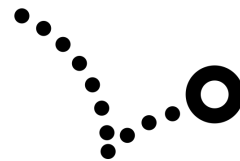


sight



sound



motion

VIC 3001

# Spring 2016 Section 1E85

## **Instructors**

### **Kay Tappan**

Email: kaytappan@jou.ufl.edu

Office: Weimer 3048

Office hours: Monday 2 – 5 p.m.

### **Houston Wells**

Email: hwells@jou.ufl.edu

Office: Weimer 3066

Office hours:

Monday 3 – 3:50 p.m.

Wednesday 8:30 – 9:20 a.m.

Wednesday 12:50 - 1:40 p.m.

## **Teaching Assistant**

### **Shardul Madan**

Email: shardulmadan@ufl.edu

Office: Weimer G035

Office hours: Thursday 7:20 – 10:10 p.m. in Weimer 2056

## **Class meetings:**

Tuesday | Periods 10 – E1 (5:10 – 8:10 p.m.)

Thursday | Periods 10 – 11 (5:10 – 7:05 p.m.)

Location: New Physics Building Room 1001

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), second edition; Lynda.com  
Additional reading assignments will be posted in Canvas.

NOTE: WSINYE is available online for free as a PDF. You may use this, but please note that chapter numbers differ. All reading assignments are based on the second edition.

### **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=semover-view&skwcid=AL!3085!3!61116298000!e!!g!!adobe%20creative%20cloud&ef\\_id=U-T5PQAAAjJKYd-:20141229192020:s](http://www.adobe.com/creativecloud/buy/students.html?sdid=KKQWX&kw=semover-view&skwcid=AL!3085!3!61116298000!e!!g!!adobe%20creative%20cloud&ef_id=U-T5PQAAAjJKYd-:20141229192020:s)

### **Open Labs in Weimer Hall**

If you are having issues with the Adobe Creative Suite on your computer, you should make arrangements to use the open labs in Weimer Hall (all computers in these labs have the Adobe Creative Suite). Issues with the software on your computer will not be accepted as an excuse for late or missing assignments!

Tuesday: Weimer 3028 | Periods 6 – 8 (12:50 - 3:50 p.m.)

Wednesday: Weimer 3024 | Periods 6 – 8 (12:50 - 3:50 p.m.)

Thursday: Weimer 2056 | Periods E1 – E3 (7:20 – 10:10 p.m.)

### **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: January 5

Classes end: April 20

Holidays (no classes):

Jan 18: Martin Luther King Jr. Day

Feb 27 - Mar 6: Spring Break

## *Course content and schedule*

### **WEEK ONE**

**T 1/5** 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”

**TR 1/7** 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)

**Assessment:** Record an introductory clip on your phone and upload to YouTube. Post to WordPress.

**DUE:** 11 p.m. 1/12

### **WEEK TWO**

**T 1/12** Framing and Composition

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

**TR 1/14** Common framings, visual vectors

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

**Quiz 1** due 1/14 at 11 p.m. (in Canvas)

**Reading** Lynda.com PP CC Essential Training: “Basic Editing: Reviewing Timeline Navigation Techniques”

**Assessment:** 4 clip edit

**DUE:** 1/21 at 11 p.m. (submit URL in Canvas)

### **WEEK THREE**

**T 1/19** Mental map/vector continuity

*Lesson 5:* Cutting on action for continuity

**TR 1/21** Storyboards and shot lists, title safe area

*Lesson 6:* Adding text

**Reading** WSINYE Ch. 12 Storyboarding 101

### **WEEK FOUR**

**T 1/26** Working with stills and graphics

*Lesson 7:* Animating stills, transitions between stills

**TR 1/28** Microphones, mono vs stereo, room tone

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

**Quiz 2** due 1/28 at 11 p.m. (in Canvas)

**Assessment:** Sound bite edit with B-roll

**DUE:** 2/2 at 11p.m. (submit URL in Canvas)

### **WEEK FIVE**

**T 2/2** Principles of sound design, production music and sound effects (Guest: Tim Sorel)

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

**TR 2/4** Exam 1: Multimedia

### **WEEK SIX**

**T 2/9** All About Images

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

**TR 2/11** Analyzing Images

*Lesson 11:* Image adjustment, cropping and resolution

**Quiz 3** due 2/11 at 11 p.m. (in Canvas)

**Reading** 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” and Exploring Composition in Photography with Taz Tally Ch. 1 “Overview: What makes a successful image?”

**Assessment:** WordPress header in Photoshop

**DUE:** 2/11 at 11p.m.

## **WEEK SEVEN**

**T 2/16** Ethical Approaches to Analyzing Images

*Lesson 12:* Rotating and making selections; how to create a Snapchat filter

**TR 2/18** Visual Persuasion

*Lesson 13:* Masking and layering essentials

**Reading** Visual Communication by Paul Martin Lester, Section 4, “The media through which we see”; Reading: WSINYE Ch. 9 Adding visual appeal; Media Ethics: Cases and Moral Reasoning Ch. 7 “Advertising in an image-based culture”; “Images that injure: Pictorial stereotypes in the media”; “Honor journalist James Foley: Don’t watch the video”; “The war photo no one would publish”

**Assessment:** Refine Edge tool in Photoshop

**DUE:** 2/18 at 11p.m.

## **WEEK EIGHT**

**T 2/23** Visual Cues

*Lesson 14:* Creating an animated .gif in Photoshop

**TR 2/25** Design Principles and Layout

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

**Quiz 4** due 2/25 at 11 p.m. (in Canvas)

**Reading** 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

**Assessment:** Creating an animated GIF in Photoshop

**DUE:** 2/25 at 11p.m.

*Spring Break*

## **WEEK NINE**

**T 3/8** Exam 2 Review

*Lesson 16:* Finish InDesign Booklet Exercise

**TR 3/10** Exam 2

**Assessment:** InDesign Booklet Exercise

**DUE:** 3/8 at 11p.m.

## **WEEK TEN**

**T 3/15** Guest lecture: Professor Mindy McAdams (subject to change)

*Lesson 17:* Formatting WordPress and choosing a theme

**TR 3/17** Color Models and Theory

*Lesson 18:* Using the palettes (text wrap), adding effects, creating style sheets  
Creating swatches in InDesign; web vs. print color

**Quiz 5** due 3/17 at 11 p.m. (in Canvas)

**Reading** WSINYE Ch. 13 Designing for the web; Ch. 14 Fit to print

**Assessment:** InDesign Layout Exercise

**DUE:** 3/17 at 11p.m.

## **WEEK ELEVEN**

**T 3/22** Color Meanings and Uses

*Lesson 19:* Creating a style guide

**TR 3/24** Type Terminology; Helvetica

**Reading** WSINYE Ch. 8 Color basics; Color Design Workbook; WSINYE Ch. 7 Type

**Assessment:** InDesign Color Exercise

**DUE:** 3/24 at 11p.m.

## **WEEK TWELVE**

**T 3/29** Typography 101

*Lesson 20:* Work on Snapchat Filter Exercise

**TR 3/31** Branding and Logo Design

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

**Quiz 6** due 3/31 at 11 p.m. (in Canvas)

**Reading** “Best practices for combining typefaces”; “How to choose a typeface”; Lynda.com: Print Production Fundamentals Ch. 8 “Comparing raster vs. vector images”

**Assessment:** Snapchat Filter Exercise

**DUE:** 3/31 at 11p.m.

## **WEEK THIRTEEN**

**T 4/5** Exam 3 review; Assign final project; Discuss this week’s readings

*Lesson 21:* Work on Business Card Typeface exercise

## TR 4/7 Exam 3

**Reading** WSINYE Ch. 10 Infographics; “How Gap learned a hard lesson in consumer resistance”; “A review of cultural palettes”

**Assessment:** Business Card Typeface Exercise

**DUE:** 4/5 at 11p.m.

## WEEK FOURTEEN

**T 4/12** Complete Drop Flier Exercise in class

**TR 4/14** Final project assistance

**Quiz 7** due 4/14 at 11 p.m. (in Canvas)

**Assessment:** Drop Flier Exercise

**DUE:** 4/12 at 11p.m.

## WEEK FIFTEEN

**T 4/19** Final project assistance

**Final Project Due 4/19 by 11p.m.**

## *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

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

## 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. 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) and are administered through Canvas. There will be a quiz every other week. Quizzes open on Tuesday after lecture and must be completed the following Thursday by 11 p.m. THERE ARE NO MAKEUP QUIZZES. Please do not email us to ask if you can make up a quiz. The lowest quiz score 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

Exams (3@15% each) 45%

Quizzes 10%

Assignments 35%

Final Project 10%

## Final Letter Grades and %

A	92.5-100%
A-	89.5-92.4%
B+	86.5-89.4%
B	82.5-86.4%
B-	79.5-82.4%
C+	76.5-79.4%
C	72.5-76.4%
C-	69.5-72.4%
D+	66.5-69.4%
D	62.5-66.4%
D-	59.5-62.4%
F	59.4% and below

## 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>