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. Emphasis is placed on learning the standardized industry software, Adobe InDesign CC, Adobe Photoshop CC, 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.
Course Policies

READING ASSIGNMENTS
All required readings are listed on the syllabus and are available in Canvas. 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 lectures, assigned readings and lab. 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. Exercises WILL NOT be completed during lab instructor office hours.

Often students must submit exercises completed in lab. Students who miss a lab exercise MUST submit the makeup exercise BEFORE the next lab meeting time in order to receive credit. The student is responsible for consulting the week’s module in Canvas to ensure that all work is made up.

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.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx.

ATTENDANCE POLICY-LECTURE
Attendance will be taken when guest lecturers present. 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. Students are allowed ONE absence from guest lectures. Missing more than one guest lecture will result in a participation grade of zero.

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 participation grade of 0. 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 LYNDACOM

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/

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.

Information on current UF grading policies for assigning grade points can be found here: https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx.

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 with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in 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. Students who continually text in lab/class will receive a participation grade of 0.
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.

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, 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

ACADEMIC INTEGRITY POLICY
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 Honor Code (http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/) specifies a number of behaviors that are in violation of this code and the possible sanctions.

Furthermore, you are obliged to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor of TAs in this class. You can review UF’s academic honesty guidelines in detail at: http://www.dso.ufl.edu/judicial/procedures/honestybrochure.php

Assignment Values
Participation 5%
Lab Exercises 5%
In-Lab Flier 5%
Self Assessment 5%
Mood Board 5%
Team WP Presentation 5%
Two Exams 40%
Final Project 30%

Grading Scale
A  90 - 100
B  80 - 89.9
C  70 - 79.9
D  60 - 69.9
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.
### Dates to Note

Only holidays that affect this course are listed

**Classes Begin** Mon, Aug 25

**Homecoming** Fri, Oct 17

**Veterans Day** Tues, Nov 11

**Thanksgiving Break** Wed, Nov 26 – Fri, Nov 28

**Classes End** Wed, Dec 10

### Week 1

- **T 8/26:** Course Introduction; Navigating Canvas
- **TR 8/28:** How and Why We See

**Lab**

- Introductions; Videos: Creativity in Life and Work; Design Exercise Using Lynda.com

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

### Week 2

- **T 9/2:** Final Project Overview; Creating Your Website; Begin Research
- **TR 9/4:** Research Continued; Segmenting Publics

**Lab**

- Creative Teams; Begin InDesign Booklet Exercise; Set up WordPress; Hand Out Self Assessment Assignment

**Reading Assignment** “The End of Demographics...”; “Sensual theories of visual communication”; WSINYE Ch. 2

### Week 3

- **T 9/9:** Designing Visual Tactics
- **TR 9/11:** Design Principles

**Lab**

- Finish InDesign Booklet Exercise; Introduction to Photoshop; Paste resume in InDesign

**Reading Assignment** WSINYE Ch. 3, 4, 5

**Due** Self Assessment Assignment

- Bring resume in Word format to lab
- Submit InDesign Booklet Exercise
- Submit Resume in InDesign

### Week 4

- **T 9/16:** Design Elements
- **TR 9/18:** Helvetica

**Lab**

- Drop Flier Exercise; Introduction to Illustrator; Business Card Template

**Reading Assignment** “How to choose a typeface”; “Best practices of combining typefaces”; WSINYE Ch. 6 and 7

**Due** Submit Drop Flier Exercise
Week 5
T 9/23: Typography
TR 9/25: Color
Lab
Begin Mood Board Assignment; The Printing Process
Reading Assignment WSINYE Ch. 8, 9, and 14; Color Design Workbook

Week 6
T 9/30: Visual Persuasion
TR 10/2: Analyzing Images
Lab
In-Lab Newsletter Exercise; Explain Flier Assignment
Reading Assignment NA
Due Mood Board Assignment; Submit Newsletter Exercise

Week 7
T 10/7: Exam 1
TR 10/9: No lecture (PRSSA National Conference)
Lab
Attendance will not be taken; work on In-Lab Flier Assignment
Reading Assignment NA

Week 8
T 10/14: GUEST LECTURER Steve Johnson
TR 10/16: Ethical Approaches to Analyzing Images
Lab
Attendance will not be taken; work on In-Lab Flier Assignment
Reading Assignment “The media through which we see”; “Images that injure: Pictorial stereotypes in the media”; “I was a teenage mother”
Due Flier Assignment due by Midnight on Thursday, 10/16

Week 9
T 10/21: Convergence
TR 10/23: Web Design Basics
Lab
Complete Photoshop Banner Ad Exercise; WordPress Basics; Hand Out Part I of Final Project
Reading Assignment WSINYE Ch. 13; Journalism Next Ch. 1
Due Submit Banner Ad Exercise
**Week 10**
T 10/28: Web Design Continued
TR 10/30: Blogging and Public Relations

**Lab**
Create a style guide for final project; WordPress continued

**Reading Assignment** “Wal-Marting across the Internet”
**Due** Purchase WordPress upgrade by your lab meeting time

**Week 11**
T 11/4: SEO
TR 11/6: Public Relations Advisory Council

**Reading Assignment** TBA

**Lab**
Team WordPress presentations

**Due** Part I of Final Project (sketches, style guide, creative brief, web assets)

**Week 12**
T 11/11: Veterans Day: No Class
TR 11/13: Social networks (Melissa Bell is here)

**Reading Assignment** “The uninvited brand”; “How Gap learned a hard lesson in consumer resistance”

**Lab**
Team WordPress presentations (Attendance will not be taken)

**Week 13**
T 11/18: Data Visualization
TR 11/20: Intercultural Visual Communication

**Lab**
Team WordPress presentations; Go over Final Project Part II

**Reading Assignment** “A review of cultural palettes”; WSINYE Ch. 10

**Due** Team WordPress summary

**Week 14**
T 11/25: No lecture
TR 11/27: Thanksgiving: No Class

**Lab**
Lab does not meet this week

**Reading Assignment** NA

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**Resources**

**Inkscape**
Is a free, vector-based graphics program (like Illustrator)
To download, visit inkscape.org

**gimp**
Is a free photo editing software program (like Photoshop)
To download, visit gimp.org

**Visit identity.ufl.edu**
Here you will find UF’s brand standards manual with color values, signature usage, and high resolution downloads

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Week 15
T 12/2: Guest Lecture: Paris Leaf
TR 12/4: TBA
Lab
Project Assistance
Reading Assignment “Disruptions: Mobile competition shifts to software design”; “New Poynter Eyetrack research reveals how people read news on tablets”

Week 16
T 12/10: Exam 2
Lab
Instructor will be present during usual Tuesday and Wednesday lab times for assistance; attendance will not be taken
Reading Assignment NA
Due Final Project Part II due in instructor’s office (Weimer 3048) on Wednesday, December 10 by 5:00 PM

RESOURCES
Stock Photography
Shutterstock.com
iStockphoto.com

Design Blogs to Follow
DesignFestival.com
FastCoDesign.com
BrandingMagazine.com
Font Shop Blog
FuelYourCreativity.com
DesignTaxi.com
SmashingMagazine.com
TheGridSystem.org

“DESIGN DEPENDS LARGELY ON CONSTRAINTS.”
-Charles Eames

“WHY DO TWO COLORS, PUT NEXT TO EACH OTHER, SING? CAN WE REALLY EXPLAIN THIS? NO.”
-Pablo Picasso

“THERE CAN BE NO WORDS WITHOUT IMAGES.”
-Aristotle

“THE MIND KNOWS MORE THAN THE EYE CAN SEE.”
-Jerry Uelsmann