



# Visual Imagery In Web Design



# VIC 5325



Creative Director  
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Photoshop Guru  
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Online Graduate Course  
(4 credit hours)  
Journalism & Communications  
University of Florida

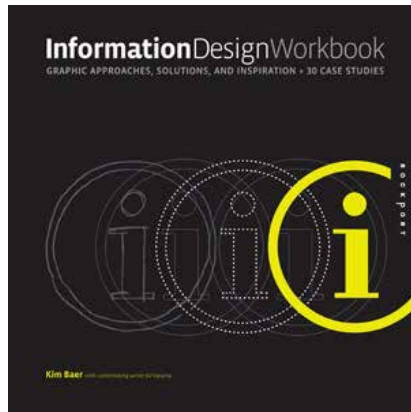
Live Online Class Time  
Tuesday and Thursday  
5:30pm-7:30pm Eastern US Time Zone

Office Hours  
I prefer any questions on facebook for everyone to see.  
Email Private questions

Facebook Hours  
I am always on facebook and I expect you to use facebook the  
entire semester to share and communicate with this class.

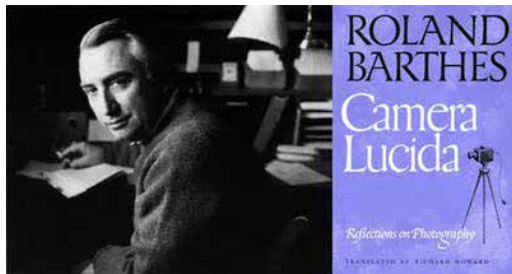


pxleyes.com



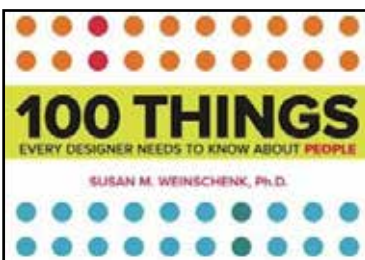
## Required Reading:

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 M. Weinschenk, Ph.D., 100 Things Every Designer Needs to Know About People, New Riders 2011

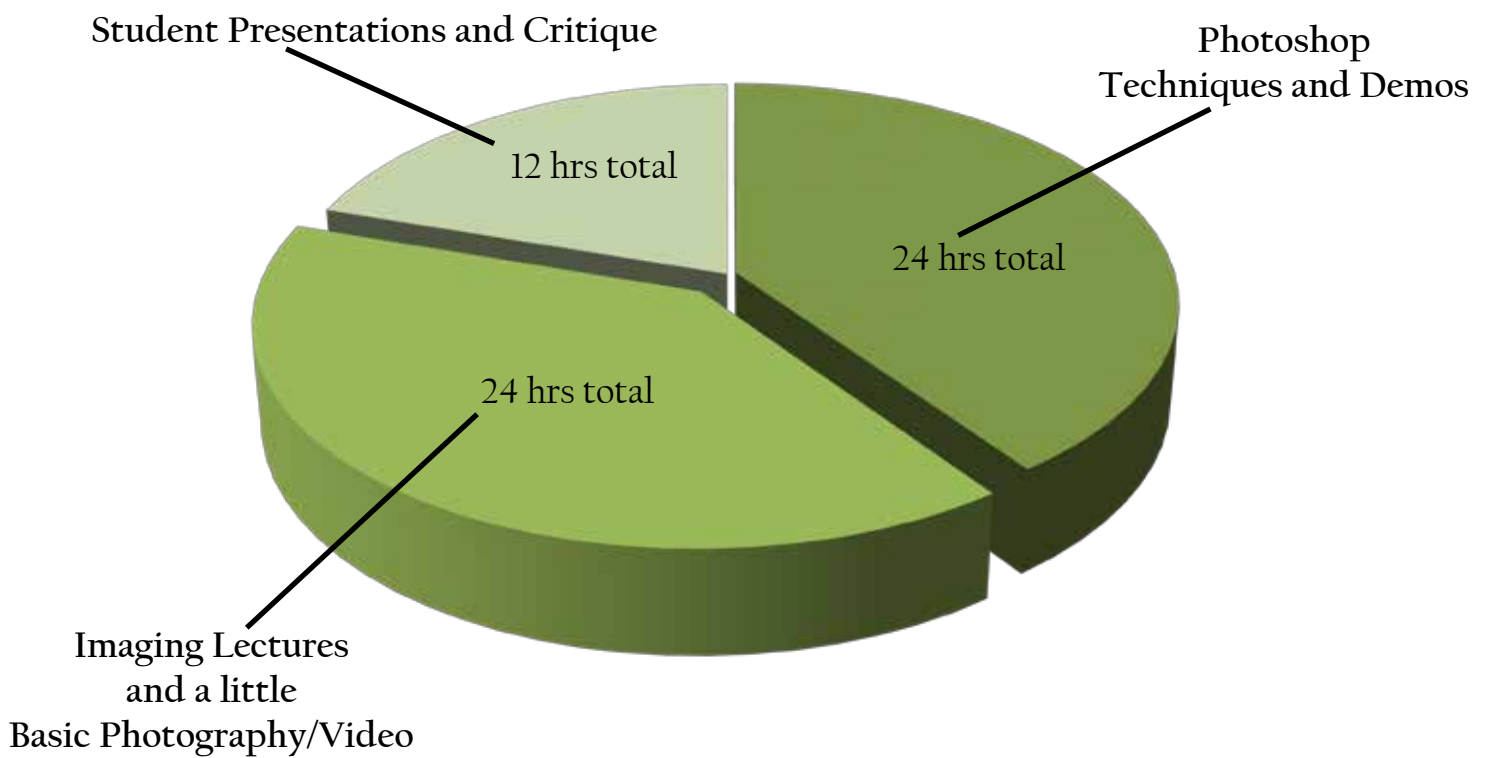


Also provided to students (once course begins):

New Horizons Classroom Learning Photoshop CS5 Workbooks in PDF format



# Live Class Timing Structure

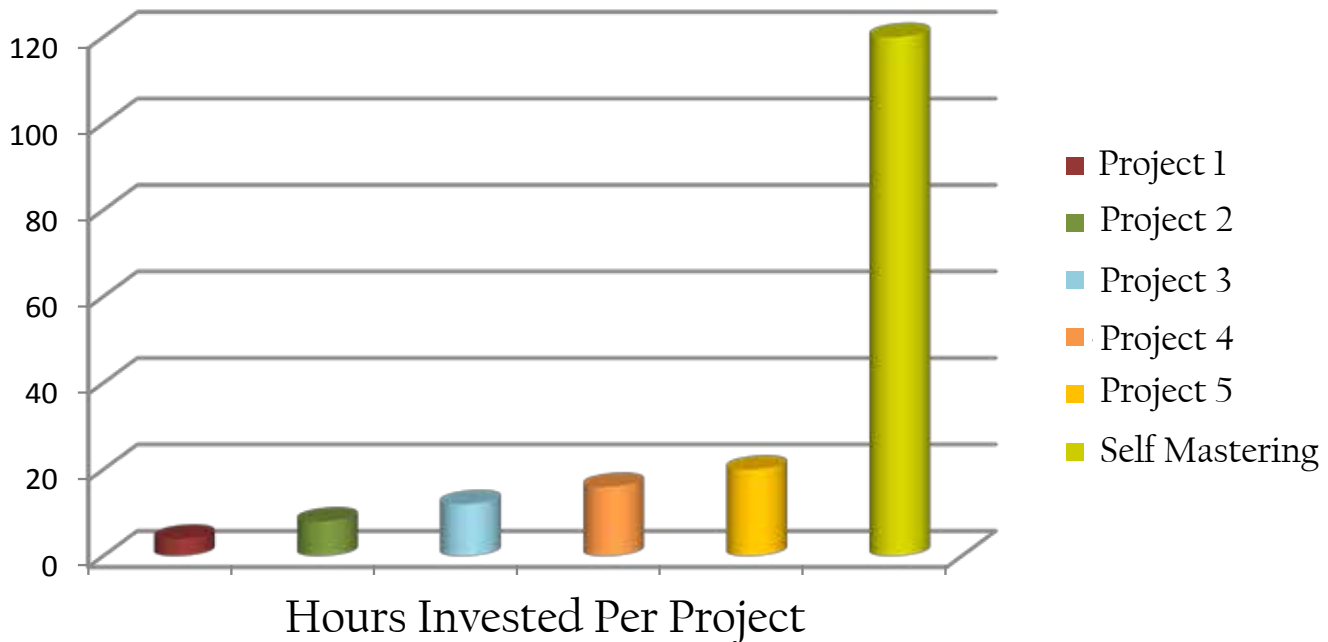


Live in class instruction will be delivered using the adobe connect software. Please make sure you know how to use this software prior to the first day of class. This class is divided into the three sections you see above. You will have lectures, equipment demos, photoshop technique and usage demos along with student project presentations. During student presentations I will also critique your work and advise on the project.

Critique is a time for you to grow and is not a personal attack on you. Please prepare your thick skin so you can grow in the world of imagery.



# Projects and Self Learning Timing Structure



It is estimated that students spend 3 times as long studying for a class as they actually spend in the class. If this number is accurate then you should spend 180 hours working on photoshop, researching websites, and trying to master visual literacy this semester. Your projects along with your photoshop quizzes will be the determining factor for your final grade however, much more work will be needed for you to become proficient in photoshop. Above is the estimated amount of time you will spend on your projects as long as you progress and advance your photoshop skills from beginner to intermediate level through this semester. If you are trying to do project 5 and you have not been to class or practiced to develop your technical photoshop skills you will not be able to complete the project in this allotment of time.



**lynda.com**

Self Mastering is working outside of class on photoshop to hone your skills.  
I suggest you use: [www.lynda.com](http://www.lynda.com) to help you master photoshop beyond the classroom.

All UF students have free access to [www.lynda.com](http://www.lynda.com) through the elearning portal: [lss.at.ufl.edu](http://lss.at.ufl.edu)

# Grading scale

- A 95-100 Outstanding work. Original, unexpected, well crafted, on time.
- A- 90-94.9 Very good work. Not exactly the most creative idea though. Well-crafted on time.
- B+ 86-89.9 Very good. Well-crafted and on time. Maybe a minor flaw. Not a totally creative idea.
- B 83-85.9 Good work. Seldom unique, but well-crafted and on time.
- B- 80-82.9 OK work. Not unique. Many problems but some promise on time.
- C+ 76-79.9 Expected executions; craftsmanship problems; other flaws
- C 73-75.9 Expected executions; lapses in craftsmanship
- C- 70-72.9 Expected executions; lapses in craftsmanship and major flaws
- D+ 66-69.9 Major flaws, with some redeeming characteristic. On time.
- D 63-65.9 Little effort. No idea. Messy. On time.
- D- 60-62.9 Little effort. No idea. Messy
- F 0-59.9 No effort. Didn't follow assignment or instructions and poor attendance

You can produce a solid project, but receive a B in originality. "Solid" means that there is nothing wrong with the execution but the idea itself isn't as creative as it could be. The concept of imagery must work together in harmony and achieve success together for an excellent grade. Give yourself time to brainstorm losing all the normal inhibitions that hold you back from being creative. Sketch your ideas on pen and paper and write down at least 100 ideas before you ever begin to execute them in photoshop. Learn and practice good brainstorming techniques for more creativity. This is your time to make your most creative work, once you start working with real clients you will have to create with their business and projects in mind which can sometimes be rather boring.

## Project Rubric

Criteria	Point Value
Originality & Concept	5 (10pts Project 5)
Craftsmanship	5 (10pts Project 5)
Effort	5 (10pts Project 5)
Elements Understanding	5 (10pts Project 5)
Visual Communication	5 (10pts Project 5)



## Grading Breakdown

Assignment to Complete	Point Value
Project 1	25pts
Project 2	25pts
Project 3	25pts
Project 4	25pts
Project 5	50pts
5 Photoshop Quizes	50pts
Attendance/Participation	50pts
32 Facebook Posts	50pts
Final Grade / Divide total by 3.5	300pts

## 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 because it will test all the skills you have learned in this class.

### **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. Have your microphone and camera ready at all times. 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 due dates for quizzes will be posted in Sakai. All due dates for quizzes will be posted in Sakai.

### **Projects 1-4 & Final Project 5:**

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.

## Causes of Data Loss



## Backup

### NO EXCUSE POLICY

It is important to have a backup workflow and follow the procedures for everything you are trying to save on the computer. I personally back up my files using 5 different forms of backup. I expect you to have at least 2 different backups. The harddrives inside a computer are not the only place you should have all of your files stored. You will need some form of external backup for this class. Now is the time to start thinking about backups of your backups.

You must adhere to all deadlines and guidelines in the course. Late work will not be accepted or will be downgraded. 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.

## Students with disabilities.

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students will provide documentation of the student who must then provide this documentation to the instructor when requesting accommodations. If you have a disability, you'll need to make an appointment with one of us to discuss your accommodations. Don't try to throw us your disability letter and run! If your disability requires special testing arrangements ( eg., extra time, quiet environment ), you will be taking your exams at the disability office and not in the building. You will also need to keep track of the appropriate paperwork for this.

## The honor code.

Preamble: In adopting this Honor Code, 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.

The Honor Code: We, the members of the University of Florida community, pledge and hold ourselves and our peers to the highest standards of honesty and integrity. 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."

For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 352-392-1261. You can review UF's academic honesty guidelines in detail at: [www.dso.ufl.edu/judicial/procedures/honesty-brchure.php](http://www.dso.ufl.edu/judicial/procedures/honesty-brchure.php).





# Spring Class Schedule

Subject matter may change at any given time

## JANUARY 2013

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8 Intro Jeff and Vonne  Begin Reading Book Watch Lynda Join Facebook Page	9	10  Vonne Teach Photoshop	11	12
13	14	15  Vonne Teach Photoshop	16	17  Vonne Teach Photoshop	18	19
20	21	22  Vonne Teach Photoshop	23	24  Vonne Teach Photoshop	25	26
27	28	29  <b>Jeff Teach</b> <b>Learning to See</b> <b>Project 1 assigned</b>	30	31  <b>Jeff Teach</b> <b>Image, Text</b> <b>Meaning</b>		



# FEBRUARY 2013

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5 <b>Jeff Teach Elements of Art Principles of Design</b>	6	7 <b>Project 1 Due Student Presentations Project 2 assigned</b>	8	9
10	11	12 <b>Jeff Teach Color Theory</b>	13	14 Vonne Teach Photoshop	15	16
17	18	19 Vonne Teach Photoshop	20	21 Vonne Teach Photoshop	22	23
24	25	26 <b>Jeff Teach Semiotics</b>	27	28 <b>Project 2 Due Student Presentations Project 3 assigned</b>		



# MARCH 2013

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5 <b>UF Spring Break</b>	6	7 <b>UF Spring Break</b>	8	9
10	11	12 <b>Jeff Teach Multicultural Thinking</b>	13	14 <b>Project 3 Due Student Presentations Project 4 assigned</b>	15	16
17	18	19 Vonne Teach Photoshop	20	21 Vonne Teach Photoshop	22	23
24	25	26 Vonne Teach Photoshop	27	28 Vonne Teach Photoshop	29	30



# APRIL 2013

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2 <b>Jeff Teach Strategy in Web Design</b>	3	4 <b>Project 4 Due Student Presentations Project 5 assigned</b>	5	6
7	8	9 <b>Project 4 Due Student Presentations Project 5 assigned</b>	10	11 <b>Jeff Teach Multicultural Thinking</b>	12	13
14	15	16 <b>Jeff Teach Basics of Photography and Raw</b>	17	18 <b>Jeff Teach Basics of Video</b>	19	20
21	22	23 <b>Project 5 Due Student Presentations Last Day of Class</b>	24	25	26	27