

VIC 3001: Sight, Sound and Motion

Summer 2015

Instructors

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Office hours: Tuesday (periods 7-8) 1:55 – 3:50 p.m.

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Houston Wells

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Teaching Assistant

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Office: Weimer G035

Office hours: Wednesday (periods 6-8) 12:50 – 3:50 p.m. (held in Weimer 3024)

Class meetings:

Monday Periods 6 – 7 (3:30 – 6:15 p.m.)

Friday Periods 6 – 7 (3:30 – 6:15 p.m.)

Location: CSE E222

Lab hours:

TBA

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 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

Regardless of type of absence, students are responsible for satisfying all academic objectives as defined by the instructors. You are responsible for all material covered in lecture/lessons, including readings, class discussions, slide presentations, and any other material covered. **DO NOT** expect the instructors to follow up with you on missed assignments.

Students missing lecture for any reason must obtain class notes from another student; notes are not available from the instructors. The instructors reserve the right to give pop quizzes during

lecture.

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: May 11

Classes end: August 7

Holidays (no classes):

May 25: Memorial Day

June 22 – 26: Summer Break

July 3: Independence Day (observed)

Course content and schedule

Multimedia Design Weeks 1 - 4

Tools: **Adobe Premiere and Adobe Audition**

Week 1

M 5/11: Course Introduction and technical requirements

Visual perception, semiotics, Gestalt theory

Lesson 1: Creating a WordPress site and YouTube account; logging on to Lynda.com

Reading: "Why we love beautiful things"

Assessment: Record an introductory clip on your phone and upload to YouTube. Post to WordPress, and post the link to your WordPress site in Canvas.

DUE: 11 p.m. 5/15

F 5/15: Video formats and frame rates

Lesson 2: Intro to Premiere Pro user interface, first edit

Reading: Lynda.com PP CC Essential Training:

"Getting to know the Premiere Pro Editing Environment" (all sections)

"A Quick introduction to the basic Premiere Pro CC Workflow" (all sections)

Framing and Composition

Lesson 3: Track targeting, navigating and editing in the timeline

Week 2

M 5/18: Common framings, visual vectors

Lesson 4: A/V linking, layers, keyframes, transitions, exporting media

Reading: Lynda.com PP CC Essential Training:

“Basic Editing: Reviewing Timeline Navigation Techniques”

Assessment: 4 clip edit

DUE: 11:00 PM 5/22

Mental map/vector continuity

Lesson 5: Cutting on action for continuity

F 5/22: Storyboards and shot lists, title safe area

Lesson 6: Adding text

Reading: WSINYE Ch. 12 Storyboarding 101

Working with stills and graphics

Lesson 7: Animating stills, transitions between stills

Reading: WSINYE Ch. 13 Multimedia Components

Week 3

M 5/25: No class MEMORIAL DAY

F 5/29: Microphones, mono vs stereo, room tone

Lesson 8: Modifying audio channels, editing dialog, split edits

Assessment: Sound bite edit with B-roll

DUE: 11 p.m. 6/5

Week 4

M 6/1: Principles of sound design, production music and sound effects

Lesson 9: Sending audio to Audition, noise reduction in Audition

Exam 1: Multimedia (20 points)

Images Weeks 4 - 6

Tool: **Adobe Photoshop**

Lesson 10: Overview of the Adobe Photoshop CC workspace; creating a new file

Reading: WSINYE Ch. 1 What is design?

Assessment: Create a header image for WordPress

DUE: 11 p.m. 6/8

F 6/5: File formats, obtaining images for use

Lesson 11: Image adjustment, cropping and resolution

Reading: WSINYE Ch. 2 Step away from the computer; Blogger beware: You CAN get sued for using photos you don't own on your blog; Lynda.com: *Photoshop CS6 Essential Training* Ch. 9

“Understanding file formats”; Lynda.com: *Print Production Fundamentals* Ch. 8 “Comparing raster vs. vector images”

Week 5

M 6/8: Photo composition, analyzing images

Lesson 12: Rotating and making selections

Reading: *Visual Communication* by Paul Martin Lester, Section 4, “The media through which we see”; Reading: WSINYE Ch. 9 Adding visual appeal

F 6/12: Visual ethics

Lesson 13: Masking and layering essentials; in-class ethics activity

Reading: *Media Ethics: Cases and Moral Reasoning* Ch. 7 “Advertising in an image-based culture”;

Week 6

M 6/15: Visual Persuasion

Lesson 14: Creating an animated .gif in Photoshop

Reading: WSINYE Ch. 10 Infographics

Assessment: Submit animated .gif completed during Lesson 14

DUE: 11 p.m. 6/19

F 6/19: Design Principles

Lesson 15: Overview of the Adobe InDesign CC workspace; setting up a new document; Begin InDesign Booklet Exercise

Reading: WSINYE Ch. 4 Layout sins; Ch. 5 Mini art school; Ch. 6 Layout

June 22 – 26: Summer Break (no class)

Week 7

M 6/29: No class

F 7/3: No class

Design Basics Weeks 8 - 12

Tools: **Adobe InDesign and Illustrator**

Week 8

M 7/6: Review for Exam 2; Finish InDesign Booklet Exercise

F 7/10: Exam 2: Photographs and Files (20 points)

Visual Cues

Reading: "What's in a name badge?"

Week 9

M 7/13: Designing for the Web

Lesson 18: Formatting WordPress and choosing a theme

Reading: WSINYE Ch. 13 Designing for the web

Assessment: Submit InDesign Booklet Exercise

DUE: 11 p.m. 7/13

F 7/17: Color models and the printing process

Lesson 19: Using the palettes (text wrap), adding effects, creating style sheets

Creating swatches in InDesign; web vs. print color

Reading: WSINYE Ch. 14 Fit to print

Week 10

M 7/20: Effective use of color in design, color meaning and cultural influences

Lesson 20: Creating a style guide

Reading: WSINYE Ch. 8 Color basics; Color Design Workbook

F 7/24: *Helvetica*

Lesson 21: Introduction to the Illustrator CC workspace; Using the pen tool in Illustrator

Reading: WSINYE Ch. 7 Type

Week 11

M 7/27: Typography fundamentals: principles, rules and professional uses

Lesson 22: Installing typefaces

Reading: "Best practices for combining typefaces"; "How to choose a typeface"

F 7/31: Typography continued

Lesson 23: Working with vectors; begin Drop Flier Exercise

Reading: "How Gap learned a hard lesson in consumer resistance"

Week 12

M 8/3: Effective branding: What works and how it does it, incorporating logos into design; intercultural visual communication

Lesson 24: Complete Drop Flier Exercise

Reading: "A review of cultural palettes"

Assessment: Submit Drop Flier exercise completed during Lesson 24

DUE: 11 p.m. 8/4

F 8/7: Exam 3: Design Basics (20 points)

Course structure

This four-credit course meets twice weekly. Each class combines theory and concepts with training in the appropriate content tools.

Three multiple choice exams assess your understanding of design and multimedia concepts outlined in lecture and readings.

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

Multiple Choice Exams

Exams will cover lecture material, lessons and readings. There will be THREE exams. Exams will be a combination of multiple-choice, matching, and true/false. 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.

Exercises/Assessments

The exercises are designed so that students apply concepts learned in lecture and lessons to hands-on projects. Exercises are software activities completed during lab time. Assessments are lessons that students must submit in Canvas for credit. These will be assessed on a pass/fail basis (pass = 100 / fail = 0). Late assignments will receive an automatic grade reduction of 10 points every 24 hours beyond the time they are due.

Quizzes

Quizzes will not be announced and serve two functions: to test your knowledge on the previous lecture content and ensure your attendance. Quizzes will consist of five questions and are administered through Canvas. The lowest quiz score will be dropped.

Grade breakdown

Three multiple choice exams @ 20% each (60%)

Unannounced quizzes (15%)

Assessments (25%)

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>