Fall **2024**
GRA2111C / **Visual Methods & Processes**

INSTRUCTOR
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CLASS NO.
ROOM:
FAC 0310 | M,W | Periods 8 - 10
(3:00 PM - 6:00 PM)

OFFICE HOURS
Wednesday 2-3 via zoom
(link on Canvas).
or in person in MxD Studio, Infinity Hall

COURSE DESCRIPTION:

This course emphasizes design processes, methodologies, and communication theories in order to foster the relationship between content and meaning. Students will learn the fundamental processes that explore complex problems in art and design. This course will also teach fundamental principles of design and its application.

COURSE STRUCTURE:

This course will include a combination of textbook readings, research from additional sources, analysis and critique of 'found' design, in-class workshops, and studio design production. Studio assignments will involve hand work and digital typographic design and illustration using Adobe Illustrator & Photoshop (InDesign may also be utilized). You are expected to attend all classes and participate in critique of your own and others' work. Work that isn't presented at critique will be considered late. Critiques will provide an opportunity to speak in detail about concepts and ideas, to identify mistakes and discuss possible alternative solutions, and to recognize what is working well in a project.

COURSE OBJECTIVES/GOALS:

After completing this course, students will:

• Effectively manipulate the elements and principles of two-dimensional design

• Create non-objective, abstract, and representational compositions

• Develop inventive concepts using various problem-solving strategies

• Critique personal and peer artworks, and propose alternatives

• Research an idea and develop an extended series of related images

COURSE TOPICS:

The projects, discussions, and activities during this class will provide opportunities to engage with the following topics:

- Brainstorming
- Branding
- Collaboration
- Conceptualization

- Critical thinking
- Iteration
- Research
- Storyboarding

- Storytelling
- Symbology
- Technique + Craft
- Visual analysis

TEXT & REFERENCES:

There are no required texts, however, the following are recommended for this course:

- Graphic Design: The New Basics (Chronicle Books)
  by Ellen Lupton & Jennifer Nicole Phillips

- Universal Principles of Design (Rockport Publishers)
  by William Lidwell, Kritina Holden & Jill Butler

SKETCHBOOK / FOLDER:

This is a collection of your progress both in and out of class. You are encouraged to record anything you find interesting in your sketchbook. The more entries you put to paper, the better. These entries can include sketches, photographs, interesting places, designers, thoughts, ideas, process, typography examples, etc. This sketchbook will help you to build ideas, and revisit past ideas. It's advised to have a separate sketchbook for this class. It will serve as part of your process and research on presentations for each project and other activities.

REQUIRED SUPPLIES:

Access to Adobe Creative Cloud & Office Suite
- Access to a computer suitable for graphic design or digital prototyping and production with appropriate RAM and HD capacity
- Access to digital camera
- Blank sketchbook (≥ 5 x 7 inches)
NOTE: Additional supplies may be needed as semester progresses.

STUDIO NOTES:

CRITIQUE IDEAS, NOT PEOPLE.
• ALWAYS CONTRIBUTE WITH CONSTRUCTIVE CRITICISM during
discussions and critiques.
• BE HONEST. Dishonesty in any form (lying, cheating, plagiarizing, etc.)
will not be tolerated.
• BE PRESENT. The use of cell phones or other personal and group
distraction sources (including social networking and entertainment sites, such as Facebook,
YouTube, etc.) is completely prohibited during class time. Do not text in class. Anyone found
texting during a critique will be asked to leave.

DEADLINES:

All deadlines will be announced in class. All projects and exercises are due on the day and time
given and will be considered late when critique has begun or after work has been called for.
Late work is not accepted. Be sure to present your work on each critique session and show your
progress. If you are absent or tardy it is your responsibility to obtain missed information from
another student in the class. If the reason for lateness falls under the excused absence list,
illness or death in the family, there will be no penalty as long as work is completed by the new
agreed upon date. However, students must always contact the instructor prior to the due date
with an explanation for the absence.

Evaluation:

Students will receive a detailed project sheet for each project outlining important dates, learning
outcomes and evaluation criteria. Projects are due at the beginning of each class period on the
assigned due date.
FAILURE TO MEET DEADLINES WILL AFFECT YOUR GRADE IN THIS CLASS.

The final grade will result from:

70%-SUM Of 2 projects
(Project 1: 35% / Project 2: 35%)

30%-PROFFESSIONALISM
(Exercises, quizzes, group presentations, attendance, participation, attitude)

The project grade will result from: concept, form, craft, and presentation. Professionalism means
that you bring requested supplies to class; complete and bring with you out-of-class assignments,
sketches, books and notes; Provide constructive feedback during critiques and during group dis-
cussions; are prepared to discuss assigned readings; always act professionally, are punctual and
meet project deadlines. Professionalism will also be evaluated individually for each project.

• **Timeliness:** meet all final and intermediate deadlines. Arrive early
• **Quality / Quantity:** exceed the minimum, seek critique.
• **Innovation:** seek difference, not similarity.
• **Community:** collaborate, listen and share

Grading

The grading scale for this course is consistent with the current UF policy for assigning grade points, written below as Letter grade / GPA points / Percent. Please note, the Graphic Design BFA major requires a C or higher and the Graphic Design Certificate requires a grade of B or higher in this course.

LETTER	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
GPA	4	3.67	3.33	3.00	2.67	2.33	2.00	1.67	1.33	1.00	0.67	0.00
PERCENT	100–93.4	93.3–90	89.9-89.9-	86.6–83.4	83.3–80	79.9–76.7	76.7–73.4	73.3–70	69.9–66.7	66.6–63.4	63.3–60	59 or below

C- is no longer an acceptable grade for any course in which a 2.0 GPA is required, for example, any course in the major.
UF grading policy website: https://catalog.ufl.edu/UGRD/academic- regulations/grades-grad ing-policies/

Attendance

Attendance is required for this class. You can miss two class days without penalty. Two late arrivals (after class begins) or early departures (before class is dismissed or ends) equal one absence. All unexcused absences after the first two cost -5 points each from the final grade in the course. More than 6 absences of any kind—missing more than 3 weeks of class—equals automatic course failure unless we make documented accommodations in advance.

TO RECEIVE AN "EXCUSED" ABSENCE, YOU MUST DO ONE OF THE FOLLOWING:
- **notify me before class begins** that you will not be able to attend class; they can make arrangements as/if needed for you to participate remotely.

- **notify me after class begins and provide official documentation** of a university-sanctioned reason to receive an excused absence. Military service, varsity sports travel, and illness are common excused absences when documented by a written note from a commanding officer, coach, or doctor.

- **Regardless of the type of absence, you are still required to complete assignments**, so it is vital that you contact me as soon as possible to discuss your options. It is your responsibility to keep track of your attendance record in Canvas.

Requirements for class attendance, make-up exams, assignments, and other work in this course are consistent with university policies.

SAAH & UF Policies

Health And Safety

The goal of the SA+AH Health and Safety Program is to protect the health and welfare of all faculty, staff, and students and to cooperate with the University of Florida's Department of Environmental Health & Safety (EH&S). The SA+AH H&S policy and handbook is online here: http://arts.ufl.edu/site/assets/files/37319/saahhealthandsafetyhandbook.pdf

In-Class Recording

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

Accommodations For Students With Disabilities

Students who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center (352-392-8565, 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.

SAAH & UF Policies

Harassment

UF provides an educational and working environment that is free from sex discrimination and sexual harassment for its students, staff, and faculty (http://www.hr.ufl.edu/eeo/sexharassment.htm).
All member(s) of the University who intentionally act to impair, interfere with, or obstruct the mission, purposes, order, operations, processes, and functions of the University shall be subject to appropriate disciplinary action by University authorities for misconduct, as set forth in the applicable rules of the Board of Regents and the Universityand state law governing such actions. Be advised that you can and will be dismissed from class if you engage in disruptive behavior. For more information, visit: http://regulations.ufl.edu/wp-content/uploads/2012/09/1008.pdf.

Twelve-Day Rule

https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/#twelvedayruletext

Absences For Religious Holidays

Students, upon prior notification of their instructions, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. A student who believes that he/she has been unreasonably denied an education benefit due to religious beliefs or practices may seek redress through the student grievance procedure: http://www.registrar.ufl.edu/catalog/policies/regulationattendance

Honesty Policy

An academic honesty offense is defined as the act of lying, cheating, or stealing academic information so that one gains academic advantage. As a University of Florida student, you are expected to neither commit nor assist another in committing an academic honesty violation. Additionally, it is the student's duty to report observed academic honesty violations. These can include: cheating, copying ideas, plagiarism, bribery, misrepresentation, conspiracy, or fabrication. You can find UF's Student Conduct Code here.

Gator Evals

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Visit this link: https://gator-evals.aa.ufl.edu/students/ for guidance on how to give feedback in a professional and respectful manner. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students here: https://gatorevals.aa.ufl.edu/public-results/

SAAH & UF Policies

Health And Wellness

U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress.
Counseling and Wellness Center: Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services.
Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the Student Health Care Center website.
University Police Department: Visit UF Police Department website or call 352-392-1111
(or 9-1-1 for emergencies).
UF Health Shands Emergency Room / Trauma Center: For immediate medical care call
352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the UF Health Emergency Room and Trauma Center website.
GatorWell Health Promotion Services: For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the GatorWell website or call
352-273-4450.

Academic Resources

E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.
Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.
Library Support: Various ways to receive assistance with respect to using the libraries or finding resources

Campus Resources

Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352-392-6420. General study skills and tutoring.
Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.
Student Complaints On-Campus: Visit the Student Honor Code and Student Conduct Code webpage for more information.
On-Line Students Complaints: View the Distance Learning Student Complaint Process.

Course Outline

Specific details or changes on each week's activities will be announced in advance. Semester schedule intentionally less detailed to allow for fluctuation in class activities as needed.

L: Lecture   **P:** Project   **E:** Exercise

August	WEEK 01	08/26	Intro (Syllabus) / **E1** Observing Point, Line and Plane
		08/28	**L1** Intro to design / **P1** Introduction / **L2** Icon Design
September	WEEK 02	09/02	Labor day | holiday
		09/04	**L3** Bitmap x Vector Images / **E2** Pen Tool on Illustrator
	WEEK 03	09/09	**P1** Mood board + List of objects
		09/01	**E3** Living Room Tutoria
	WEEK 04	09/16	**P1** Discussion of First Sketches
		09/18	**L4** Color Theory
	WEEK 05	09/23	Work day
		09/25	**P1** Final Critique
	WEEK 06	09/30	**P2** Introduction
October		10/03	**L5** Gestalt / **E4** Design +
	WEEK 07	10/07	Work day
		10/09	**P2** Intermediate Delivery
	WEEK 08	10/14	Columbus day | holiday
		10/16	**L6** Intro to Typography
	WEEK 09	10/21	Work day
		10/23	**P2** Final Critique
	WEEK 10	10/28	**P3** Introduction
		10/30	**E5** Scale, Depth, and Motion
November	WEEK 11	11/04	**P3** Research Presentation
		11/06	**E6** Framing Image and Text
	WEEK 12	11/11	Veterans day | holiday
		11/13	**P3** Sketches Critique

	WEEK 13	11/18	Work day
		11/20	P3 Final Critique
	WEEK 14	11/25	Happy Thanksgiving! No Class.
		11/27	Happy Thanksgiving! No Class.
	WEEK 15	11/02	**P4** Introduction / **E7** Selective Emphasis
		11/02	**P4** Logo Critique
		11/02	Work day
		11/02	**P4** Intermediate Critique
		11/02	Work day
December	WEEK 15	12/04	**P4** Final Critique