

**GRA 3193c Visualization & Creativity**  
 Monday & Wednesday, Periods 5-7  
 Room 314 Fine Arts C

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 School of Art and Art History  
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**SYLLABUS**

**Course Description**

This studio-based design course is composed of three creative projects plus one exercise, as well as frequent feedback and critique. The purpose is to introduce a set of typical and basic design problems: a logo, a poster, a package design. Other objectives are to establish good design methods and creative practices and to gain skill with the professional software, Adobe Illustrator, and using the printing facilities in our studio.

**Readings**

There is no book for this class. At UF we have free access to the tutorial site, Lynda.com, which will be used to introduce the software in the course. We will use the UF e-Learning site, Canvas, to access other course materials and submit assignments.

**Required Materials**

Access to a computer/software and in-class use are required. The software Adobe Illustrator will be our technical focus. Lab fees cover basic printing supplies but you may need to buy additional art materials to complete some projects.

**Grading & Attendance**

Specific grading criteria will be listed with each assignment but will generally cover the areas of research and conceptual development, formal resolution, technical craft and presentation. This course has a total of 100 points (30 for each major project, 10 points for one exercise)...

Logomark Design	30 pts	Design a logomark for an assigned topic. The objective of this work is to apply creative thinking techniques and fundamental design methods involving concept, form, and craft.
Poster	30 pts	Develop a poster for an assigned topic. The purpose of this assignment is to develop a visual message based on original, researched content.
Packaging	30 pts	Design a system of visual identity system for an assigned topic. The purpose of this project is to create a coherent design system across several applications.
Tech Exercise	10 pts	Demonstrate technical skills with Adobe Illustrator.

**Grading & Attendance**

Grading criteria of will generally cover depth of research and conceptual development, formal resolution, technical craft and written/verbal presentation. This course has a total of 100 points. Canvas will do the math and calculations but if you want to convert points/percentages to a UF Standard Letter Grade here is a table...

A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
100% to 94%	< 94% to 90%	< 90% to 87%	< 87% to 84%	< 84% to 80%	< 80% to 77%	< 77% to 74%	< 74% to 70%	< 70% to 67%	< 67% to 64%	< 64% to 61%	< 61% to 0%

### **More details about Attendance**

You can miss three class days without penalty. Any additional unexcused absence will result in the final letter grade dropped one full step (for example, a B would become a C). Arriving after class has commenced and roll has been taken means that attendance is not awarded on that day. Important Note: The letter grade drop can be *nullified* by submitting an extra written paper due near the end of exam week. The length of the paper is determined by the number of days missed. Each unexcused day beyond three equals 500 words. Example: If you've missed eight days that would be a 2500 word paper. When needed an assignment sheet will be supplied with details on format and content.

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.

### **Other Strategies for Success**

Active engagement in the small group sessions is also expected. This means listening to the suggestions of other students and offering constructive comments of your own. Often informal performance will influence your project grades...

Timeliness: Meet all final and intermediate deadlines. Arrive Early.

Quantity/Quality: Exceed the minimum, Seek critique.

Innovation: Seek difference, not similarity.

Community: Collaborate, listen and share.

### **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://www.arts.ufl.edu/art/healthandsafety>

### **Contact and Office Hours**

Outside of class, you can contact me by email (preferred) — [slawson@ufl.edu](mailto:slawson@ufl.edu) — or through the UF School of Art and Art History at 352-392-0201. My office is 313c FAC and office hours will be posted on my door (likely Tuesdays, Noon to 2pm).

### **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.counsel.ufl.edu/>

### **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/>  
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.

**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, one is 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, plagiarism, bribery, misrepresentation, conspiracy, or fabrication.  
<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

**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.cio.ufl.edu/policies/aupolicy.html>

**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/>