

# syllabus I

fall 2016

GRA2111C section 7135 : Visual Method &amp; Process

Tuesday 8:30 - 11:30am FAC 112

Thursday 8:30 - 11:30am NRNA G5141

## INSTRUCTOR

Ashley Fuchs

graduate assistant,  
UF School of Art + Art History

afuchs2009@ufl.edu

## OFFICE HOURS

Wednesday 2:00 - 3:00 PM

&amp; by appointment

FAC 310

## 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 / \*

X-Acto knife and #11 blades \*

Self-healing cutting mat, 9x12 or larger \*

Drafting tape

Adhesive spray

Black foam board for mounting

\*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.

<b>A</b>	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	Excellent; surpassed all criteria but still some room for improvement
B +	89 - 87	3.33	Very good; surpassed all criteria
B	86 - 84	3.00	Good; surpassed all criteria
B -	83 - 80	2.67	Above average; surpassed all criteria
C +	79 - 77	2.33	Average; met criteria
C	76 - 74	2.33	Average; improvement needed
C -	73 - 70	1.67	Slightly below average; further improvement needed
D +	69 - 67	1.67	Below average; much improvement needed
D	66 - 64	1.33	Below average; poor and/or incomplete work
D -	63 - 60	0.67	Below average; very poor and/or incomplete work; work well below level of study
E	59 or below	0.00	Failing; work did not meet any criteria or you submitted no work

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 8:30 am on Tuesday and Thursday. If you arrive at 8:31 you will be marked late. Late arrivals will be marked tardy, leaving early will also be noted. **(Three tardies = 1 absence)** 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). **Any absences beyond 3 will drop the student's final participation grade by one letter.** 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.

## LATEWORK

A missed class does not constitute an extension of an assignment. Missing critique makes the assignment under critique grade be reviewed for 50% of its original grade. If a student is late to critique, it will result in 1/2 a letter grade deduction from the project 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 class starts (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. More information can be found at <https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

## DISABILITIES

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, [www.dso.ufl.edu/drc/](http://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