GRA 2111C *visual methods + processes*

COURSE INFORMATION

Credit hours: 3
T: 5–7 (11:45am–2:45pm) NRNA 2057
R: 5–7 (11:45am–2:45pm) FAC 112

INSTRUCTOR

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

OFFICE HOUR

T 10:30 am–11:30 am FAC 310
(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 (at least one ultra fine and one thick)
Colored pencils (Crayola will work)
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%
Project 2 : 15%
Project 3 : 20%
Project 4 : 20%

Exercises : 10%
Presentations : 10%
Participation : 10%

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

Grade	Description
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 nal 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

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.

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. You are permitted 3 unexcused absences during the semester without affecting your final grade. Late arrivals will be marked tardy; leaving early will also be noted (three tardies = 1 absence). If you are 30 minutes late to class, you will be counted absent. Missing more than 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

- Absolutely no headphones during class - utilize shared Spotify playlist
- Cell phones should be silenced before roll is taken
- Laptop lids open only during work sessions
- 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. 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: https://arts.ufl.edu/academics/art-andart-history/health-safety. Please follow the SA+AH Satellite Waste Management Chart in the classroom. In case of emergency, call campus police at 352–392 1111 or 911. To reach the Sexual Assault Recovery Center, please call 352-392 1161.

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.

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.

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/De-fault.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.

SEMESTER SCHEDULE

WEEK 1
Jan 7: Review syllabus, sign H+S, intros
Jan 9: Sign H + S - review student work intro P1

WEEK 2
Jan 14: work day
Jan 16: work day

WEEK 3
Jan 21: P1 research pres + crit
Jan 23: P1 12 thumbnails due

WEEK 4
Jan 28: individual crits w/instructor
Jan 30: **P1 presentation**

WEEK 5
Feb 4: P2 intro to icons
Feb 6: P2 present topics, sketches, color to instructor

WEEK 6
Feb 11: P2 work day
Feb 13: P2 individual crit with instructor and sketchbook check

WEEK 7
Feb 18: work day
Feb 20: P2 research pres + crit

WEEK 8
Feb 25: work day
Feb 27: **P2 presentation**

WEEK 9
Mar 10: P3 intro
Mar 12: work day

WEEK 10
Mar 17: work day
Mar 19: P3 research pres + crit

WEEK 11
Mar 24: individual crit with instructor and sketchbook check
Mar 26: work day

WEEK 12
Mar 31: **P3 presentation**
Apr 2: P4 intro

WEEK 13
Apr 7: work day
Apr 9: work day

WEEK 14
Apr 14: P4 research pres + crit
Apr 16: individual crit with instructor and sketchbook check

WEEK 15
Apr 21: **P4 presentation + farewell**