

Visual Methods & Processes

SPRING 2019 SYLLABUS

GRA211c

Monday

2-4
8:30 – 11:30 AM
FAC 112

Wednesday

2-4
8:30 – 11:30 AM
TBD

Instructor:

Marjorie Shropshire

m.shropshire@ufl.edu

Office hours:

Monday 3:00-4:00 PM

or 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 their applications.

COURSE OBJECTIVES

- Effectively manipulate the elements & principles of two-dimensional design
- Develop inventive concepts using various problem-solving strategies
- Speak and write critically about personal and peer artworks, as well as propose alternatives
- Research an idea and develop an extended series of related images

TOPICS

The projects, discussions, and activities during this class will provide opportunities to engage with the following topics:

- Brainstorming • Branding • Collaboration • Conceptualization • Critical thinking • Iteration
- Research • Storytelling • Symbolology • Technique and Craft • Visual analysis

RECOMMENDED TEXTS AND ADDITIONAL RESOURCES

Books and magazines in the Art and Architecture Library:

CA Magazine – Excellent design resource and great articles on all aspects of design

Graphic Design: The New Basics – Ellen Lupton and Jennifer Cole Phillips

A Design Manual (4th edition) – Shirl Brainard

Launching the Imagination: A Comprehensive Guide to Basic Design – Mary Stewart

Glimmer: How Design Can Transform Your Life – William Lidwell, Kritina Holden and Jill Butler

Online resources:

typographica.org (type reviews, books, commentary)

aiga.org (American Institute of Graphic Arts. Excellent design resource)

printmag.com (Print Magazine online)

Adobe software tutorials: lynda.com

SKETCHBOOK

You are required to keep a sketchbook to document your progress throughout the semester. The sketchbook is used for sketches, photographs, brainstorming ideas, type, thumbnails, notes, progress steps, interesting samples of items that inspire you and other material related to this course.

- Record your progress both in and out of class, including your working process for assignments.
- Include sketches, photographs, typography, thoughts, ideas, working process.
- This sketchbook will help you build ideas, improve your concepts, or revisit past ideas.
- The Sketchbook should be used for this class only.

Sketchbooks will be reviewed and evidence of adequate sketches, notes and your design process will be factored into your overall grade.

EXPECTATIONS

You are expected to attend all classes and participate in critique of your own and others' work. Critiques 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. Work that isn't presented at critique will be considered late.

MATERIALS REQUIRED (Note: Additional supplies may be needed as the semester progresses)

- Blank sketch book (at least 5x7 inches)
- Metal ruler (18 inch or longer)
- Drawing pencils (2B, 6B)
- Micro pigment ink pens (3 different sizes)
- X-Acto knife and #11 blades

GUIDELINES FOR CRAFT

How you present your work is important. Be sure your work follows these guidelines:

- Corners of mounting boards are square and sides are cut straight
- Follow the measurements for trim size provided on the project sheet
- Trimmed edges should be clean. Use a sharp blade for trimming work
- Erase all pencil marks

- Self-healing cutting mat, 9x12 or larger
- Double sided tape
- Tracing paper pad or roll, 8.5x11
- Black board for mounting (as needed)
- Adobe Creative Cloud Suite

DEADLINES

All deadlines will be announced in class. All projects and exercises are due on the day and time given and will be considered late when critique has begun or after work has been called for.

- Late work is not accepted. Be sure to present your work on each critique session and show your progress. 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. Please contact me prior to the due date with your explanation.
- If you are absent or tardy it is your responsibility to obtain missed information from another student in the class

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.

STUDIO NOTES

- Cell phones should be silenced before roll is taken.
- Texting and the use of social media/entertainment sites during class is prohibited.
- Please eat before or after class or during the break, not during class.
- Clean up after yourself.
- Contribute constructive criticism during discussions and critiques. Critique ideas, not people.
- Be honest. Dishonesty in any form (lying, cheating, plagiarizing, etc.) will not be tolerated.
- Exit quietly if you need to use the restroom – you do not need to ask.

GRADING & EVALUATION

Students will receive a detailed project sheet for each project outlining important dates, learning outcomes and evaluation criteria. Projects are due at the beginning of each class period on the assigned due date. Failure to meet deadlines will affect your grade in this class.

The final grade will result from:

80% – Sum of 4 Projects (20% each)

Project grades will be based on:

- Innovative concepts and well-thought-out solutions
- Well-crafted output
- A documented process (in sketchbook)
- Presentation skills
- Timeliness: meet all final and intermediate deadlines

20% – Professionalism: Presentations, attendance, participation, attitude

Professionalism means:

- Bring requested supplies to class
- Complete and bring with you out-of-class assignments, sketches, books and notes
- Contribute constructive feedback during critiques and during group discussions
- Being prepared to discuss assigned readings
- Act professionally, be punctual and meet project deadlines

GRADING SCALE

Grades will be assigned in accordance with University definitions; plus or minus indicate performance relative to the letter grade definition.

| | | | |
|-----|--------------|---|----|
| A | 100 | - | 95 |
| A - | 94 | - | 90 |
| B + | 89 | - | 87 |
| B | 86 | - | 83 |
| B - | 82 | - | 80 |
| C + | 79 | - | 77 |
| C | 76 | - | 73 |
| C - | 72 | - | 70 |
| D + | 69 | - | 67 |
| D | 66 | - | 63 |
| D - | 62 | - | 60 |
| E | 59 and lower | | |

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

For more information on uf grading policies, visit: catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

ATTENDANCE

This course is a studio class where attendance is vital. You are permitted 3 unexcused absences during the semester without consequence to your final grade. FOR EACH UNEXCUSED ABSENCE OVER 3, YOUR PROFESSIONALISM GRADE WILL BE REDUCED. MORE THAN 5 ABSENCES WILL RESULT IN AUTOMATIC FAILURE OF THE CLASS. 3 tardies (more than 10 minutes late) or early departures equal one absence.

Students over 30 minutes late to class will be counted absent. Attendance will be taken at the beginning of each class. If you have extenuating circumstances, inform me via e-mail as soon as possible. A doctor's note will be required in order to excuse an absence due to illness.

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. University guidelines for excused absences: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>

ABSENCES FOR RELIGIOUS HOLIDAYS

Students will be excused from class or other scheduled academic activity to observe a religious holiday of their faith with prior notification to the instructor. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances.

12-DAY RULE

Students who participate in athletic or extracurricular activities are permitted to be absent 12 regular class days per semester without penalty. It is the student's responsibility to maintain satisfactory academic performance and attendance.

STUDENT EVALUATIONS

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://tss.it.ufl.edu/resources/tss-user-guides/uf-faculty-evaluations/>

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: <https://www.dso.ufl.edu/>

STUDENT HONOR CODE

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honorcode/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, 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.

CAMPUS RESOURCES: HEALTH AND WELLNESS

- U Matter, We Care: If you or a friend is in distress, please contact umatter@ufl.edu or 352 392- 1575 so that a team member can reach out to the student.
- Counseling and Wellness Center: 301 Peabody Hall; Phone (352) 392-1575; counseling.ufl.edu
- Sexual Assault Recovery Services (SARS) Student Health Care Center, (352) 392-1161.
- University Police Department, (352) 392-1111 (or 9-1-1 for emergencies); police.ufl.edu

CAMPUS RESOURCES: ACADEMIC RESOURCES

- E-learning technical support, (352) 392-4357 (select option 2) or e-mail to Learningsupport@ufl.edu. <https://lss.at.ufl.edu/help.shtml>.
- Career Connections Center, Reitz Union, (352) 392-1601. Career assistance and counseling. career.ufl.edu

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 time. The entire document is available online at: <https://arts.ufl.edu/academics/art-and-art-history/health-safety>. All students are required to sign and turn in the signature page to the instructor on

the first day of class. All users of the studio classrooms are expected to follow studio guidelines at all times. If you have any questions, ask your instructor.

Area Rules

- 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 impedes 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 health and safety policy

There are 2 types of labels used in the SA+AH, YELLOW & 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.
- 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.
- 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 & room # 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.

COURSE SCHEDULE:

| | | | |
|-----------|---------|---------|--|
| August | WEEK 1 | W 8/21 | Course introduction / Exercise 1 (Point, Line and Plane) / Introduce Project 1 (100 Squares) |
| | WEEK 2 | M 8/26 | Lecture 1: Gestalt / Lab Work Day |
| | | W 8/28 | Lecture 2: Bitmap x Vector Images / Exercise 2 (Pen Tool in AI) |
| September | WEEK 3 | M 9/2 | NO CLASS: HOLIDAY |
| | | W 9/4 | Lecture 3: Introduction to Design |
| | WEEK 4 | M 9/9 | Lab Work Day |
| | | W 9/11 | Project 1 Due: Final Critique |
| | WEEK 5 | M 9/16 | Introduce Project 2 (Space Age Toys) / Lab Work Day |
| | | W 9/18 | Lecture 4: Introduction to Typography |
| | WEEK 6 | M 9/23 | Lecture 5: Color Theory / Class Activity |
| | | W 9/25 | Lab Work Day |
| | WEEK 7 | M 9/30 | Lab Work Day |
| October | | W 10/2 | Exercise 3: (Scale, Depth and Motion) |
| | WEEK 8 | M 10/7 | Lab Work Day |
| | | W10/9 | Project 2 Due: Final Critique |
| | WEEK 9 | M 10/14 | Introduce Project 3 (Icon Set Design) / Class Activity |
| | | W 10/16 | Exercise 4: (Selective Emphasis) / Lab Work Day |
| | WEEK 10 | M 10/21 | MOVIE: "Abstract" Episode / Lab Work Day |
| | | W 10/23 | Lab Work Day |
| | WEEK 11 | M 10/28 | Class Activity |
| | | W 10/30 | Lab Work Day |
| November | WEEK 12 | M 11/4 | Class Activity |
| | | W 11/6 | Project 3 Due: Final Critique |
| | WEEK 13 | M 11/11 | Introduce Project 4 / Lab Work Day |
| | | W 11/13 | Exercise 5: (Framing Image and Text) |
| | WEEK 14 | M 11/18 | Class Activity |
| | | W 11/20 | Lab Work Day |
| | WEEK 15 | M11/25 | Lab Work Day |
| | | W 11/27 | NO CLASS: HOLIDAY |
| December | WEEK 16 | M 12/2 | Project 4 Due: Final Critique |
| | | W 12/4 | Last day of class / Recap |