

# PUR4103

public  
relations  
visual  
communication

## Instructor

Kay Tappan  
Weimer 3048  
352.392.0444

## Email

kaytappan@jou.ufl.edu

*Please allow 24 hours for me to respond to your emails. I check email on a M-F, 8 AM - 5 PM basis. I might check email on weekends, but do not count on it!*

## Twitter

@KayTappan

## Office Hours

Tuesdays and Thursdays  
2:00 - 3:00 PM  
Wednesdays  
1:00 - 2:00 PM  
By Appointment

## Lecture Schedule

Tuesdays and Thursdays  
12:50 - 1:40 PM  
Florida Gym 280

## Required Texts/Supplies

Hagen, Rebecca & Golombisky, Kim (2013). *White Space Is Not Your Enemy* (2nd Ed), Burlington, MA: Focal Press.

You will find all additional readings in Canvas.

You are required to purchase a \$30 WordPress upgrade. This will be explained in lab. You will need a USB flash drive.

## 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.

## 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 CC.

The Architecture Lab is open 24 hours and has Macs with the Adobe Creative Cloud. For additional lab hours, visit [labs.at.ufl.edu/hours](https://labs.at.ufl.edu/hours)

## 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

## Attendance Policy

Please see detailed attendance policies for both lab and lecture.

You are allowed TWO lab absences (excused or unexcused).

Attendance will only be taken in lecture when there is a guest speaker. You may miss ONE guest speaker.

**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.

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.

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/](http://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.

### **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.

### **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 or TAs in this class. You can review UF's academic honesty guidelines in detail at: <http://www.dso.ufl.edu/judicial/procedures/honestybrochure.php>

## 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

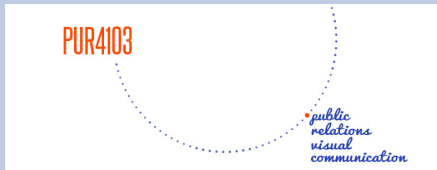
Drop Flier Exercise; Introduction to Illustrator; Business Card Template

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

**Due** Submit Drop Flier Exercise

## Resources

### Course Blog



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

### Free Vector Art

#### 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

air conditioner

## 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

## 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



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## 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

## 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 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

## 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