

# GRA 2111C *visual methods + processes*

## COURSE INFORMATION

Credit hours: 3  
M: (11:45am - 2:45pm) FAC 112  
W: (11:45am - 2:45pm) ARCH 120

## INSTRUCTOR

Rachel Brintnall (McDonald)  
r.mcdonald@ufl.edu

## OFFICE HOUR

TBA  
(as well as 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 materialize it
- Create strong compositions and craft
- Speak and write critically about personal and peer artworks

## COURSE TOPICS

Brainstorming	Storyboarding
Critical thinking	Branding
Conceptualization	Storytelling
Iteration	Technique + Craft
Collaboration	Research
Visual analysis	Symbology

## REQUIRED TEXT

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

Sketchbook (no smaller than 5x7)  
Drawing pencils (a variety is preferable)  
Black sharpie markers (at least one ultra fine and one thick)  
Colored pencils (nothing fancy, Crayola will work)  
Scissors / other cutting tools  
Adhesive spray  
Black Crecent board for mounting (as needed - you'll be informed ahead of time)  
Adobe Suite (we will have access through the lab)  
Note: Additional items may be needed throughout the semester

## 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. The more entries you put to paper, the better. 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 once during each project as part of your grade.

## EVALUATION

Project 1 : 15%                      Sketchbook : 10%  
Project 2 : 15%                      Presentations : 10%  
Project 3 : 20%                      Attendance : 10%  
Project 4 : 20%

Overall, your grades will be based on your ability to provide original concepts, thoughtful narratives, examined solutions, professional craft, 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.

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>

A (100-94)	Exceptional or excellent work from process to production. Research is appropriate; process demonstrates design thinking and development of a range of solutions (not just 1–3) that are plausible. Proposal(s) are built on consistently and support an iterative process. 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 is portfolio-ready, with no errors or changes necessary (no typos, craft is excellent).
A- (93-90)	Excellent; surpassed all criteria but still 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; very 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 most to any criteria/no work submitted

## ATTENDANCE POLICY

Please email me in advance if you know you are going to miss class for any reason.

Attendance will be taken exactly at 8:30 on Monday and Wednesday. If you arrive at 8:35 you will be marked late. Late arrivals will be marked tardy, leaving early will also be noted. (Three tardies = one absence) Requirements for class attendance, make-up exams, assignments, and other work in this course are consistent with university policies:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Missing more than six (6) 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). Any unexcused absences beyond 3 will drop the student's final participation grade by one letter. 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.

## LATE WORK

A missed class does not constitute an extension of an assignment. Missing critique makes the assignment under critique grade 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 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

## 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.

## 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.

## 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 <https://counseling.ufl.edu/>. 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.**

## SEMESTER SCHEDULE

### WEEK 1

August 21: Review syllabus, introduce projects

### WEEK 2

August 26: Introductions, Introduce project 1  
August 28: Project 1 work day + exercise

### WEEK 3

September 2: HOLIDAY  
September 4: Project 1 - research presentation + critique

### WEEK 4

September 9: Project 1 - 12 thumbs due  
September 11: Project 1 - individual critiques with instructor

### WEEK 5

September 16: Project 1 work day  
September 18: **Project 1 presentation**

### WEEK 6

September 23: Intro - Project 2 + exercise  
September 25: Project 2 - present topics, sketches, color palette

### WEEK 7

September 30: Project 2 - individual critique with instructor  
October 2: Project 2 - tutorial day

### WEEK 8

October 7: Project 2 - Present research + 6 items  
October 9: Project 2 work day

### WEEK 9

October 14: **Project 2 presentation**  
October 16: Intro - Project 3 + exercise

### WEEK 10

October 21: Project 3 work day  
October 23: Project 3 work day

### WEEK 11

October 28: Project 3 - research presentation + critique  
October 30: Project 3 work day

### WEEK 12

November 4: Project 3 - individual critiques with instructor  
November 6: Project 3 work day

### WEEK 13

November 11: HOLIDAY  
November 13: **Project 3 presentation**

### WEEK 14

November 18: Intro - Project 4 + exercise  
November 20: Project 4 work day

### WEEK 15

November 25: Project 4 work day  
November 27: HOLIDAY

### WEEK 16

December 2: Project 4 work day  
December 4: **Project 4 presentation**