

syllabus I

summer 2016

GRA2111C section 4C14 :Visual Method & Process

Monday & Wednesday 3:30 - 6:15pm INF 110
 Tuesday & Thursday 2:00 - 6:15pm ARC 120

INSTRUCTOR

Ashley Fuchs

graduate assistant,
 UF School of Art + Art History

afuchs2009@ufl.edu

OFFICE HOURS

Mondays 2:15 - 3:15 PM
 & by appointment
 Mint Room, Infinity Hall 110

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 OBJECTIVES AND GOALS

- 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
- Speak and write critically about personal and peer artworks and propose alternatives
- Research an idea and develop an extended series of related images

TOPICS

Visual Analysis

Symbol Conceptualization

Figure-ground

Spatial Concepts

Compositional Dynamics

Research

Brainstorming

Project Development

Craft

Convergent and Divergent Thinking

Collaboration

Critical Thinking

Idea Maps

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.*

REQUIRED MATERIALS

Sketch book (no smaller than 5 x 7) *

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

Adhesive spray

Black Crecent board for mounting (as needed)

*Additional items may be needed throughout
 the semester

BASECAMP

We will be using an online website called Basecamp at various points throughout the semester. Please make sure you have accepted the invitation to join our class project page. I will be creating all of the discussion pages. Please do not create a new discussion board for an assignment, post directly under the boards I have created. Please do not reference my email listed under this site, if you have questions please use my UFL email address.

SKETCHBOOK

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, exercises, brainstorming, presentations, critiques, and time to work on projects. There will be several class exercises and 3 projects for this course which will reflect the concepts covered in previous lectures.

GRADING + EVALUATION

Your final grade will be based on an overall evaluation of the following:

Project 1	20 %	Class Exercises (10)	20 %
Project 2	20 %	Group Presentations	10%
Project 3	20 %	Participation/Progress	10 %

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

Participation means attending the class, bring requested supplies to class, completing out-of-class assignments, contribution of constructive feedback during critiques, actively discussing assigned readings, acting professionally, being punctual, and meeting project deadlines.

There will be no rounding of grades. A 79.5 is a C+ and will not be rounded to a 80 at the end of the semester.

A	100-94	4.00	<i>Exceptional or excellent work, process to production. Research is appropriate; process demonstrates design thinking and development of a range of solutions that are plausible. (Multiple iterations and there has been a range of design explorations and solutions). Realization is excellent and supports an exceptional concept. You have come to class with new work, are highly engaged in discussions and critiques, and know the materials well. Your final submission has no errors or changes necessary (no typos, craft is excellent).</i>
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A -	93 - 90	3.67	<i>Excellent; surpassed all criteria but still some room for improvement</i>
B +	89 - 87	3.33	<i>Very good; surpassed all criteria</i>
B	86 - 84	3.00	<i>Good; surpassed all criteria</i>
B -	83 - 80	2.67	<i>Above average; surpassed all criteria</i>
C +	79 - 77	2.33	<i>Average; met criteria</i>
C	76 - 74	2.33	<i>Average; improvement needed</i>
C -	73 - 70	1.67	<i>Slightly below average; further improvement needed</i>
D +	69 - 67	1.67	<i>Below average; much improvement needed</i>
D	66 - 64	1.33	<i>Below average; poor and/or incomplete work</i>
D -	63 - 60	0.67	<i>Below average; very poor and/or incomplete work; work well below level of study</i>
E	59 or below	0.00	<i>Failing; work did not meet any criteria or you submitted no work</i>

The purpose of grading and evaluation is to pinpoint the strengths and weaknesses of your work. To this end, we can only respond to what is observable in your work and in-class performance. Expectations for grades were listed above. Meeting criteria merits a C+, if you want to earn higher you must surpass minimum criteria and expectations for work at your level of study.

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

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

ATTENDANCE POLICY

Please email me in advance if you know you are going to miss class for any reason.

Attendance will be taken exactly at 3:30 pm on M/W and 2 pm on T/Th. If you arrive at 3:31 or 2:01 you will be marked late. Requirements for class attendance, make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>. Missing more than six (6) unexcused class meetings, for any reason, will result in an automatic failing grade for the course. A doctor's note for an illness/emergency, religious holidays, and university sponsored trips will be considered excused absences and will not affect the attendance grade (proper documentation of these events are necessary). **10 points of the participation grade will be deducted for each absence after three.** If you have a specific event planned that will prevent you from attending class please speak with the instructor ahead of time to discuss missed assignments. If you do miss a class you are required to reach out to other students for material missed. Late arrivals will be marked tardy, leaving early will also be noted. **(Three tardies = 1 absence)**

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 university 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.**

CLASS NOTES

- Cell phones should be silenced before roll is taken (not just turned onto vibrate)
- 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.

DISRUPTIVE BEHAVIOR

Please be aware 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/>

SA+AH HEALTH AND SAFETY

The School of Art and Art History Safety Manual will be reviewed in class. Students and instructors are responsible for following policy and procedures for making art safely at all time. The entire document is available online

<http://saahhealthandsafety.weebly.com/handbook.html>

All students are required to sign and turn in the signature page to the instructor on the first day of class.

UF HONOR PLEDGE

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.

DISABILITIES

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. 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.

COUNSELING AND WELLNESS

Resources 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 information at <http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575;

University Police Department: 392-1111 or 9-1-1 for emergencies

week one

<i>Monday</i>	6.27	Go over syllabus in class Class Activity Group Project Introduction
<i>Tuesday</i>	6.28	Project I introduction + Concept Development
<i>Wednesday</i>	6.29	Design Process Presentation + Process Development/ Refinement Assignment 1 Due
<i>Thursday</i>	6.30	Group Project Working Day Illustrator Introduction

week two

<i>Monday</i>	7.04	no school, holiday
<i>Tuesday</i>	7.05	Group Presentation: Point, Line, & Plane Exercise Assignment 2 Due
<i>Wednesday</i>	7.06	Project I process assessment, critique Working day
<i>Thursday</i>	7.07	Group Presentation: Scale & Texture Artists Examples, Craft Presentation Final Critique before PI Presentation Review final presentation requirements Assignment 3 Due

week three

<i>Monday</i>	7.11	Project I Due / Final Presentation Portfolio Page Due Project 2 Introduction
<i>Tuesday</i>	7.12	Writing Development, Visits Assignment 4 Due
<i>Wednesday</i>	7.13	Group Presentation: Figure / Ground Process Critique Writing Activity
<i>Thursday</i>	7.14	Illustrator / Working day Writing / Statement of Intent Due

week four	<i>Monday</i>	7.18	Working day / critiques Assignment 5 Due
	<i>Tuesday</i>	7.19	Group Presentation: Balance & Hierarchy Exercise
	<i>Wednesday</i>	7.20	Artist Examples Working day Assignment 6 Due
	<i>Thursday</i>	7.21	Working day Final Critique before P2 Presentation Review final presentation requirements
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week five	<i>Monday</i>	7.25	Project 2 Due / Final Presentation Portfolio Page Due Project 3 Introduction
	<i>Tuesday</i>	7.26	Project 3 Concept Development Designer Research Inspiration Grids Presentation Assignment 7 Due
	<i>Wednesday</i>	7.27	Designer Presentations Due Color, Patter, Background Presentation Background / Text Activity
	<i>Thursday</i>	7.28	InDesign Introduction Assignment 8 Due
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week six	<i>Monday</i>	8.01	Working Day Assignment 9 Due
	<i>Tuesday</i>	8.02	Working Day Individual Critiques
	<i>Wednesday</i>	8.03	Final Critique before P3 Presentation Review final presentation requirements Assignment 10 Due
	<i>Thursday</i>	8.04	Project 3 Due / Final Presentation Portfolio Page Due

The course schedule may be adjusted by the professor for any unforeseen university events or holidays.