

## **GRA 2111 C | Visual Method & Process**

TERM | FALL 2017 CREDITS | 3

LOCATION | FAC 112

TIME | Tue/ Thu 2 - 4

OFFICE HOUR | Mon 2 PM - 3 PM, FAC 310

INSTRUCTOR | Benyue Wei

EMAIL | benyue@ufl.edu

### **COURSE DESCRIPTION**

This course introduces students to 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 their applications.

### **COURSE OBJECTIVES**

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- Effectively manipulate the elements & principles of two-dimensional design
- Develop inventive concepts using various problem-solving strategies
- Speak and write critically about personal & peer artworks, as well as propose alternatives
- Research an idea and develop a way to make it happen
- Define basic design principles and terms (line, shape, texture, figure/ground, typography, color)

\* Computer software is a objective of this course. There will be brief formal software instructions, but students are encouraged to experiment with digital methods and to take the tutorials listed on the recommended material section.

### **COURSE TOPICS**

Visual Analysis	Compositional Dynamics
Brainstorming	Project Development
Idea maps	Convergent & divergent
Symbol conceptualization	thinking
Collaboration	Research
Spatial concepts	

### **RECOMMENDED TEXTS**

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

Graphic Design: The New Basics by Ellen Lupton and Jennifer Cole Phillips

A Design Manual (4th edition) by Shirl Brainard

Launching the Imagination: A Comprehensive Guide to Basic Design by Mary Stewart

Glimmer: How design can transform your life

Book Universal Principles of Design (Rockport Publishers)

by William Lidwell, Kritina Holden & Jill Butler

**REQUIRED MATERIALS**

Sketch book;  
18 inch or longer metal ruler;  
Drawing pencils (a variety such as HB, 2B, 6B);  
Black sharpie markers (at least one ultra fine and one thick);  
Scissors / other cutting tools;  
Prisma grayscale markers;  
Prisma blender marker;  
X-Acto knife and #11 blades;  
Self-healing cutting mat, 9x12 or larger;  
Drafting tape;  
Tracing paper pad, 8.5x11;  
Adhesive spray;  
Black Crecent board for mounting (as needed);  
1set of Prismacolors (consisting of at least 12 pencils);  
Note: Additional supplies may be needed as semester progresses.

**RECOMMENDED MATERIAL\***

Adobe softwares tutorials: [layersmagazine.com](http://layersmagazine.com)  
Illustrator tutorials: [vectuts.com](http://vectuts.com)  
Lynda.com Tutorials  
InDesign CC Essential Training (2015) with David Blatner: [goo.gl/z7E4jW](http://goo.gl/z7E4jW)  
Illustrator CC Essential Training (2015) with Justin Seeley: [goo.gl/tGJQeF](http://goo.gl/tGJQeF)  
Photoshop CC Essential Training (2015) with Julieanne Kost: [goo.gl/RO8r8x](http://goo.gl/RO8r8x)

**SKETCH BOOK**

This is a collection of your progress both in and out of class. You are encouraged to record anything interesting in your sketch book as you see fit. These entries can include sketches, photographs, type in interesting places, designers, thoughts, ideas, process and much more. This sketchbook will help you build ideas, improve your concepts, or revisit past ideas. Please make sure to have a separate sketch book for this class, as I will be collecting them after each project as a part of your project grades.

**STRUCTURE & ASSIGNMENTS**

The majority of class time will be spent working activities including lectures, excercises, brainstorming, presentations, critiques and time to work on projects. There will be several class excercises and 4 projects for this course which will reflect the concepts covered in the previous lecture.

**ATTENDANCE**

You can miss two class days without penalty. On the 3th unexcused absence your participation grade will lower by 40% (10pts off the final), the 4th unexcused absence will lower the participation grade by another 40% (20pts off the final) and the 5th absence is failure of the course. Arriving late/tardy after class has commenced means that attendance is not awarded on that day. Excused absences follow university guidelines and may include illness, serious family emergencies, special curricular requirements, military obligation, severe weather conditions, religious holidays and participation in official university activities or court-imposed legal obligations. If you have a delay, please contact me by email prior to the class. Projects and assignments are not accepted after the due date without prior approval by the instructor.

## **GRADING & EVALUATION**

The purpose of grading is to determine your strengths and weaknesses and to evaluate your overall performance in every project. Your final grade will be based on an overall evaluation of the following:

- Project #1 (15%)
- Project #2 (15%)
- Project #3 (20%)
- Project #4 (20%)
- Participation & Process (25%) • Class exercises (5%)

The project grade will result from: concept/idea(including process notebook), solution, participation, and craft.

Participation means attend the class, bring requested supplies to class, complete and bring with you out-of-class assignments, contribute constructive feedback during critiques, be prepared to discuss assigned readings, act professionally, be punctual and meet project deadlines.

Weighted semester average will be rounded to one decimal place, and be used to determine course grade based on the following scale:

A	100-95	4.00	Superior: Above and beyond criteria;
A-	94-90	3.67	Excellent: Scope for further improvement;
B+	89-87	3.33	Very good: Surpassed all criteria;
B	86-83	3.00	Above Average;
B-	82-80	2.67	Good: Surpassed all criteria;
C+	79-77	2.33	Average: meet criteria;
C	76-73	2.00	Average but further improvement needed
C-	72-70	1.67	Slightly below average;
D+	69-67	1.33	Below average;
D	66-63	1.00	Below average: Incomplete work;
D-	62-60	0.67	Below average: Incomplete and very poor;
E	59 or below	0.00	Failing.

\* Please Note: A grade of C- or below will not count toward major requirements

*UF grading policy: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>*

*UF attendent policy: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>*

## **LATEWORK**

A missed class does not constitute an extension of an assignment. Missing critique makes the assignment which was under critique grade be reviewed for 50% of its original grade. Late work will only be accepted if contact was made with the instructor prior to the due date with an explanation for why the work will be late.

If the reason for lateness falls under the excused absence list (illness, death in the family, doctor's note, religious holiday, and univiersity sponsored trips), there will be no penalty as long as work is completed by the new agreed upon date. If the reason is an unexcused one, work will be lowered one letter grade.

An assignment more than 3 days late will receive an E.

Any assignment not completed by the end of the semester will result in course failure.

\* Late work will not be accepted if there was no prior contact with the instructor.

**STUDIO  
NOTES**

Cell phones should be silenced before roll is taken.  
Laptop lids open only during work sessions.  
Clean up after each class.  
Always contribute constructive criticism during discussions and critiques.  
Exit quietly if you need to visit the restroom during class; you don't need to ask.  
Critique ideas, not people.

**DISABILITY  
STATEMENT**

Students who have disability should register with the OSD (Office for Students with Disabilities) at the University of Florida and provide the certified information to the instructor to seek additional accommodations and assistance. All course materials in alternative format are available upon requesting.  
*OSD could be accessed at <http://www.dso.ufl.edu/drc/>*

**DISRUPTIVE  
BEHAVIOR**

Be advised that you can and will be dismissed from class if you engage in disruptive behavior. Students 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.  
*The Dean of Students Office <http://www.dso.ufl.edu/>*

**HONESTY  
POLICY**

As a result of completing the registration form at the University of Florida, every student has signed the following statement: "I understand that the University of Florida expects its students to be honest in all of their academic endeavors and understand that my failure to comply with this commitment may result in disciplinary action up to and including expulsion from the University.

**COUNSELING  
SERVICE**

Resource are available on campus for students who experience personal problems or lack clear career and academic goals, which interfere with their academic performance. Find out more about counseling services at <http://www.counsel.ufl.edu/>

**Health and Safety**

The UF School of Art and Art History is concerned about the safe use of art materials. Notes related to the design area: Batteries, old monitors, lamps from digital projectors if broken may release mercury. There are no known health hazards from exposure to lamps that are intact. A complete handbook is provided at

<http://arts.ufl.edu/site/assets/files/37319/saahhealthandsafetyhandbook.pdf>

**General University Policies and Services**

This resource covers most policies and procedures important to students.

<http://www.dso.ufl.edu/>

**Accommodations for Students with Disabilities**

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. Disability Office

<http://www.dso.ufl.edu/drc/>

**Contacts for University Counseling Services**

Includes personal, academic, crisis and career services.

Dial 352-392-1575.

<http://www.counseling.ufl.edu/cwc/>

**Contacts for Student Healthcare Center**

Dial 911 for medical emergencies.

Dial 352-392-1161 for urgent after-hours medical questions.

Dial 352-392-1171 for after-hours mental health assistance.

<http://shcc.ufl.edu/>

**Safety and Security**

University Police Department

<http://police.ufl.edu/>

The building number of Fine Arts C is 0599.

Dial 911 for emergencies.

Dial 352-392-1111 otherwise.

**Twelve-Day Rule**

Students who participate in official athletic or scholastic extracurricular activities are permitted twelve (12) scholastic day absences per semester without penalty. In any case, it is the student's responsibility to maintain satisfactory academic performance and attendance.

**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.

**Computer Use and Acceptable Use Policy**

All faculty, staff, and students of the University of Florida are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate.

*<http://www.it.ufl.edu/policies/acceptable-use/acceptable-use-policy/>*

**Disruptive Behavior**

Faculty, students, Administrative and Professional staff members, and other employees [hereinafter referred to as '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 University and state law governing such actions. Be advised that you can and will be dismissed from class if you engage in disruptive behavior. A detailed list of disruptive conduct may be found at

*<http://regulations.ufl.edu/regulations/uf-1-general/>*

