 omniphatic 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 the Wordpress CMS, 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 as follows:

- 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.

## Lab Schedule

### SECTION 4073

Tuesday 6:15 - 9:10 PM  
Weimer 3028

### SECTION 4074

Wednesday 9:35 am - 12:35 pm  
Weimer 3028

### SECTION 3465

Thursday 6:15 - 9:10 PM  
Weimer 3028

### SECTION 2134

Friday 8:30 - 11:30 am  
Weimer 3024

### SECTION 1395

Friday 11:45 am - 2:45 pm  
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 and InDesign CS6.

The Architecture Lab is open 24 hours. For additional lab hours, visit [labs.at.ufl.edu/hours](http://labs.at.ufl.edu/hours)

## Required Texts/Supplies

There are no required texts. You will find all readings in the "Resources" section in Sakai.

You are **required to purchase a \$30 WordPress upgrade**. This will be explained in lab.

You will need a USB flash drive.

## 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. **DO NOT** expect me to follow up with you on missed assignments.

### 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. Students are allowed **THREE** absences from lecture. Any absences beyond this point will result in a 5% reduction in participation grade.

### 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 5% reduction in participation grade. 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

## Attendance Policy

Please see detailed attendance policies for both lab and lecture.

You are allowed TWO lab absences (excused or unexcused). More than two will result in five percent reduction in your participation grade.

You are allowed THREE lecture absences (excused or unexcused). More than three will result in a five percent reduction in your participation grade.

**Students are not permitted to attend other labs under any circumstances.**

## Promptness

It is essential that you be on time to lab. If you are late, the entire class must wait for you to get caught up. Three tardies of more than five minutes will result in one absence.

## Make Up Work

On occasion you might miss as a result of sickness or other unforeseen emergencies. Arrangements need to be made with me as early as possible. **You must receive confirmation from me via email for any special circumstances.**

It is entirely your responsibility to contact me if you miss a lab or assignment. I try to be as flexible as possible. If you contact me after an assignment is due, it is unlikely I will let you make it up.

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.

## 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. Juan-Carlos Molleda).

## 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

## Assignment Values

Participation 10%  
Client Selection 3%  
In-lab assignments 5%  
Logo critique 3%  
Research Report 8%  
WordPress Presentations 8%  
Two Exams 35%  
Project Rationale 10%  
Final Print 8%  
Final Website 10%

## Grading Scale

A 94 - 100  
A- 90 - 93.9  
B+ 87 - 89.9  
B 83 - 86.9  
B- 80 - 82.9  
C+ 77 - 79.9  
C 73 - 76.9  
C- 70 - 72.9  
D+ 67 - 69.9  
D 63 - 66.9  
D- 60 - 62.9  
E 0 - 59.9

## Cell Phone Use

Texting during class will negatively affect your participation grade based on my observations of you. Leaving during class to take a call is both rude and disruptive.

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** Wed, Aug 21

**End Drop Add** Tues, Aug 27 at Midnight

**Classes End** Wed, Dec 4

**Homecoming** Fri, Nov 8

**Thanksgiving Break** Wed, Nov 27 – Fri, Nov 29

## CLASS SCHEDULE

### Week 1

TR 8/22: Course Introduction

READING ASSIGNMENT “Are pictures the forgotten tool in public relations?”; “Why we love beautiful things” (see Sakai for links)

### Week 2

T 8/27: How and why we see

TR 8/29: Researching / segmenting publics

READING ASSIGNMENT: “The End of Demographics...”; “Sensual theories of visual communication”

### Week 3

T 9/3: PR tactic design

TR 9/5: Design principles

READING ASSIGNMENT: “Design principles examples”; Non-Designer’s Web Book Ch.6; “What’s in a name badge?”

**DUE:** CLIENT SELECTION ASSIGNMENT (SUBMIT ALL ASSIGNMENTS AT THE BEGINNING OF YOUR ASSIGNED LAB TIME)

### Week 4

T 9/10: Visual Cues

TR 9/12: Typography

READING ASSIGNMENT: “How to choose a typeface”; “How type influences the way we read and think”; “Best practices of combining typefaces”

### Week 5

T 9/17: Color

TR 9/19: GUEST LECTURER Storter Childs Printing

READING ASSIGNMENT: Non-Designer’s Web Book Ch.9 (includes pp. 246-47); Color Design Workbook; “Color and form”

**DUE:** BRING A PRINTED, COLOR COPY OF YOUR CLIENT’S LOGO TO LAB; SUBMIT INDESIGN EXERCISE FROM PREVIOUS WEEK TO SAKAI BY FRIDAY OF THIS WEEK

### Week 6

T 9/24: Strategy for using visuals in design

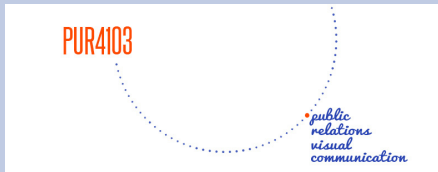
TR 9/26: Ethical considerations and obtaining images for use

READING ASSIGNMENT: “The media through which we see”; “Images that in-



## RESOURCES

### Course Blog



[pur4103blog.wordpress.com](http://pur4103blog.wordpress.com)

### Free Vector Art

[theNounProject.com](http://theNounProject.com)

Make sure to properly attribute according to the user agreement!



### Free Font Downloads

Make sure to carefully read all user licenses!

[dafont.com](http://dafont.com)

Steelfish  
*pacifico*

*Marmellata*

RISMET

jure: Pictorial stereotypes in the media"; "Advertising and social change"; "I was a teenage mother"

### Week 7

T 10/1: TBA

TR 10/3: GUEST LECTURER Professor Clay Calvert, Trademark and Copyright

READING ASSIGNMENT: NA

**DUE:** CLIENT RESEARCH REPORT

### Week 8

T 10/8: GUEST LECTURER April Schroeder, Liquid Creative Studio

TR 10/10: Exam 1 Review

READING ASSIGNMENT: NA

### Week 9

T 10/15: Exam 1

TR 10/17: Convergence and Web Design

READING ASSIGNMENT: Non-Designer's Web Book Ch.5; "Using QR codes..."  
Lynda: Print Production Fundamentals Ch. 8 "Comparing raster vs. vector images"

### Week 10

T 10/22: Web Design Basics

TR 10/24: GUEST LECTURER Miquel Kendrick, Grooveshark

READING ASSIGNMENT: "10 principles of effective web design"; Non-Designer's Web Book Ch.10; Journalism Next Ch. 1

**DUE:** PURCHASE WORDPRESS UPGRADE; SUBMIT BANNER AD FROM PREVIOUS WEEK'S LAB TO SAKAI BY FRIDAY OF THIS WEEK

### Week 11

T 10/29: Blogging and Public Relations

TR 10/31: Data Visualization

READING ASSIGNMENT: "Polish your posts: 3 ways to improve your blog copy"; "The principles of corporate blogs..."; "Wal-Marting across the Internet"

**DUE:** FINAL PROJECT SKETCHES AND JUSTIFICATIONS

### Week 12

T 11/5: Social Networks and PR

TR 11/7: GUEST LECTURER Steve Johnson, Backpack PR

READING ASSIGNMENT: "The uninvited brand"; "How Gap learned a hard les-

## RESOURCES

### Inkscape

Is a free, vector-based graphics program (like Illustrator)

To download, visit

**[inkscape.org](http://inkscape.org)**

### gimp

Is a free photo editing software program (like Photoshop)

To download, visit

**[gimp.org](http://gimp.org)**

### Visit [identity.ufl.edu](http://identity.ufl.edu)

Here you will find UF's brand standards manual with color values, signature usage, and high resolution downloads



son in consumer resistance”

### Week 13

T 11/12: GUEST LECTURER Feathr App

TR 11/14: Intercultural Visual Communication

READING ASSIGNMENT: “A review of cultural palettes”

**DUE: BLOG POST 1**

### Week 14

T 11/19: The Digital Future

TR 11/21: Exam 2 Review

READING ASSIGNMENT: “Disruptions: Mobile competition shifts to software design”; “New Poynter Eyetrack research reveals how people read news on tablets”; “Why a new golden age for UI design is around the corner”

### Week 15

T 11/26: Exam 2

TR 11/28: THANKSGIVING BREAK

**DUE: BLOG POST 2**

### Week 16

T 12/3: Course wrap up

**Final project due in instructor’s office (Weimer 3048) on Friday, December 6 by 5 PM**

## RESOURCES

**Stock Photography**  
Shutterstock.com  
iStockphoto.com



## Design Blogs to Follow

These links are listed on the course blog!

DesignFestival.com  
FastCoDesign.com  
BrandingMagazine.com  
Font Shop Blog  
FuelYourCreativity.com  
DesignTaxi.com  
SmashingMagazine.com  
TheGridSystem.org

## LAB SCHEDULE

### Lab 1

Introductions; Client Selection Assignment; Videos: Creativity in Life and Work; Using Lynda.com; Navigating Sakai

### Lab 2

Creative Teams; Introduction to InDesign; Setting up WordPress; Research Report Assignment

### Lab 3

InDesign Continued; Introduction to Photoshop  
**DUE:** CLIENT SELECTION ASSIGNMENT

### Lab 5

Introduction to Adobe Illustrator; Logo discussion/critique  
**DUE:** BRING A PRINTED, COLOR COPY OF YOUR CLIENT'S LOGO TO LAB; SUBMIT INDESIGN EXERCISE FROM PREVIOUS WEEK TO SAKAI BY FRIDAY OF THIS WEEK

### Lab 6

In-Lab Newsletter Exercise; Illustrator con't

### Lab 7

WordPress basics; Adobe digital publishing  
Explain In-Lab Flier Assignment (to be completed during the next lab)  
**DUE:** CLIENT RESEARCH REPORT

### Lab 8

In-lab flier assignment

### Lab 9

Creating a banner ad in Photoshop; QR codes; Creating a website with WordPress; Handout and explain Final Project

### Lab 10

WordPress customization with CSS; Create style guide for final project; Assign WP teams for presentations  
**DUE:** PURCHASE WORDPRESS UPGRADE; SUBMIT BANNER AD FROM PREVIOUS WEEK'S LAB TO SAKAI BY FRIDAY OF THIS WEEK

### Lab 11

Catch up and work on WP presentations  
**DUE:** FINAL PROJECT SKETCHES AND JUSTIFICATIONS

### Lab 12

(No Friday Lab)  
WP presentations and catch up  
Explain Blog Post 1

### Lab 13

The tools of the web  
Friday Lab: WP presentations  
**DUE:** BLOG POST 1



“DESIGN DEPENDS LARGELY ON  
CONSTRAINTS.”

-Charles Eames

“WHY DO TWO COLORS, PUT NEXT  
TO EACHOTHER, SING? CAN WE  
REALLY EXPLAIN THIS? NO.”

-Pablo Picasso

“THERE CAN BE NO WORDS WITH-  
OUT IMAGES.”

-Aristotle

“THE MIND KNOWS MORE THAN  
THE EYE CAN SEE.”

-Jerry Uelsmann

## **Lab 14**

Project assistance  
Handout Blog Post 2 Assignment

## **Lab 15**

(Tuesday Lab only)  
Project Assistance

**DUE:** BLOG POST 2

## **Lab 16**

Open Lab (instructor will not be present)