VIC 5325 Digital Imagery in Web Design
Online Graduate Course (4 credit hours)
College of Journalism & Communications, University of Florida

Instructor:

Jeff Williams
E-mail: jeffwill@ufl.edu

PhotoShop training instructor:

Vonne Smith
E-mail: vonne@nhnorthflorida.com

Prerequisites: None

Course Time: Online Tuesday & Thursday evenings from 5:30-7:30pm EST via Adobe Connect

Office Hours: I do not have scheduled office hours, I do not answer emails about class work or what you missed if you were absent through email. If you need to meet with me send me an email to schedule a meeting and we will meet in the virtual classroom.

Facebook Hours: Better than office hours because I almost always have facebook turned on and I prefer to answer questions publicly because others may be having some of the same issues. Feel free to ask questions on the class wall or message me if it is something you need to keep private. A lot of times I will respond much faster than with email.

Required Reading:

Baer, K., & Vacarra, J. (2008). *Information design workbook: Graphic approaches, solutions, and inspiration + 30 case studies*. Beverly, Mass: Rockport.

Suggested Reading:

Roland Barthes 1981 *Camera Lucida*, Hill and Wang
Susan Sontog 1977 *On Photography*, Picardor
Susan M. Weinschenk, Ph.D., *100 Things Every Designer Needs to Know About People New Riders 2011*

Also provided to students (**once course begins**):
New Horizons Classroom Learning Photoshop CS5 Workbooks in PDF format

(hardcopies only by request)

Additional Reading:

You are also responsible for reading excerpts from the e-books/sites listed below. Specific reading assignments for each text are noted in the course schedule. The Sage textbooks are available online through the UF library.

- Eadie, W. F. (2009). *21st century communication: A reference handbook*. Los Angeles: Sage.
- Littlejohn, S. W. & Foss, K. A. (2009). *Encyclopedia of communication theory.* Los Angeles: Sage.
- The Web Style Guide, 3rd edition: http://webstyleguide.com/wsg3/index.html

Course Description:

This course will familiarize students with the development and impact of imagery and interactive media. Students will learn how visual 'language' is the basis for developing contextual symbolic meanings that are shared throughout a culture. Semiotics, information design and persuasive communication will be explored in this course. Students will explore communicative images using their knowledge gained through lectures, discussions and PhotoShop training

Course Objectives:

To develop knowledge about the tools of effective communication: how to construct, "deconstruct" and further analyze the impact of visual messages in interactive media. Students will gain an understanding of how audiences form meanings, the importance of signs and symbols in social interactions, and how to use PhotoShop skills to manipulate images to specifically reflect a point of view.

Learning outcome:

Through the technical software portion of this course the student will become proficient with the use of Adobe Photoshop and how to utilize this software to create and enhance imagery for web media. The lecture portion of this course will teach the students how imagery affects the viewer and how to choose imagery that works toward the common goal that the web designer and client are interested in pursuing. Each project will help the student gain specific goals in understanding imagery and using the software..

Course Format and Requirements:

The course will be comprised of virtual (on-line) live lectures on Tuesdays and Thursdays from 5:30-7:30 EST throughout the 15-week semester, discussions, various multi-media (including books, videos, etc.), and several projects.
Projects 1-4 will build to completion of the final course project.
Project 5 will be the final course project and weighted more

Live Lectures:

Class discussion and group interaction are vital to learning in this course. You may be "called upon" during virtual class sessions to participate in discussions. Periodically, students will break into virtual groups to discuss course topics and to enhance learning. Students will also bring materials to discuss via the web.

Facebook postings:

I personally do not care for discussion boards, I find that facebook gives students an easier and more interactive experience with their classmates. I have created a facebook page called UF Visual Imagery Class, please make sure you join today and please do make posts of cool things you find. I expect you to make two posts per week with a total of at least 32 wall posts to secure your full 50 points. The facebook page is: https://www.facebook.com/groups/166311700170403/

Class Participation and Attendance:

This grade will be determined by how much participation/attendance you have in class. Ask questions, discuss topics and your involvement during critique. I expect everyone to speak up and at least chat during class. Stop me and ask questions. The attendance portion of this comes into play because you can not participate if you are absent. Please come to class and participate to earn your 50 points.
Each absence will deduct 3 points from this grade.

Quizzes:
You will be assigned 5 quizzes testing your knowledge of Photoshop. The quizzes will be posted throughout the semester in Sakai assessments. All dues dates for quizzes will be posted in Sakai.

Projects 1-4 & Final Project 5 (see below for more detail):

You will develop creative imagery using PhotoShop skills and guidance/direction from instructors via interactive tools regarding how to increase visual impact and gain a thorough understanding of the importance of imagery, signs and symbols in social interaction. We will make ourselves available to help you at the end of most classes. Please do not send emails asking for help via email. If you can't figure something out in photoshop please search google or Lynda.com for a video on what you are trying to do. We are just not able to easily help you through email. Adobe Connect is the best way for us to help you so you can visually see what to do in the software. All work must be turned in on Sakai, no files larger than 4 MB please.

You must adhere to all deadlines and guidelines in the course. Late work will not be accepted. If you know you must miss a deadline, your work must be turned in PRIOR to the date you expect to miss.
Always make a backup copy of your work--lost originals or 'crashes' are not acceptable excuses for missed deadlines. I suggest you have your work backed up on 3 devices at all times.

Grading:

Each student should keep track of his/her own grades. There are a total of 300 points possible in this course. Grades will be based on the following:
· Project 1 = 25 points
· Project 2 = 25 points
· Project 3 = 25 points
· Project 4 = 25 points
· Project 5 Final = 50 points
· 5 Photoshop Quizzes =10ea total = 50 points
· Facebook =50 Points
· Class Participation = 50
Total Points available = 300
your total points / 3 = your final points then convert to letter grading scale below

And grades will be determined as follows:
A=100-90
B=89-79
C=78-68
D=67-60
F=59-0
I=Incomplete

GRADING POLICY
General University policies regarding grading are found at http://www.registrar.ufl.edu/staff/grades.html

Late or incomplete work.
Any work turned in late will suffer a 5-25 deduction in points. Any work turned in more than 3 days late will be a 0=F.

All work must be turned in on Sakai, no files larger than 4 MB please.

Project Details

Projects 1-4 (each project worth 25 points)

Projects 5 (worth 50 points)

Students will develop visual representations that reflect their technical and cognitive skill sets. Students are **required** to use their PhotoShop skills to develop all projects. Projects are designed to build knowledge, skills and an increased understanding of the power of digital imagery. Submit both PSD and JPEG files for these projects. Additional parameters for the projects will be provided through the term of the course.

Project 1 (Level 1) "Face Lift"
Choose a website home page that has poor or failing imagery. Screen capture the website home page and import it into Photoshop. Using stock photography or illustration and your Photoshop skills recreate the home page to look more inviting and updated with contemporary imagery. Make sure the website you choose is of a professional company that just does not understand that value of quality imagery and how we interpret the visuals. Please present two images, before and after. You will present this next class. Please save files as jpeg. No files larger than 2mb.

Project 2 (Level II) "Just a few pictures"
Choose a product that you feel could have a whole new target consumer if they just used different imagery when targeting this new consumer. Find a bit of research on the new target that would help you create new more interesting imagery for this target demographic. Using your research create this new imagery with your camera. You can use any sort of camera or grab images online for educational purpose as you desire. Just make sure that what you are creating is backed up by your research, your style and your quality. Don't forget all those little rules and theories that make imagery work the way it should. Now change the product packaging with your new images, create any sorts of advertising that you think would be important for a campaign to target a new demographic. You will need to present at least 3 finished pieces of advertisements to the class.   Please show the product before and after. No large files please. Adbusters.com is an interesting perspective on this topic.

Project 3 (Level III) "Interactive Visuals"
Create an image mapped web page that has at least three interactive points enhancing the particular content or purpose of the webpage. Use Photoshop to create cut outs and layers for each of the three interactions. Each interaction will need to have at least one image demonstrating what happens when you click, mouse over, hover, zoom etc. the interactive point. The demonstration pages can be as organic as drawings with text scratched out on them then scanned in to be a layer inside your document. However the main image mapped page will need to be a final quality image. Please name each layer to correspond to the interactive point of reference. Look at coraline.com for inspiration. Please save your final as a layered psd file so you can turn layers on and off to demonstrate how the interactive parts work. You will present this next class.

Project 4 (level IV) "Making the Impossible"
Photoshop has made things that used to be very difficult extremely easy. It has also made things that are impossible merely difficult. This will challenge the beginning to intermediate level

photoshop user. The skills that will be learned will become invaluable in this digital age. You will likely have many layers to your file with this project.

Decide on an image that is something out of your dreams, a poem, a piece of literature, something that is complex and impossible to actually capture. This can be something that could realistically exist or simply a fictional situation. You goal is to use photoshop and at least 8 images to create the illustration. The idea behind this is to create an illustrative image that would be almost impossible to actually capture with a camera, dig deep into your creative imaginary world and create from within. One train of thought is to think about how movies like Avatar are made with computer generated imagery overlayed on real actors. Many high budget movies also rely on miniature sets to be photographed, enhanced with software and made to look real. The image should create the impossible. Your images can come from the web or you can take them with your own camera. I expect you to show advanced skills in the use of layers and masking of the layers along with clipping masks. This should not look like some cheesy photo collage; the final image should have meaning and be almost fantasy in nature. Save all layers as layered PSD files only for this. You will present this next class

Project 5 FINAL (Level V) "The U Website Project"

Think about all of the things that make you who you are. Using Photoshop create a home page and at least two supporting pages about yourself. Acquire photos of yourself and anything you think is relevant to who you are. Create this website with Photoshop, include navigation showing the various dimensions of who you are. Incorporate iconography and symbolism where appropriate. Remember to incorporate some form of interactivity in your site. Think of this as a starting point for your new online digital portfolio. I will not teach you how to code this but at least you will walk away with the layered PSD files which you may be able to use in some later courses in this program. You will present this next class as your final project.

UF Policies:

University Policy on Accommodating Students with Disabilities: Students requesting accommodation for disabilities must first register with the Dean of Students Office (http://www.dso.ufl.edu/drc/). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

University Policy on Academic Misconduct: Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at http://www.dso.ufl.edu/students.php.

**Netiquette: Communication Courtesy: All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. http://teach.ufl.edu/docs/NetiquetteGuideforOnlineCourses.pdf

Getting Help:

For issues with technical difficulties for E-learning in Sakai, please contact the UF Help Desk at:
- Learning-support@ufl.edu
- (352) 392-HELP - select option 2
- https://lss.at.ufl.edu/help.shtml

Other resources are available at http://www.distance.ufl.edu/getting-help for:
- Counseling and Wellness resources
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please visit http://www.distance.ufl.edu/student-complaints to submit a complaint.

Schedule

All lectures will be conducted online via the New Horizons virtual classroom on Tuesday and Thursday evenings from 5:30-7:30pm EST unless otherwise specified

Week 1

Thursday 8/23/2012 - Lecture Jeff Williams
Topic: Introduction and the Basics
Photoshop Introduction assigned

Week 2

Photoshop Introduction due before start of class.

Tuesday 8/28/2012 - Photoshop skills Vonne Smith
Topic: review introduction assignment

Thursday 8/30/2012 - Photoshop skills Vonne Smith
Topic: resolution and file types, cropping
-Supplemental Image size reading assigned

Week 3

Tuesday 9/04/2012 - Photoshop skills Vonne Smith
Topic: selections

Thursday 9/06/2012 - Photoshop skills Vonne Smith
Topic: basic layers
- Quiz #1 assigned

Week 4

Tuesday 9/11/2012 - Lecture Jeff Williams
Topic: Learning to See--Project 1 assigned

Thursday 9/13/2012 - Lecture Jeff Williams
Topic: Image Text Meaning

Week 5

Tuesday 9/18/2012 - Lecture Jeff Williams
Topic: Elements and Principles

Thursday 9/20/2012 - Class Presentations Jeff Williams
Topic: Project 1 due. Class presentations and critique

Week 6

Tuesday 9/25/2012 - Photoshop skills Vonne Smith
Topic: layers cont'd, color modes, channels, color picker

Thursday 9/27/2012 - Photoshop skills Vonne Smith
Topic: swatches, brushes, gradients, patterns
- Quiz #2 assigned

Week 7

Tuesday 10/02/2012 - Lecture Jeff Williams
Topic: Color Theory

Thursday 10/04/2012 - Lecture Jeff Williams
Topic:Semiotics and Digital Culture / Project 2 assigned

Week 8

Tuesday 10/09/2012 - Photoshop skills Vonne Smith
Topic: healing tools

Thursday 10/11/2012 - Photoshop skills Vonne Smith
Topic: adjustment layers

Week 9

Tuesday 10/16/2012 - Photoshop skills Vonne Smith
Topic: layer masks

Thursday 10/18/2012 - Photoshop skills Vonne Smith
Topic: clipping masks
- Quiz #3 assigned

Week 10

Tuesday 10/23/2012 - Class Presentations Jeff Williams
Topic: Project 2 due. Class presentations and critique

Thursday10/25/2012 - Lecture Jeff Williams
Topic: Multi Cultural Imagery and Photography / Project 3 assigned

Week 11

Tuesday 10/30/2012 - Photoshop skills Vonne Smith
Topic: vector tools

Thursday 11/1/2012 - Photoshop skills Vonne Smith
Topic: vector tools, cont'd
- Quiz #4 assigned

Week 12

Tuesday 11/6/2012 - Class Presentations Jeff Williams
Topic: Project 3 due. Class presentations and critique

Thursday 11/8/2012 - Lecture Jeff Williams
Topic: Image Power /Project 4 assigned

Week 13

Tuesday 11/13/2012 - Photoshop skills Vonne Smith
Topic: actions, batch and automated features

Thursday 11/15/2012 - Photoshop skills Vonne Smith

Topic: bridge, animation, slicing
- Quiz #5 assigned

Week 14

Tuesday 11/20/2012 - Class Presentations Jeff Williams
Topic: Project 4 due. Class presentations and critique / Project 5 final assigned

Thursday 11/22/2012 - Holiday
NO CLASS

Week 15

Tuesday 11/27/2012 - Lecture Jeff Williams
Topic: Strategy with Imagery

Thursday 11/29/2012 - Photoshop skills Vonne Smith
Topic:review, help with final projects

Week 16

Tuesday 12/04/2012 - Class Presentations Jeff Williams
Topic: Project 5 final due. Class presentations and critique

<u>Disclaimer:</u> This syllabus represents the current plans and objectives. As we go through the semester, these plans may need to change to enhance the class learning opportunity. Such changes, are not unusual and should be expected. You will be notified of changes in class, on the facebook UF Visual Imagery Class page, or in Sakai. By being registered for this course you agree and understand to abide by all UF policy and any policy either instructor sets forth of deems appropriate at any given time.