



## IDH3931: Visual Communication for Non-Artists

Visual messages are everywhere. We use them to communicate ideas and emotions quickly. They can simplify the explanation of a process and enhance text and verbal communication.

In this workshop-style course, you'll examine the research behind visual communication practices as well as apply visual design principles to projects of your choosing.

### Course Goals

When you complete this course you will be able to:

- Evaluate and critique visual communication.
- Design effective visual messaging.
- Use digital and analog tools to create visual elements.

## Course Information

**IDH3931:** Visual Communication for Non-Artists

Monday, 8th period (3:00 - 3:50) 117 Little Hall

[Canvas Course Site](#)

**Instructor:** Jennifer Smith

- 408 Yon Hall
- [Map to Yon Hall](#)
- Office: 352.294.0810
- Office hour: Monday 9th period (after class) and by appointment

### Textbook

The required textbook for this course is ***The Non-Designer's Design Book*** (4th edition) by Robin Williams (not the late comedian).

- **ISBN-10:** 0133966151
- **ISBN-13:** 978-0133966152
- An e-book version will be cheaper and is perfectly fine for this course.
- Additional readings will be available in Canvas.

## Course Communications

**General course questions** (if not asked in class) may be posted on the "Course Questions" discussion forum in Canvas.

**Questions about grades or personal issues**, may be emailed to me at [jksmith@ufl.edu](mailto:jksmith@ufl.edu) or within Canvas. You are welcome to use the telephone (352.294.0810), talk with me during the hour immediately following class, or set up an appointment.

**If you have an issue or need help**, don't wait to ask about it! Problems are generally easier to solve sooner rather than later.

You are expected to contribute to the ongoing constructive feedback that is an essential part of the learning process. Please review the classroom etiquette guidelines at the end of this document.

## Schedule

The course assignments are designed to be flexible in order to fit your personal goals. You may propose an alternate assignment for any of the projects. Participation points are earned for the designated class sessions.

Wk	Date	Topic	Before Class (3:00 p.m. Mon.)	In Class
0	1.7	Aesthetics, culture, and terminology	Watch welcome video, Read VCG "Why Every Business Professional Needs to Be a Designer"	Discussion
1	1.14	The right type	Read Williams chapters 9, 10, 11 & 12. <b>Post Journal/Blog examples</b>	Discussion of examples (Points)
2	1.21	Proximity and alignment	Read Williams chapters 1 - 3. <b>Post Journal/Blog examples</b>	No Class - MLK Day
3	1.28	Repetition, contrast, and accessibility	Read Williams chapters 4 - 5. <b>Post Journal/Blog examples</b>	Discussion of examples (Points)
4	2.4	Project 1 - Incorporate C-R-A-P Principles into a flyer	<b>Project 1 mock-up due</b>	Project 1 Feedback (Points)
5	2.11	Graphs, charts, and visualization tools	Readings in Canvas <b>Project 1 Due</b>	Visualization tools discussion (Points)
6	2.18	Graphs, charts, and visualization tools	Video/readings in Canvas. <b>Choose an Infographic or Data Visualization project (Project 2)</b>	Work in class on project (Points)
7	2.25	Research for inspiration	<b>Work on infographic or Data Visualization post to Canvas for feedback</b>	Field Trip: Library Special Collection (Points)
8	3.4	No Class - Spring Break		No class meeting
9	3.11	Images, color and digital tools	Review tool pros/cons and identify your graphic design tool. <b>Project 2 mock-up due</b>	Discussion of examples (Points)
10	3.18	Image editing tools	View/read graphic design tutorials for your chosen design tool. <b>Project 2 final due</b> - Choose Project 3 - Logo/graphic design	Mock-up feedback (Points)
11	3.25	Making "Art"	Readings in Canvas <b>Project 3 mock-up due</b>	Field Trip: UF Gallery (Points)
12	4.1	Storytelling	Readings in Canvas <b>Project 3 due</b>	Discussion of examples (Points)
13	4.8	Storytelling	Video/readings in Canvas. Choose final project	<b>Design Kit: In-Class project</b>
14	4.15	Project work	Identify project, research, <b>Final Design kit is due</b>	Work in class
15	4.22	Project Feedback	<b>Final Project mock-up is due</b>	Feedback (Points)
Final	5.1	<b>2:30 Final Project deadline</b>	Final may be submitted early	

## Assignments

The course assignments are designed to be flexible to fit your personal goals. You have the option to suggest an alternate assignment one week prior to the mock-up deadline.

### Visual Journal

Electronic blog posts for you to share examples and research. Three posts throughout the semester earn 60 points each (18%).

### Project 1

Incorporate "C-R-A-P" principles into a flyer or presentation of your choice to earn 100 points (10%). A preliminary mock-up will provide you with an opportunity to give and receive feedback.

### Project 2

Create an infographic or data visualization (12% - replaces 2 Blog posts). A preliminary mock-up will provide you with an opportunity to give and receive feedback.

### Project 3

Successfully convey your message through a single image to earn 100 points (10%). A preliminary mock-up will provide you with an opportunity to give and receive feedback.

### Design Kit

Create graphic elements that can be used to tell a story to earn 100 points (10%).

### Final Project

Apply the graphic principles you have learned to a design project of your choice to earn 200 points (20%). A preliminary mock-up will provide you with an opportunity to give and receive feedback.

### Class Participation

Over the course of the semester, you will have 11 opportunities to earn 20 points for:

- Being attentive and present in class.
- Doing the assigned readings or videos prior to class.
- Providing helpful feedback to your peers.
- The lowest score of the 11 class sessions will be dropped (20%).

View the rubrics within Canvas for the specific grading details for each assignment.

## Late Work

All work is due before the start of class time on the scheduled date. Work that is turned in by 5:00 p.m. the following Wednesday will be accepted, but will lose the "on-time" points listed in the rubric. The final is due on the official final day and time but may be turned in early.

Class members may make up one missed class participation day. See Professor Smith for this option. See the Registrar's website for further information on [University Attendance Policies](#).

## Grading

### Grading Scale

94% = A

90% = A-

87% = B+

84% = B

80% = B-

77% = C+

74% = C

70% = C-

67% = D+

64% = D

61% = D-

61.9% and below  
= E

## Getting Help

For issues with technical difficulties for e-Learning in Canvas, please contact the UF Help Desk at:

- [Learning-support@ufl.edu](mailto:Learning-support@ufl.edu)
- (352) 392-HELP
- <http://helpdesk.ufl.edu/>

### Health and Wellness:

- [Counseling and Wellness resources](#)
- [U Matter, We Care](#)  
352.392.1575
- Sexual Assault Recovery Services (SARS) - Student Health Care Center, 352.392.1161
- [University Police Department](#), 392.1111 (or 911 for emergency)

## Etiquette

- Be Present. This will allow you to get the most out of class time as well as for your classmates to get the most out of their collaborations with you.
- Put your cell phone away unless you are actively using it to further the class activities.
- Be prepared. The readings and videos have been carefully chosen to support the in-class activities.
- Listen carefully and don't interrupt others.
- Give quality feedback. What constitutes "quality" will be discussed in class.
- Respect the opinions of others, even when you don't agree.
- Keep an open mind, embrace the opportunity to learn something new.
- Avoid monopolizing the discussion. Give others a chance to contribute and be heard.
- Don't be afraid to revise your ideas as you gather more information.
- Try to look at issues from more than one perspective.
- Respect others by learning and using the name and pronoun they prefer.
- Don't use offensive language.

## Disabilities

Students with disabilities requesting accommodations should first register with the Disability Resource Center by providing appropriate documentation.

- 352.392.8565,
- [www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/)

Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

## Academic Resources

- [Career Connections Center](#), Reitz Union, 352.392.1601. Career assistance and counseling.
- [Library Support](#). Various ways to receive assistance with respect to using the libraries or finding resources.
- [Teaching Center](#), Broward Hall, 352.392.2010 or 352.392.6420. General study skills and tutoring.
- [Writing Studio](#), 302 Tigert Hall, 352.846.1138. Help brainstorming, formatting, and writing papers.
- [Student Complaints On-Campus](#)

This syllabus reflects the current plan for the course and is subject to change. Portions of the work that is currently planned may be revised based upon the creative activities that are part of the course.

## Other Policies

### Alternate Assignments

If the planned options do not meet your personal course goals, you may suggest alternate activities. Activities must be suggested at least one week prior to the mock-up deadline.

### Grading Policy

If you have questions about your grade on an assignment, please make an appointment to talk with with me within a week after the assignment has been returned. Full details regarding UF grading policies can be found on the Registrar website: [Grades and Grading Policies](#).

### Course Evaluation

You are expected to provide feedback on the quality of instruction in this course by completing online evaluations at [evaluations.ufl.edu](http://evaluations.ufl.edu). Evaluations are typically open during the last two or three weeks of the semester, but you will be given specific times when they are open. An additional midterm survey will be provided so that course improvements can be made during the semester.

### Communication Courtesy

All members of the class are expected to follow rules of common courtesy in all class discussions, email messages, threaded discussions and chats. It is the goal of this course to provide a safe place to discuss personal issues in a constructive manner. (See above.)