GRA 2111 C | Visual Method & Process

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 to explore complex problems in art and design. This course will also teach fundamental principles of design and their application.

COURSE OBJECTIVES
- Development and understanding of the basic terminology of art and design.
- Development and understanding of good composition principles.
- Development and understanding of technical skills such as simple drawing, painting and cutting skills needed to render well composed 2-dimensional designs.
- Develop a working knowledge and understanding of design processes related to concept development, marketing and production.

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

RECOMMENDED TEXTS
- 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(11”X17”);
- 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 Crescent board for mounting (as needed);
- 1set of Prismacolors (consisting of at least 12 pencils);

Note: Additional supplies may be needed as semester progresses.
PROCESS BOOK*

This is a collection of your progress both in and out of class. You are encouraged to record anything interesting in your journal as you see fit. These postings can include sketches, photographs, type in interesting places, designers, thoughts, ideas, process and much more. These process books or journals will be counted towards your class participation, and ultimately your final grade. This sketchbook will help you build ideas, improve your concepts, or revisit old ideas. Your process notebook will be checked after every submission, in order to observe your process and concepts.

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 four projects for this course which will reflect the concepts covered in the previous lecture.

You are required to chronicle the process of working both in and out of class. You are encouraged to post anything interesting into your journal as you see fit. These postings can include sketches, photographs, type in interesting places, designers, thoughts, concepts, ideas, process and much more. These process books or journals will be counted towards your class participation, and ultimately your final grade. This sketchbook will help you build ideas, improve your concepts, or revisit old ideas. Your process notebook will be checked after every project submission, in order to observe your process and concepts.

ATTENDENCE

Attendance is mandatory. You are permitted 3 unexcused absences in the semester without penalty to your final grade. Any absences beyond this point will result in lowered letter grade. For example, one more absence will make the grade on participation from A to B, B to C, etc. If you have an illness or death in the family, please contact the instructor as soon as possible, or bring official proof for the absence.

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:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
<th>GPA</th>
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<tbody>
<tr>
<td>A</td>
<td>100-95</td>
<td>4.00</td>
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<tr>
<td>A-</td>
<td>94-90</td>
<td>3.67</td>
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<tr>
<td>B+</td>
<td>89-87</td>
<td>3.33</td>
</tr>
<tr>
<td>B</td>
<td>86-83</td>
<td>3.00</td>
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<tr>
<td>B-</td>
<td>82-80</td>
<td>2.67</td>
</tr>
<tr>
<td>C+</td>
<td>79-77</td>
<td>2.33</td>
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<tr>
<td>C</td>
<td>76-73</td>
<td>2.00</td>
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LATEWORK
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 or death in the family), 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.

* 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/

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

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
Appendix J: Health and Safety Area Specific Information: Graphic Design

Area Rules
All users of the studio classrooms are expected to follow studio guidelines at all times. If you have any questions, ask your instructor.
• Follow all SA+AH Health and Safety handbook guidelines.
• Alcohol is not permitted (open or closed containers)
• No eating or drinking in the lab.
• Shoes must be worn at all times.
• Protective equipment must be worn for hazardous work.
• Do not block aisles, halls or doors with stored items or when working. This is a violation of fire codes.
• Do not store anything on the floor. This impeded cleaning and creates a hazard.
• Do not park bikes in the building.
• Clean up spills immediately.
• Take items which do not fit into the trash to the dumpster, follow dumpster guidelines.
• All users must follow the SA+AH Container Policy (see below)

SA+AH CONTAINER POLICY
There are 2 types of labels used in the SA+AH-- yellow and white. Both labels are found at the red MSDS box and are supplied by the SA+AH. Each is used for a different purpose.

WHITE:
All new and or used product in containers (hazardous or what might be perceived as hazardous-i.e. watered down gesso, graphite solutions, satellite containers of solvents, powders, spray paints, fixatives, oils, solvents, etc...) must be labeled within the SA+AH to identify their contents. Labels can be found at the MSDS box in each studio and work area. All containers must be marked with your name, contents and date opened. All secondary/ satellite containers for hazardous materials must be marked with content, your name and the date opened. All unmarked containers will be disposed of with no notice.

YELLOW:
WHEN HAZARDOUS ITEMS ARE DESIGNATED AS WASTE.
All containers must have a yellow label identifying the contents that are designated as trash for weekly EHS pick up.

- Flammable solid containers (red flip top) must have a yellow hazardous waste label on the outside (top).
- 5-gallon jugs must have a yellow hazardous waste label on the outside.
- Fibrous containers must have a yellow hazardous waste label on the outside (top).
- Each item in the blue bin must have a yellow hazardous waste label.

Note: Hazardous Waste labels should include all constituents in the waste mixture as well as an approximate percentage of the total for that item and must add up to 100%.

Labels should also include the Bldg and room number of the shop generating the waste along with the Waste Manager for your area; this is located on the SWMA sign posted at the sink or at the Waste Management Area.
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
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<tr>
<td>W 01/07</td>
<td>First Class Meeting</td>
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<tr>
<td>M 01/12</td>
<td>Introduce Proj 1 + Concept Development (Brain Storming)</td>
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<tr>
<td>W 01/14</td>
<td>Exercises (*Lab)</td>
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<td>M 01/19</td>
<td>Labor Day (No Class)</td>
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<td>W 01/21</td>
<td>Group Presentation: Points, Line, Plane &amp; Texture + Exercises (*Lab)</td>
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<td>M 01/26</td>
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<td>W 01/28</td>
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<td>M 02/02</td>
<td>Process Critique</td>
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<td>W 02/04</td>
<td>Exercises (*Lab)</td>
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<tr>
<td>M 02/09</td>
<td>Working Day</td>
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<tr>
<td>W 02/11</td>
<td>Final Critique</td>
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<td>M 02/16</td>
<td>Project 1 Due / Final Presentation</td>
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<tr>
<td>W 02/18</td>
<td>Group Presentation: Figure / Ground + Introduce Proj 2</td>
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<tr>
<td>M 02/23</td>
<td>Concept Development + Exercises</td>
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<td>W 02/25</td>
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<td>M 03/02</td>
<td>Spring Break (No Class)</td>
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<td>W 03/04</td>
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<td>W 03/11</td>
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<td>M 03/16</td>
<td>Project 2 Due / Final Presentation</td>
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<td>W 03/18</td>
<td>Group Presentation: Balance/Scale/Hierarchy + Introduce Proj 3</td>
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<td>M 03/23</td>
<td>Concept Development + Designer’s Presentation (Image Board)</td>
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<td>Group Presentation: Color &amp; Pattern + Exercises</td>
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