

Credit hours: 3

Period: M 5 – 7 (11:45 pm – 2:45 pm)

Location: FAC 112

Period: W 5 – 7 (11:45 pm – 2:45 pm)

Location: FAC 306

INSTRUCTOR

Dina Benbrahim

d.fikribenbrahim@ufl.edu

OFFICE HOURS

Wednesday 3 pm – 4 pm & by
appointment

Location: 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

- Effectively manipulate the elements and principles of two-dimensional design
- Develop inventive concepts using various problem-solving strategies
- Research an idea and materialize it
- Create strong compositions and craft
- Speak and write critically about personal and peer artworks

COURSE TOPICS

Brainstorming	Moodboard
Critical thinking	Storytelling
Conceptualization	Storyboard
Benchmarking	Branding
Visual analysis	Technique & craft

RECOMMENDED TEXTBOOKS

There are no required textbooks for this course; however, I strongly encourage you to be curious, read books on Graphic Design and use Lynda.com for tutorials.

REQUIRED MATERIALS*

Blank notebook (no smaller than 5x7)	Scissors
18 inch or longer metal ruler	X-Acto knife and #11 blades
Drawing pencils (2B, 6B)	Self-healing cutting mat, 9x12 or larger
Micro pigment ink pen (0.8, 0.5, 0.1)	Double-sided tape
Black foam board for mounting	Adobe Suite

*Additional items may be needed throughout the semester

PROCESS BOOK

This is a collection of your progress both in and out of class . You are encouraged to record anything that takes part of your creative process in your notebook. These entries can include sketches, photographs, inspirations, designers, thoughts, ideas, maps, and much more. This notebook will help you build ideas, improve your concepts, or revisit past ideas. I will be checking it to help observe your process and concepts .

GRADING + EVALUATION

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

Project 1	20 %	Project 4	20 %
Project 2	20 %	Quizzes	10%
Project 3	20 %	Participation	10%

Overall, your projects' grades will be based on your ability to provide an innovative concept, a powerful narrative, a well-thought solution, a well-crafted output, a documented process, and your presentation skills. Participation means attending the class, being punctual and professional, providing constructive feedback during critiques, actively discussing readings, acting professionally, and meeting project deadlines.

A	100 – 94	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).
A -	93 – 90	Excellent; surpassed all criteria but still some room for improvement.
B +	89 – 87	Very good; surpassed all criteria
B	86 – 84	Good; surpassed all criteria
B -	83 – 80	Above average; surpassed all criteria
C +	79 – 77	Average; met criteria
C	76 – 74	Average; improvement needed
C -	73 – 70	Slightly below average; further improvement needed
D +	69 – 67	Below average; much improvement needed
D	66 – 64	Below average; poor and/or incomplete work
D -	63 – 60	Below average; very poor and/or incomplete work; work well below level of study
E	59 or below	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. Please Note: A grade of C- or below will not count toward major requirements

Please check UF grading policy for more information: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

SEMESTER SCHEDULE

WEEK 1

January 08: Review syllabus, sign H+S,
Introduction to storytelling

January 10: Project 1

WEEK 2

January 15: Holiday – MLK day

January 17: Project 1

WEEK 3

January 22: Project 1 – Critique

January 24: Project 3

WEEK 4

January 29: Project 1 – Critique

January 31: Project 1

WEEK 5

February 05: Project 1 due – Critique;
Introduction to the conceptual image

February 07: Project 2

WEEK 6

February 12: Project 2

February 14: Project 2

WEEK 7

February 19: Project 2 – Critique

February 21: Project 2

WEEK 8

February 26: Project 2 – Critique

February 28: Project 2

WEEK 9

Spring Break

WEEK 10

March 12: Project 2 due – critique;

Introduction to branding

March 14: Project 3

WEEK 11

March 19: Project 3

March 21: Project 3

WEEK 12

March 26: Project 3 – critique

March 28: Project 3

WEEK 13

April 02: Project 3 – Critique

April 04: Project 3 due – Critique;

Introduction to magazine design

WEEK 14

April 09: Project 4

April 11: Project 4

WEEK 15

April 16: Project 4 – Critique

April 18: Project 4

WEEK 16

April 23: Project 4 – Critique

April 25: Project 4 due

ATTENDANCE POLICY

Attendance is mandatory. If you are sick or have any other exceptional circumstances meriting consideration as an excused absence, please contact me as soon as possible. Late arrivals will be marked tardy; leaving early will also be noted (three tardies = 1 absence). Missing more than six (6) unexcused class meetings will result in an automatic failing grade for the course. 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>

LATE WORK

Late work will only be accepted if contact was made with the instructor prior to the due date with an explanation justifying why the work will be late. If the reason for lateness falls under the excused absence list (illness, family emergencies, religious holiday, university sponsored trips, etc.), 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.

CLASS POLICIES

Cell phones should be silenced at the beginning of class. Critique ideas and work, not people. Exit quietly if you need to visit the restroom during class – no need to ask. You can eat in class, but please clean up after yourself. Do not leave food lying around. Recycle paper, cans, and reuse other materials. Throw away trash. Do not use spray adhesive in the studios or in the building. There is a professional and safe paint spray booth in FAC-211A for this purpose. Alcohol is forbidden. Inappropriate behavior in the classroom shall result, minimally, in a request to leave class.

STUDENTS WITH DISABILITIES

Students with disabilities should first register with the Disability Resource Center at **352 392 8565** or www.dso.ufl.edu/drc by providing appropriate documentation. Once registered, students will receive an accommodation letter. Please, present this letter to me. Students with disabilities should follow this procedure as early as possible in the semester.

ACADEMIC HONESTY POLICY

The university's policies regarding academic honesty, the honor code, and student conduct related to the honor code will be strictly enforced. Full information regarding these policies is available at www.registrar.ufl.edu and www.dso.ufl.edu.

HEALTH & SAFETY

This course is following the School of Art + Art History's Health and Safety Policy. All students are required to submit to the office the SAAH Health and Safety Student Signature page. Please check the following link to do so: saahhealthandsafety.weebly.com/handbook.html. Please follow the SA+AH Satellite Waste Management Chart in the classroom and other health & safety guidelines posted for your media. In case of emergency, call campus police at **352 392 1111** or **911**.

COUNSELING & WELLNESS

Resources are available on campus for students who experience personal problem. Find out more information at www.counseling.ufl.edu. You can also call the counseling offices at **352 392 1575**.

ONLINE COURSE EVALUATION PROCESS

Student assessment of instruction is an important part of efforts to improve teaching and learning. At the end of the semester, students are expected to provide feedback on the quality of instruction in this course using a standard set of university and college criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open for students to complete during the last two or three weeks of the semester; students will be notified of the specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

SOFTWARE USE

All faculty, staff and students of the university 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.