

VIC 3001: Sight, Sound and Motion

Fall 2015, Section 015E UF Online

Instructors

Kay Tappan

Email: kaytappan@jou.ufl.edu

Office: Weimer 3048

Office hours: Monday 2 – 5 p.m. EST

Houston Wells

Email: hwells@jou.ufl.edu

Office: Weimer 3066

Office hours:

Monday 1:55 – 3:50 p.m. EST

Thursday 8:30 – 9:20 a.m. EST

Teaching Assistant

Shardul Madan

Email: shardulmadan@ufl.edu

Office: Weimer G035

Prerequisite Sophomore standing

Course overview

Visual literacy is a pre-requisite for success in most areas of mass communication. This course will teach you fundamentals of design across print, web and multimedia platforms. You will also learn how visual forms convey messages to readers.

Course objectives

This course will teach you to:

- Identify the principles of sound visual design
- Select visual images that communicate effectively
- Demonstrate ethical decision making in your choice of visuals
- Produce stories in graphic and multimedia design
- Identify the purpose, audience and needs for messages created in print, web and video platforms
- Pick content that is relevant to the project purpose
- Identify and use the tools available in the Adobe Creative Suite
- Create effective and attractive messages using appropriate software tools

Required texts

White Space Is Not Your Enemy (WSINYE); Lynda.com

Additional reading assignments will be posted in Canvas.

Software requirement

You **MUST** have a laptop computer capable of running the Adobe Creative Cloud suite of software, and you **MUST** subscribe to, download, and install the Adobe Creative Cloud suite of software *before classes begin*. If you are not able to fulfill this requirement, then you must drop this course. This policy is in line with the College's computer/equipment requirement, which can be found here:

<http://www.jou.ufl.edu/academics/bachelors/admissions/computerequipment-requirement/>

The Adobe Creative Cloud package is available to UF students at a steep discount. The cost is \$113.35 for the year. To get started, please visit: <http://helpdesk.ufl.edu/software-services/adobe/>

If this option is no longer available, you will need to purchase the Adobe Creative Suite directly from Adobe. The Adobe Creative Cloud package costs \$19.99 per month, and you must subscribe for 1 year. To purchase, visit

http://www.adobe.com/creativecloud/buy/students.html?sdid=KKQWX&kw=semoverview&skwid=AL!3085!3!61116298000!e!!g!!adobe%20creative%20cloud&ef_id=U-T5PQAAAjJKYd-:20141229192020:s

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. 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.

Attendance

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>.

Important dates

Classes begin: August 24

Classes end: December 9

Holidays (no classes):

Nov 6 -7: Homecoming

Nov 11: Veterans' Day

Nov 25 – 28: Thanksgiving

Assignment(s):

An Introduction to Premiere Pro **Due: Fri, Sept. 11 at 11 p.m.**

Module 3: Editing and Continuity**Lecture(s):**

Common types of cutting
Establishing and honoring the mental map
Diving deeper into Premiere Pro
Editing for continuity

Read/Watch

View Lynda.com: Premiere Pro CC Essential Training with Ashley Kennedy CH. 9 Working with Still and Graphics, "Working with stills in a video environment" AND "Animating stills"

Quiz(zes)

Quiz 1 "Common types of cutting" **Due: Thurs, Sept. 24 at 11 p.m.**

Quiz 2 "The mental map/storyboarding" **Due: Thurs, Sept. 24 at 11 p.m.**

Assignment(s)

Four clip edit **Due: Fri, Sept. 18 at 11 p.m.**

Working with still images to create a slide show **Due: Fri, Sept. 25 at 11 p.m.**

Module 4: Working with Audio**Lecture(s):**

Audio
Working with Audio in Premiere Pro
Working with Audio in Audition

Read/Watch

View Lynda.com: Premiere Pro CC Essential Training with Ashley Kennedy CH. 13 Working with Titles, "Creating a basic lower-third title"

Quiz(zes)

Take Quiz 1: "Audio" **Due: Thurs, Oct. 1 at 11 p.m.**

Assignment(s):

Interview Plus B-Roll Edit **Due: Fri, Oct. 2 at 11 p.m.**

Module 5: All About Images

Lecture(s):

Image Size
Image Files
Analyzing Images

Read/Watch

Watch Lynda.com: Photoshop CS6 Essential Training Ch. 9 "Understanding File Formats"
AND Exploring Composition in Photography with Taz Tally Ch. 1 "Overview: What makes a successful image?"

Read White Space is Not Your Enemy Ch. 9: "Adding visual appeal"; "Blogger Beware: You CAN Get Sued for Using Photos You Don't Own on Your Blog"; Visual Communication by Paul Martin Lester, Section 4, "The Media Through Which We See"; White Space is Not Your Enemy Ch. 10: "Infographics"

Watch YouTube videos: LeBron James Nike Ad Banned in China AND God Made a Farmer, 2013 Dodge Super Bowl Commercial

Quiz(zes)

Take Quiz 1 **Due: Thurs, Oct. 8 at 11 p.m.**
Take Quiz 2 **Due: Thurs, Oct. 15 at 11 p.m.**

Assignment(s):

Photoshop Animated GIF exercise	Due: Fri, Oct. 16 at 11 p.m.
Photoshop WordPress Header Image exercise	Due: Fri, Oct. 9 at 11 p.m.
Photoshop Duotone exercise	Due: Fri, Oct. 9 at 11 p.m.
Refine Edge Tool in Photoshop exercise	Due: Fri, Oct. 16 at 11 p.m.

Discussion Post

Image Analysis **Due: Monday, Oct. 12 at 11 p.m.**
Due: Comments by Monday, Oct. 19 at 11 p.m.

Module 6: Visual Ethics and Persuasion

Lecture(s):

"Ethical Approaches to Analyzing Images"
"Visual Persuasion"

Read/Watch

Read Ch. 7 “Advertising in an Image-Based Culture” in Media Ethics: Cases and Moral Reasoning, by Christians, et al.; “I was a teenage mother”; “Images that injure: Pictorial stereotypes in the media”; “Honor journalist James Foley: Don’t watch the video”; “The war photo no one would publish”

Quiz(zes)

Take Quiz 1 **Due: Thurs, Oct. 22 at 11 p.m.**

Take Quiz 2 **Due: Thurs, Oct. 22 at 11 p.m.**

Assignment(s):

InDesign Booklet exercise **Due: Fri, Oct. 23 at 11 p.m.**

Discussion Post

Images and Ethics **Due: Monday, Oct. 26 at 11 p.m.**

Due: Comments by Monday, Nov. 2 at 11 p.m.

Module 7: Design Elements and Layout

Lecture(s):

“Visual Cues”

“Design Principles and Layout”

Read/Watch

Read the following chapters, all from WSINYE: Ch. 1 What is design? ; Ch. 2 Step away from the computer; Ch. 3 I need to design this today; Ch. 4 Layout sins; Ch. 5 Mini art school; Ch. 6 Layout; Ch. 13 Designing for the web

Watch “Word as Image” on YouTube

Quiz(zes)

Take Quiz 1 **Due: Thurs, Oct. 29 at 11 p.m.**

Take Quiz 2 **Due: Thurs, Oct. 29 at 11 p.m.**

Assignment(s):

InDesign Layout exercise **Due: Fri, Oct. 30 at 11 p.m.**

Discussion Post

Logo Analysis **Due: Monday, Nov. 2 at 11 p.m.**

Due: Comments by Monday, Nov. 9 at 11 p.m.

Take Quiz 2

Due: Thurs, Nov. 26 at 11 p.m.

Assignment(s):

Kerning exercise

Due: Fri, Nov. 20 at 11 p.m.

Business Card Typeface exercise

Due: Fri, Nov. 20 at 11 p.m.

InDesign Newsletter exercise

Due: Fri, Nov. 27 at 11 p.m.

Discussion Post

Typeface

Due: Monday, Nov. 30 at 11 p.m.

Due: Comments by Monday, Dec. 7 at 11 p.m.

Module 10

Lecture(s):

“Branding and Logo Design”

Read/Watch

Read “How Gap learned a hard lesson in consumer resistance”

Watch Lynda.com Print Production Fundamentals Ch.8 “Comparing raster vs. vector images”

View Example Style Guide 1 and Example Style Guide 2

Quiz(zes)

Take Quiz 1

Due: Thurs, Dec. 3 at 11 p.m.

Take Quiz 2

Due: Thurs, Dec. 3 at 11 p.m.

Assignment(s):

Trace a shell in Illustrator

Due: Fri, Dec. 4 at 11 p.m.

Drop Flier exercise

Due: Fri, Dec. 4 at 11 p.m.

Final Project

The final project is composed of four parts: all are DUE by Wed, Dec. 9 at 11 p.m.

Mood Board

Style Guide

Resume in InDesign

WordPress Portfolio Website

Grading

No extra credit assignments will be available. All assignments are due on the specified dates. Any assignment turned in late will be assessed penalty points per calendar day. Exceptions consistent with UF policies are allowed. Academic honesty is expected on all assignments and exams. Cheating or violations of the academic honor code will not be tolerated.

Grade components

Final grades will be rounded up IF above .5 (For example, an 89.5 is an A-; an 89.2 is a B+)

Discussions

You should cite lecture and readings in your discussion posts, when applicable. To receive full credit, you must submit thoughtful comments in response to the posts from two other classmates.

Exercises/Assessments

The exercises are designed so that students apply concepts learned in lecture and lessons to hands-on projects. Late assignments will receive an automatic grade reduction of 10 points every 24 hours beyond the time they are due.

Quizzes

Quizzes are based on lectures and readings (unless otherwise noted). The lowest two quiz scores will be dropped.

Final Project

The final project will consist of creating a mood board and style guide for your personal brand. You will then adhere to the style guide when creating a formatted resume in Adobe InDesign and a portfolio website in WordPress.

Grade breakdown

Discussions (10%)

Quizzes (20%)

Assignments (55%)

Final Project (15%)

Final Letter Grades and %

A	93-100%
A-	90-92.99%
B+	87-89.99%
B	83-86.99%
B-	80-82.99%
C+	77-79.99%
C	73-76.99%

C-	70-72.99%
D+	67-69.99%
D	63-66.99%
D-	60-62.99%
F	under 60%

Other Information

Students with Disabilities: Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation.

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: 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>