

syllabus : visual methods & processes

Instructor : Ris Volk
graduate assistant,
UF SA+AH

m0693volk@ufl.edu

Class Meeting Times : Monday & Wednesday : 8.30am - 11.30am
FAC 310

office hours monday & wednesday 11.30am - 12.30pm
as well as by appointment

course description

This course emphasizes design thinking methodologies and visual theories in order to create an understanding of how these tools can begin to inform the design process as a whole. Students will be introduced to and employ principles of design to explore complex problems and systems. This course will expand upon relationships between: content and meaning, problem and solution, ideation and iteration.

course objectives

- By the end of this course, students should be able to:
- effectively manipulate the principles of design
 - create different types of compositions (representational, abstract, objective, non-objective, etc)
 - develop cohesive concepts using a variety of problem-solving strategies
 - speak and write critically about personal and peer works and propose alternatives
 - research an idea and develop an extended series of related images/visual information

topics

- | | |
|----------------------------------|---------------------------------|
| visual analysis & interpretation | brainstorming |
| spatial conceptualization | idea maps |
| compositional dynamics | craft skills |
| project development | convergent & divergent thinking |
| visualization of abstract ideas | group collaboration |
| research | critical thinking & writing |

recommended texts

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

Graphic Design: The New Basics by Ellen Lupton and Jennifer Nicole Phillips
A Design Manual (4th Edition) by Shirl Brainard

required materials

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|--------------------------------|-----------------------------------|
| sketchbook | self-healing cutting mat |
| metal ruler | drafting tape |
| drawing pencils (a variety) | adhesive spray |
| black sharpie markers | black foam board for mounting |
| scissors & other cutting tools | *other materials to be determined |

sketchbook

This is a collection of your progress both in and out of class. You are encouraged to record anything you find interesting in your sketchbook. These entries can include sketches, photographs, interesting places, designers, thoughts, ideas, process, typography examples, etc. This sketchbook will help you to build ideas, and revisit past ideas. Please make sure to have a separate sketchbook for this class, as they will be collected after each project as part of your grade.

grading & evaluation

Project 1 : 20%
 Project 2 : 20%
 Project 3 : 20%

Class Exercises : 20%
 Group Presentations : 10%
 Participation/Progress : 10%

Project grades will be evaluated based on concept (including process sketches/notebook), solution, participation, and craft.

Participation is evaluated based on many criteria such as attendance, completing homework assignments, contributing constructive and helpful feedback during critiques, discussing research and readings, meeting class deadlines, and acting in a professional manner.

Grades will only be rounded to the next full point. For example, an 89.4 or below is a B+ and will not be rounded to an A. An 89.5 or above will be rounded to a 90 (an A).

A	100-94	4.00	<i>Exceptional work from process to production. Research and process reflect design thinking and there is evidence of multiple iterations and explorations within your topic. Execution of concept is excellent; concept is not cliché and reflects originality. Out of class work and participation in critiques is consistent. Final submission of work has no errors or changes necessary.</i>
A-	93-90	3.67	<i>Excellent; exceeded all criteria listed above, minor improvements could be beneficial</i>
B+	89-87	3.33	<i>Very good; exceeded almost all criteria listed above</i>
B	86-84	3.00	<i>Good; exceeded most criteria listed above</i>
B-	83-80	2.67	<i>Above average; exceeded some criteria listed above</i>
C+	79-77	2.33	<i>Slightly above average; satisfactorily met criteria</i>
C	76-74	2.00	<i>Average; adequately met criteria</i>
C-	73-70	1.67	<i>Slightly below average; improvement needed</i>
D+	69-67	1.33	<i>Below average; improvement greatly needed</i>
D	66-64	1.00	<i>Significantly below average; poor and/or incomplete work</i>
D-	63-60	0.67	<i>Significantly below average; well below level of study</i>
E	≤ 59	0.00	<i>Failing; did not meet any criteria or no work completed</i>

Grading and evaluations are used to identify both student strengths and areas needing improvement. Faculty can only consider what is observable in your work and in-class performance. Meeting criteria earns a C. Higher grades are given if you surpass minimum criteria expected at your level of study.

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

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

sa+ah
 health & safety

The School of Art + 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 times. The entire document is available online at:

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

attendance Attendance will be taken exactly at 8.30am on Monday and Wednesday. If you arrive at 8.31am you will be marked late. Late arrivals will be marked tardy; leaving early will also be recorded. Requirements for class attendance, assignments, and other work can be found at <https://catalog.ufl.edu/ugrad/current/regulations/info/Attendance.aspx>. Missing 6 or more (unexcused) classes for any reason will result in automatic failure. A doctor's note for illness/emergency, religious holidays, and university sponsored trips will be considered excused absences and will not affect the attendance grade. Proper and timely (**within 1 week of the missed class**) documentation of these events are necessary.

3 tardies = one unexcused absence.

Any unexcused absences beyond 3 will result in a 0% participation grade (10% off final grade). 4th & 5th unexcused absences will result in a 0 for that class period and will be factored into your project grade.

late work & makeup Missing class does not constitute an extension of an assignment. Missing critique of an assignment results in the assignment being graded at 70% of its original grade. If a student is late to critique, that student's project grade will be reduced by half a letter grade.

***Late work will only be accepted if contact was made with instructor prior to or on the due date**

If the reason for lateness falls under excused absences (illness with doctor's note, death in family, religious holiday, university sponsored trips), there will be no penalty as long as the work is completed by the new agreed-upon date. If the reason is an unexcused one, or the agreed-upon date is missed, one letter grade will be taken off for each day it is late.

An assignment more than 3 days late will receive an E. If no contact with instructor was made, late work will not be accepted. Makeup critiques will not be given.

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 Resources Center (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 & wellness The Counseling Center provides counseling and consultation services to currently enrolled undergraduate and graduate students and their spouses/partners. The Counseling Center offers brief counseling and therapy to help students confront personal, academic, and career concerns. More information can be found at: www.counseling.ufl.edu/cwc

University Police Department: 352-392-1111 or 911 for emergencies

changes to syllabus The instructor reserves the right to make changes to the course syllabus and course schedule. In the event that changes become necessary, students will be notified beforehand.