

SPRING 2013

ADV 3203 Introduction Design & Graphics

Section #: 1G32

Monday 5th Period (11:45 am–12:35 pm) & Wednesday 5th-6th Period (11:45 am–01:40 pm)

Classroom: Weimer Hall 1084

Instructor: Ms. Soojin Kim, M.A.

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Office Hours: Monday & Wednesday 10:30 am – 11:30 am and by appointments

Course Description

Visual communication is among the most valuable assets in this time. A strong visual message can have a significant impact on consumer purchasing decision by communicating the value of and providing differentiation for products and services. Thus, effective creative strategy is critical to maintaining the long-term profitability of products and services. While visual communication is both an art and a science, there are certain patterns and predictability of creative activities that greatly increase the odds of success. Becoming familiar with the relevant theories and principles of visual images can help managers make better creative strategies.

This course aims to develop students' understanding of the importance of visual communication as well as how to create and develop ideas. It will cover topics in basic principles of graphic design, steps/process of shaping ideas, ways to leverage creative ideas, and theories in visual communication.

No matter what your future job title, the techniques and theories you'll learn in this class will help you nurture and shape ideas wherever you might find yourself down the road. To get to that place, we will examine creativity in many forms.

Course Objectives

The objective of this course is to provide both a basic overview of various forms of visual communication in advertising, and background on the design and print production processes so that you know the basics in creating advertising design and it is enable students to become well-informed "visual communication" of state-of-the-art marketing/advertising research.

As we travel in time from cave paintings to virtual reality environments, we will pause to look at a few examples of advertisements as visually communicated through different perspectives; namely perceptual, personal, critical, ethical, aesthetic, cultural and historical (Lester, 2002).

By the end of this course, students should:

- be able to look at visual images and evaluate them from multiple perspectives,
- understand the main concepts and purpose of visual communication,
- be able to demonstrate basic knowledge in the following areas:
 - Principles of visual design [Basic Design]
 - Principles of visual communication theory and terminology
 - Fundamentals of design and conceptualization
 - Basic knowledge of typography and print production
- Be familiar with the terms and techniques of design,
- be able to apply visual theme and theories to students' final project or to all visual materials ,
- understand how to establish visual identity and effective creative strategies for both consumer and business products/services,
- be able to apply to visual communication concepts in real-life setting and be able to articulate the context of the application as well as the rationale for the communication, and
- work effectively in a team environment (i.e., be able to deal with various learning styles/personalities/priorities and resolve conflicts for the completion of group projects) such as in the real world.

Students with disabilities or special needs are encouraged to seek information in alternative formats based on their needs.

Prerequisites

Advertising-major status, and you must have taken or currently be enrolled in ADV 3000. Additionally, most of the elements of the course are presented online. Hence, it is absolutely essential that you have access to the Internet and a working UFL e-mail address.

Required Textbooks, Equipments and Other Lecture Materials

Required Textbooks:

- Adobe Photoshop CS6. Classroom in a book: *The Official Training Workbook from Adobe Systems*. ISBN/0321827333

- Adobe InDesign CS6. Classroom in a book: *The Official Training Workbook from Adobe Systems*.

Recommended Textbooks:

- Amy E. Arntson (2011). *Graphic Design Basics*. Wadsworth Publishing; 6 edition. ISBN-10: 0495912077
- Craig L. Denton (1992). *Graphics for Visual Communication*. William C Brown Pub. ISBN-10/ISSN: 0697085406

Other Lecture Materials:

- **Supplemental reading materials:** Additional reading materials will also be announced (by email) and made available online (course website). It may be posted at the Sakai course website. You are responsible for making sure that you have gotten all the text assigned readings and supplemental readings as a preparation for examinations in the course.
- **No course package:** there is no course package. Each lecture's notes will be posted on the Sakai course website before the class. You are expected to print out lecture outlines and additional materials and use them in each class meeting.

Required Equipments

- Several magazines to bring into class and to cut up for your in-class activities and homework assignments
- Stapler, Glue stick or rubber cement
- Scissor
- One package of plain, no-line, white paper (i.e., what your home printer uses)
- Graphic arts ruler (this must measure points and picas) **optional

Software and Lab Access

A number of labs have Photoshop and InDesign. For a complete list of labs, visit the following search page and search for Photoshop or InDesign: <http://labs.at.ufl.edu/hub.php>

Downloading Trial Software

If you have your own computer, you can download a trial version of Photoshop and InDesign from www.adobe.com. However, the trial period lasts only 30 days. I would recommend that you download the software strategically to enable you to complete the assignments in a timely fashion. Also you can purchase your own copy at academic discount rates. Check UF's Office of Academic Technology website for more information (<http://home.at.ufl.edu/>).

Course Website

The Sakai course website: This course website provides all information about the course including lecture notes. You can access the Sakai course website anytime you want with your Gator1 ID and password. More importantly, you are responsible for checking the Sakai course website prior to each class to get lecture outlines, e-mail notices, and additional materials. Students are encouraged to keep up with their performance in the class, pick up lecture material, additional readings and other useful information about course content, and check grades and announcements by going to the Sakai course website (<https://lss.at.ufl.edu/>).

Creating a Better Learning Environment

This course is all about your learning experience. I will try hard to support your learning process during the semester through the lecture and extra efforts. Also, each of you plays a role in shaping this course. Therefore, I am expecting you to do your best and to respect the class by:

- Attending all lectures, quizzes, and exams.
- Being on time. If an emergency situation makes you late, please enter the auditorium quietly and do not walk in front of me to get to a seat.
- Being prepared for class: Print the class material prior to class (It will be available on the course website), and be familiar with any announcements or e-mail notices via e-mail or course website announcement.
- Please do not bring any food during the class hour.
- You may bring drinks into class, but please have a lid on the container. Dispose of the container in a trash container outside of the classroom and avoid any spills.
- Being focused on the lecture and being active learners: Any personal conversation during class will distract the class learning environment.
- Please, turn off (soundless) and store your digital mobile devices including cell phones, MP3 players, iPads, Kindles, etc.
- Laptop use – Due to the interactive nature of the course, taking notes on a laptop can be distracting to you and to your classmates. You may NOT use a laptop during lecture unless you have obtained permission from me.
- If you need the notes for the lectures, you can download and print the PPT file before the lecture and use it during the class.
- Being prepared to stay in class for the full 50 minutes. Leaving early is disruptive to the rest of us. If a special situation (like a doctor's appointment) requires that you leave class early, please sit near an exit.

Course Requirements

The requirements for this course have been designed to provide the student with the concepts and experiences needed to meet the above-stated objectives and to measure the amount of success toward reaching these objectives. The course requirements for students are:

1. Three examinations + an optional*, comprehensive final—60% of your total grade

All examinations are listed in this syllabus. These dates are subject to change, but you will be given several days notice if this is necessary.

- Each exam is worth 100 points.
- For each exam, be prepared to show a photo ID upon request.
- Also note that there will be more than one version of each exam.

Viewing exams: To review your graded exams, see me during office hours. No exam paper should be taken from the classroom at the time of the exam or from my office after it has been graded. If it's removed, the student's grade on that exam will be a zero, and you will be turned over to the university for cheating.

Make-ups. If you miss an exam due to illness, death in family, court date, or auto accident **AND you notified the professor BEFORE class time**, you will be given a make-up exam. If you did **not** notify the professor **before** class OR your absence was unexcused, you will receive a zero on the exam. You also may **not** take an exam early due to an anticipated unexcused absence. Please note that we don't have facilities for make-up exams, so you will take your exam in my office during office hours. I cannot guarantee a quiet atmosphere nor can I guarantee comfortable seating.

***Optional final:** You may take the optional final if you want to try to better the lowest exam score. **IF YOU CHOOSE TO TAKE THE FINAL**, you need to notify the instructor by Friday, **April 19th by noon**. You will receive an email verifying my receipt of your request. If you receive no such response, I didn't get your request. The optional final will **AUTOMATICALLY** replace whatever your lowest exam grade in the previous exams was regardless of whether you did better or worse on the optional exam than on the previous exams. For example, your lowest test grade is a 70, and you take the optional final exam and receive a 60. Your 70 will be replaced with the 60.

2. In-class assignments/attendance—5% of your total grade

Throughout the semester, you will be given individual and/or group assignments to do in class. These will be turned in at the end of the class period to the professor for credit. These will be unannounced. I grade these on a credit/partial credit/no credit basis. You will receive full credit if you follow the directions. If you turn in an assignment in which you did not follow directions,

you will receive partial credit. If you are not in class and do not have an excused absence, then you will receive no credit.

If you miss class for an excused reason on an in-class assignment day, you will not be penalized. I also have been known to take attendance from time to time so this counts in this category as well.

If you sign in for someone else, you will be turned in for academic dishonesty (cheating).

Please take this seriously. This 5% will affect your grade, and I use the in-class assignments/attendance to determine whether I will give you the extra percentage points for a higher grade.

3. Quizzes—10% of your total grade

You'll have 3 quizzes during the semester. Quizzes are available online on Sakai. You will have three chances to earn the maximum points allowed. Each quiz is worth 100 points and you will have 15 minutes to complete each one.

4. Tutorials (Photoshop & InDesign)—10% of your total grade

Throughout the semester, you will be given assignments to help you familiarize yourself with Photoshop and InDesign. These assignments are due on the date indicated on the Calendar (*see below*).

Late assignments will be given a zero without an excused absence. I do this because it simulates the "real world." In the ad biz if you miss a deadline for a client, you are likely to be fired.

5. Design Projects – 15% of your total grade

Assignments will be evaluated along various dimensions. Scores will be based on creativity, crisp design, sophisticated analytical thinking, attention to detail, and polished writing.

Here are some of the criteria that will be used while grading:

- Connecting your work to readings and class discussion
- Demonstration of technical competence with Photoshop and InDesign tools
- Understanding of visual literacy principles presented in readings or lecture
- Ability to develop creative graphic themes, designs and artwork

Demonstration of effort is an integral part of each assignment and students should strive to present multiple attempts for each assignment. In short, **submitting the first version** of a design element that meets minimum requirements does not guarantee a passing grade. Be sure to save earlier copies of your work to document the process of evolution of your design.

Note: To completing upload of tutorials and Design Projects (as electronic files) to Sakai are due **by 11 am before the class**. Students must submit **BOTH an electronic copy and a hard copy** of the Design Projects on the due dates. A hard copy of the Design Projects is due by the beginning of class.

- **Extra Credit Activities**

By participating in a research, you will be able to earn extra credit points (0.5 extra point per 1 research). These are not required but the results will be added to your overall grade. Please, be aware that extra credit opportunities will be announced in advance, and no make-up chances will be given. (Note: all voluntary)

- **All Assignments and Projects**

Students will have several assignments to work on outside of class. The homework assignments will be completed individually. Details on the specific assignments will be provided later (class schedule table) in the semester.

- All written assignments must be typed.
- If you upload (or send) your project assignment files to Sakai (or by email), please name them with your full name, the assignment topic, and the file extension. For instance, Soojin_Kim_Project2.pdf or Soojin_Kim_assignment title.doc.
- When emailing me, please use the subject line to explain the purpose of your email. For example, ADV 3203 – the project 2.

There will be an undetermined number of in-class exercises throughout the term. These assignments are included to help students keep up with the pace of the class, and to improve their understanding of the course material. These assignments will be distributed and completed during the class time (“in class”) and they CANNOT be made up unless the professor excuses the absence in advance.

Course Evaluation - Basis of Student’s Grade

- **Determining Your Final Grade (Formula for calculating your grade in this course)**

Percentage	Grade Determination
60 %	Three examinations + an optional*, comprehensive final (20 points each)
5 %	In-class Assignments/ Attendance

10 %	Three Quizzes
10 %	Tutorials (Photoshop & InDesign)
15 %	Three Design Projects
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100 %	Total (+ Extra Credits)

- **Final grading scale**

Your grade is based on the number of points that you earn out of 100. If you earn 90 of 100 points, you are assigned an A, 80 is a B, etc. (Note that this course does not assign minus grades)

90-100	A	70-76.99	C
88-89.99	B+	68-69.99	D+
80-86.99	B	60-67.99	D
78-79.99	C+	Below a 60	E

Personal Emergency

It is your responsibility to advise me of any personal emergency that might affect your performance in the course. In the case of any emergency or any circumstance that causes missing class over an extended period of time, please notify me or the advertising department office (phone: 392-4046) as soon as possible via telephone, e-mail, or message. You will be held responsible for missed class notes, handouts, and any announcements made in the absence.

Student with Special Needs

I am committed to helping students with special needs in the classroom. According to University policy, students requesting classroom accommodation 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 me when requesting accommodation.

More Resources:

- Communication Coaching Center (1088 Weimer Hall)
- Computers: Call 392-HELP for locations and hours of computer labs on campus.
- Journalism Library: It is located next door to Gannett Auditorium in Weimer Hall.
- Counseling and Wellness Center: Call 392-1575 for location, hours and further information.
- Disability Resources provide quality services to students with physical, learning, sensory or psychological disabilities. Please contact 392-8565.
- International Center: For additional information, please contact 392-5323.

Academic Dishonesty

As a student at the University of Florida, you have accepted a commitment to the Honor Code. Since, academic dishonesty is an important issue of concern at the University of Florida, scholastic dishonesty will be strictly enforced. Also, as an instructor at this university, I am charged with its enforcement and take that responsibility very seriously.

The Honor Code's Preamble reads, in part: "... the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action." Therefore, on all work submitted for credit by students at the University of Florida, the following pledge is implied:

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

The students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

Please, visit the Dean of Students Office website at <http://www.dso.ufl.edu/studentguide/studentrights.php> for more information about UF's academic honesty guidelines in detail.

Timeline for Lectures

When a textbook chapter or other assignment is listed with a lecture date, please complete the reading prior to lecture. If any changes are made to assignments or due dates, it will be announced in lecture and on the course website. Please read the course website, reminders about assignments or requirements, and handouts for lecture and assignments.

Monday, Jan. 7 – Class begin at UF 2013.

Week	Date	Day	Course Schedule (subject to revision)	Assignments & Quiz
1	Jan. 7	M	Introduction to Course I	
	Jan. 9	W	History of Design	Bio. 1-2pages with photo
2	Jan. 14	M	Design process	
	Jan. 16	W	Visual perception	
3	Jan. 21	M	No Class – Martin Luther King, Jr. Day	
	Jan. 23	W	Design principles	Tutorials - Ch. 1-4 (<i>Photoshop</i>) due Jan. 23 Quiz 1 open Quiz 1 due Jan. 26 Sat. @ 5:30pm
4	Jan. 28	M	Design elements	
	Jan. 30	W	Design elements	Tutorials - Ch. 5&6 (<i>Photoshop</i>) due Jan. 30
5	Feb. 4	M	REVIEW	
	Feb. 6	W	Exam 1	Tutorials - Ch. 7 (<i>Photoshop</i>) & Ch.2 (<i>InDesign</i>) due Feb. 6
6	Feb. 11	M	Typography	Tutorials - Ch. 3 (<i>InDesign</i>) due Feb. 11
	Feb. 13	W	Visual Cues: Color	
7	Feb. 18	M	Photography	Tutorials - Ch. 4 (<i>InDesign</i>) due Feb. 18
	Feb. 20	W	Illustration	Quiz 2 open Quiz 2 due Feb. 23 Sat. @ 5:30pm
8	Feb. 25	M	Advertising elements Design Project 1 Due	Design Project 1 due Feb. 25
	Feb. 27	W	Publication terms	
9	Mar. 4	M	Spring Break – No class	
	Mar. 6	W	Spring Break – No class	

10	Mar. 11	M	REVIEW	
	Mar. 13	W	Exam 2	
11	Mar. 18	M	Layout formats	
	Mar. 20	W	Layout stages	
12	Mar. 25	M	Prepress	
	Mar. 27	W	File creation /Project 2 Presentation (optional) Design Project 2 Due	Design Project 2 due Mar. 27 Quiz 3 open Quiz 3 due Mar.30 Sat. @ 5:30 pm
13	Apr. 1	M	Guest Lecture – I.M.C. in ad	
	Apr. 3	W	Typographic Art in Design	
14	Apr. 8	M	Branding (Logos and Symbols)	
	Apr. 10	W	Web Advertising	
15	Apr. 15	M	Web Advertising & Usability– “Norman Doors”	
	Apr. 17	W	Ad design careers Design Project 3 Due	Design Project 3 due Apr. 17
16	Apr. 22	M	REVIEW	
	Apr. 24	W	EXAM 3	Classes End
	Apr. 29	M	Optional COMPREHENSIVE Final Exam 4	Monday, April 29. No one will be allowed to take the final early FOR ANY REASON.

COMPREHENSIVE FINAL EXAM

(Optional if you have not missed ANY of the previous 3 exams)

Monday, April 29. No one will be allowed to take the final early FOR ANY REASON.

Critical dates

Quizzes	Design Projects	Exams
Jan. 26: Quiz 1	Feb. 25: Project 1 due	Feb. 6: EXAM 1
Feb. 23: Quiz 2	Mar. 27: Project 2 due	Mar. 13: EXAM 2
Mar. 30: Quiz 3	Apr. 17: Project 3 due	Apr. 24: EXAM 3
		April 29: OPTIONAL FINAL EXAM