

# GRA 2111C | VISUAL METHOD & PROCESS

## TERMS | Fall 2018

M 6:15pm–9:10pm ARCH 0120

W 6:15pm–9:10pm FAC 0112

**INSTRUCTOR** | Jingyan Yu **EMAIL** | [jyyu@ufl.edu](mailto:jyyu@ufl.edu)

**OFFICE HOURS** | Wednesday 1:00pm–2:00pm, FAC 310 & by appointment

## 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 develop an extended series of related images
- Create strong compositions and craft
- Speak and write critically about personal and peer artworks and propose alternatives

## COURSE TOPICS

Visual Analysis	Convergent and divergent thinking
Brainstorming	Craft
Symbol conceptualization	Critical thinking
Compositional dynamics	Collaboration
Project development	Idea maps
Research	

## 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 by Shirl Brainard
- 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 by Warren Berger
- Universal Principles of Design by William Lidwell, Kritina Holden & Jill Butler

We will use the UF e-Learning site, Canvas, to access other course materials. I will also provide resources—websites, articles and scanned book chapters—as PDF documents.

## SOFTWARE TUTORIALS

Lynda.com

## REQUIRED MATERIALS

Sketch book (no smaller than 5x7)	X-Acto knife and #11 blades
18 inch or longer metal ruler	Self-healing cutting mat, 9x12 or larger
Drawing pencils (a variety such as HB, 2B, 6B)	Drafting tape
Micro pigment ink pen (0.8, 0.5, 0.1)	Adhesive spray
Black sharpie markers (at least one ultra fine and one thick)	Black Crecent board for mounting (as needed)
Scissors / other cutting tools	Adobe Suite

Note: Additional items may be needed throughout the semester

## SKETCH 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. 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 4 projects for this course which will reflect the concepts covered in previous lectures. You are expected to attend all classes and participate in critique of your own and others' work. Work that isn't presented at critique will be considered late. Critiques will provide an opportunity to speak in detail about concepts and ideas, to identify mistakes and discuss possible alternative solutions, and to recognize what is working well in a project.

## GRADING & EVALUATION

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

Project 1	15%	Project 4	20%
Project 2	20%	Participation/Progress	20%
Project 3	20%	Exercise	5%

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, the contribution of constructive feedback during critiques, actively discussing assigned readings, acting professionally, being punctual, and meeting project deadlines.

A	100–95	Superior: Above and beyond criteria
A-	94–90	Excellent; surpassed all criteria but still room for improvement
B+	89–87	Very good; surpassed all criteria
B	86–83	Good; surpassed all criteria
B-	82–80	Above average; surpassed all criteria
C+	79–77	Average; met criteria
C	76–73	Average; improvement needed
C-	72–70	Slightly below average; further improvement needed
D+	69–67	Below average; much improvement needed
D	66–63	Below average; poor and/or incomplete work
D-	62–60	Below average; very poor and/or incomplete work. Work well below level of study
E	59 or below	Failing; work did not meet most to 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**

## COMMUNICATION

It is the student's responsibility to frequently check their UFL e-mail, as this is the instructor's primary method of reaching students outside of class.

## **ATTENDANCE POLICY**

Attendance will be taken exactly at 6:15pm. Late arrivals will be marked tardy, leaving early will also be noted (Three tardies = one absence). Late more than 30 minutes will be marked absence.

Only three(3) unexcused absences permitted. Any unexcused absences beyond 3 will drop the student's final participation grade by one letter. Missing more than five (5) 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). 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.

Because critiques will be conducted as if you are presenting work to a client, any student who is late to a final critique will not be permitted to show their work, and their final project grade will be reflected accordingly.

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>

**PLEASE EMAIL ME IN ADVANCE IF YOU KNOW YOU ARE GOING TO MISS OR LATE FOR CLASS FOR ANY REASON.**

## **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 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 – you don't need to ask.
- Clean up after each class.
- Always contribute constructive criticism during discussions and critiques.
- 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.

## **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/>

**HEALTH  
& SAFETY**

This course is following the School of Art + Art History's Health and Safety Policy. Please check the following link to do so:  
<http://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**.

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

**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](http://www.registrar.ufl.edu) and [www.dso.ufl.edu](http://www.dso.ufl.edu).

**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  
& 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>. You can also call the office at 352-392-1575.

**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.

THE INSTRUCTOR RESERVES THE RIGHT TO MAKE CHANGES TO THE COURSE SYLLABUS AND COURSE SCHEDULE TO HELP STUDENTS SUCCEED IN THE COURSE. THE EVENT THAT CHANGES BECOME NECESSARY, STUDENTS WILL RECEIVE AN ADEQUATE NOTIFICATION.

## COURSE SCHEDULE | GRA 2111C

W	08/22	First Class Meeting + Review Syllabus
M	08/27	Introduce Project 1 + Lab Exercise 1
W	08/29	Working Day
M	09/03	<b>Holiday</b>
W	09/05	Project 1 Critique
M	09/10	Working Day
W	09/12	Project 1 Critique
M	09/17	Working Day
W	09/19	<b>Project 1 Final Presentation</b>
M	09/24	Introduce Project 2 + Lab Exercise 2
W	09/26	Research Presentation + Working Day
M	10/01	Lab Exercise 3 + Working Day
W	10/03	Project 2 Critique
M	10/08	Working Day
W	10/10	Project 2 Critique
M	10/15	Working Day
W	10/17	<b>Project 2 Final Presentation</b>
M	10/22	Introduce Project 3 + Working Day
W	10/24	Group Presentation
M	10/29	Working Day + Lab Exercise 4
W	10/31	Project 3 Critique
M	11/05	Working Day
W	11/07	Project 3 Critique
M	11/12	<b>Holiday</b>
W	11/14	<b>Project 3 Final Presentation</b> + Introduce Project 4
M	11/19	Research Presentation + Lab Exercise 5
W	11/21	<b>Holiday</b>
M	11/26	Project 4 Critique
W	11/28	Working Day
M	12/03	Project 4 Critique + Working Day
W	12/05	<b>Project 4 Final Presentation</b> + Course Summary