

## **VIC 3001: Sight, Sound and Motion Spring 2015**

### **Instructors**

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### **Teaching Assistant**

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### **Class meetings:**

Tuesday (periods 9-11) 4:05 – 7:05 p.m.

Thursday (period 9-10) 4:05 – 6 p.m.

Location: Weil 270

### **Lab hours:**

Weimer 3024

Wednesday, 12:50 – 3:50 p.m.

Weimer 2050

Thursday, 6:15 – 9:10 p.m.

### **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

Christians, Clifford G., Fackler, Mark, Richardson, Kathy Brittain, Kreshel, Peggy J., and Woods, Rober H., (2009). *Media Ethics: Cases and Moral Reasoning* (Eighth Edition). Boston: Allyn & Bacon.

Patterson, Philip and Wilkins, Lee (2010, 2011). *Media Ethics: Issues and Cases*. New York: McGraw Hill.

## Software requirement

You must purchase the Adobe Creative Cloud to use on your laptop. To download, visit

## Using Lynda.com

## Course content and schedule

### Multimedia Design Weeks 1-5

Tools: **(Premiere and Audition)**

#### Week 1

T 1/6: Course Introduction

TR 1/8: Managing media, terminology, camera techniques and file formats

Lesson 1: Overview of the Adobe Premiere Pro CC workspace

Lesson 2: Importing media, timeline editing. Insert and over write edits.

Reading: WSINYE Ch. 11 Storyboarding

### **Week 2**

T 1/13: Story Sequencing: Creating the mental map

TR 1/15: Story Sequencing, con't

Lesson 3: Sequence editing/trim tools

Lesson 4: Intermediate editing, track targeting, B-roll sequence

Reading: WSINYE Ch. 12 Multimedia components

Reading Online: Lynda.com. Premiere Pro Essential Training by Abba Shapiro Section

### **Week 3**

T 1/20: Audio and audience perception

TR 1/22: Perception, con't

Lesson 5: Link/adjusting audio/keyframes/mixing/sync

Lesson 6: Using Audition interface for audio correction and noise reduction

Reading Online: Lynda.com. Premiere Pro Essential Training by Abba Shapiro Section 10

### **Week 4**

T 1/27: Design principles

TR 1/29: Color correction theory

Lesson 7: Photos, graphics, motion effects, Text creation, effects and filter application

Lesson 8: Color Correction

Reading Online: Lynda.com. Premiere Pro Essential Training by Abba Shapiro Section 12

Assessment: Submit multimedia exercise via Sakai by the end of Week 4

### **Week 5**

T 2/3: Codecs and transcoding

TR 2/5: Video distribution

Lesson 9: Finish and Output

**Lesson Time: Exam 1**

**Images Weeks 6-9**

Tool: **Adobe Photoshop**

### **Week 6**

T 2/10: Visual perception, semiotics, Gestalt theory

TR 2/12: Guest Lecturer, Professor John Freeman

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

Lesson 11: Image adjustment and resolution

Reading: WSINYE Ch. 1 What is design?; Ch. 2 Step away from the computer

### **Week 7**

T 2/17: Photo composition, analyzing images, file formats, obtaining images for use

TR 2/19: Guest Lecturer, Professor Clay Calvert (Trademark and Copyright)

Lesson 12: Cropping, rotating and making selections

Lesson 13: Masking and layering essentials

Reading: *Visual Communication* by Paul Martin Lester, Section 4, "The media through which we see"

### **Week 8**

T 2/24: Photography, infographics and illustration in storytelling

TR 2/26: Visual persuasion

Lesson 14: In-class exercise

Lesson 15: Creating a header for the web

Reading: WSINYE Ch. 9 Adding visual appeal; Ch. 10 Infographics

Feb 28 – March 7: Spring Break

### **Week 9**

T 3/10: Visual ethics (news vs. persuasion)

TR 3/12: Guest Lecturer, Professor Norm Lewis

Lesson 16: Creating an animated .gif in Photoshop

**Lesson Time: Exam 2**

Reading: *Media Ethics: Cases and Moral Reasoning* Ch. 7 "Advertising in an image-based culture";  
*Media Ethics: Issues and Cases* Ch. 8 "Picture this: The ethics of photo and video journalism"

Assessment: Submit image exercise via Sakai by the end of Week 4

## **Design Basics Weeks 10-15**

Tools: **(InDesign and Illustrator)**

### **Week 10**

T 3/17: Design principles and form

TR 3/19: Guest Lecturer, Professor Robyn Goodman

Lesson 17: Overview of the Adobe InDesign CC workspace; setting up a new document

Lesson 18: Adding and formatting text, placing photos, adding stroke lines

Reading: WSINYE Ch. 5 Mini art school

### **Week 11**

T 3/24: Layout for print, web and tablet

TR 3/26: Guest Lecturer, Professor Mindy McAdams

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

Lesson 20: Formatting and sizing photos

Reading: WSINYE Ch. 4 Layout sins; Ch. 6 Layout; Ch. 13 Designing for the web

### **Week 12**

T 3/31: Effective use of color in design, color meaning and cultural influences

TR 4/2: The print process

Lesson 21: Color in InDesign

Lesson 22: In-class exercise

Reading: WSINYE Ch. 8 Color basics and Ch. 14 Fit to print

Assessment: Submit InDesign exercise via Sakai by the end of Week 12

### **Week 13**

T 4/7: *Helvetica*

TR 4/9: Typography fundamentals: principles, rules and professional uses

Lesson 23: Introduction to the Illustrator CC workspace; creating a new document

Lesson 24: Using the pen tool

Reading: WSINYE Ch. 7 Type; "Best practices for combining typefaces"

## **Week 14**

T 4/14: Effective branding: What works and how it does it, incorporating logos into design

TR 4/16: Guest Lecture, Paris Leaf

Lesson 25: Path and text editing

Lesson 26: Working with color; object transformation

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

## **Week 15**

4/21: Course wrap up

### **Lesson Time: Exam 3**

Assessment: Submit Illustrator exercise via Sakai by the end of Week 15

## **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. During each module you will be assigned a creative exercise where you will apply the concepts you've learned to a project relevant to your major.

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 are multiple choice and will cover lecture material and readings.

### **Exercises**

The exercises are designed so that students apply concepts learned in lecture to hands-on projects.

## Weekly 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 two lowest quiz scores will be dropped.

## Grade breakdown

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

Weekly quizzes (15%)

Exercises (photography, design, illustration, video) (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

**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>.

**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 or TAs in this class. You can review UF’s academic honesty guidelines in detail at: <http://www.dso.ufl.edu/judicial/procedures/honestybrochure.php>