

MAKING + MEANING ART 4883C SPRING 2020

Location	FAD 107	Instructor	Ashley Ortiz-Diaz
Hours	TR 830 - 1130 am	E-mail	aortizdiaz@ufl.edu
Office + Hour	FAD 107 TR (time tbd) or by appointment		

Course Website Elearning and [Google Drive](#)

COURSE DESCRIPTION

This is a studio course that will explore the creation of art in combination with non-arts related research. Inquiry surrounding the making of art and how it can inform meaning and conversely how meaning can inform making will stimulate ideation and production. Engaging in an active studio practice, students will develop a deeper connection with the work they create and the underlying significance of their motives and intentions. Students will work as both individuals and collaboratively. Media use is dependent on students' area of interest, however, dialogue will surround the contextualization of media and what particular materials best inform the intentions of the artist. Comprehensive research and ideation will be documented in a sketchbook on a daily basis. Regular critiques, class discussions, lectures and field trips to area locations and artist studios will play a significant role in the class experience. Artists such as Kurt Schwitters, Joseph Beuys, Mark Dion, Renée Green, Ann Hamilton, Eva Hesse, Howardena Pindell, Ana Menedieta, Richard Serra, Robert Irwin, Kerry James Marshall, William Kentridge, Kara Walker, Felix Gonzalez-Torres, and others will be explored. The majority of class will be dedicated to developing individual projects and professional development.

COURSE OBJECTIVES:

1. To create art works that visually and theoretically connect with non-arts related research
2. To engage in and critically examine the creative process through ideation, experimentation, and research
3. To effectively communicate and articulate ideas and research through the art of making
4. To strengthen studio methodologies and successfully work both individually and collaboratively
5. To explore and describe historical and contemporary artists who engage with non-art related topics

COURSE REQUIREMENTS:

CRITIQUE

- Critiques of student work will occur both formally and informally throughout the semester. There will be two formal critique sessions: one about midway and the second in the final week. Each student will have a new artist statement at each formal session and will provide copies for all in attendance. Students should have work up and ready to be critiqued *before* 8:30am. Access to the critique room, FAD 113 will be provided.
- Each student is encouraged to invite at least one peer, artist, faculty or someone external to the formal critique sessions. If a faculty member is invited they should preferably be from an area of study within the specific media or outside of SAAH, preferably in the student's area of non-arts related study.
- Work needs to be complete (level of completion to be determined by instructor) in order to be discussed. Students who are late to critique will be expected to participate in discussion but their own work will not be displayed or receive feedback from peers. They will receive feedback from the instructor following critique (but before the end of class) or during office hours, whichever time best suits both parties.

ACTIVITIES & ASSIGNMENTS

- **IDEAbook:** Students will maintain a sketch/lab book of all research: class notes, sketches, images, ideation, lecture/exhibition attendance, creative writings, etc. This is a rigorous, daily activity to be conducted throughout the semester. Habitual documentation is expected covering at least 80 fully developed pages (40 sheet minimum, with front and back used). Minimum size of 6x8"
- **INFORMAL PRESENTATIONS:** There will be informal *sources* presentations at the beginning of the semester so that each student presents their art + ideas to the class through a 5 minute presentation in FAD 111. They will in turn acquaint themselves with the artwork and interests of their peers.
- **READING DISCUSSION:** Various readings will be assigned throughout the semester and discussed as a group in the classroom or seminar room, FAD 111. It is your responsibility to be prepared, engaged and ready to discuss and listen. Bring notes or a printout of the reading to help facilitate discussion. Every student in class will be in charge of leading some of the discussion at least once throughout the semester.
- **READING RESPONSES:** There will be short (250 words), bi-weekly writing assignments in response to readings, discussion and or activities⁵ of the class.
- **ARTIST STATEMENTS:** At least two new artist statements will be written during the semester.
- **CV:** Students will produce two professional artist CVs
- **WEBSITE:** All students are required to manage a website or blog that showcases their work, statement, CV, and activity. The website address should be part of the student's professional packet contact information. Please have this in place just after midterm or approximately October 22nd. Hosting sites to consider: squarespace.com, weebly.com, tumblr.com, otherpeoplespixels.com, etc.
- **FIELD TRIPS:** At least one field trip will be planned.
- **LECTURES:** As a student in this class, it is expected that you attend at least two scheduled on campus lectures and write a critical response to two of the artist talks from the Visiting Artist Program (400-500 words). The assignment is due on the Tuesday following the talk. In addition to analyzing the content of the talk, consider the style and formation of the presentation, noting especially how style and format affected the way you considered and engaged with their work. This will aid in creating a source presentation at the end of the semester. <http://arts.ufl.edu/academics/art-and-art-history/visiting-artists-scholars/lectures/>
- **PORTFOLIO:** There will be a professional accumulation of work and research presented in the form of a *professional portfolio* at the end of the semester. See below for details.
- **RESEARCH IGNITE PRESENTATION:** Students will present a 5 minute overview of their research in preparation for their Source Presentation (Artist Talk).

SOURCES PRESENTATION

- Throughout the semester, via readings, research, and various activities you will explore ideas and ultimately create a 10-minute presentation regarding your artwork, research concepts, inspirations, etc. This will resemble a professional artist talk.
- Much research will go into the form of this presentation. Creativity is essential in its formation. There are a lot of bad public speakers and presenters who do not engage or inspire their audience; the goal is to not be one of them. Be creative and thorough. Essentially, the presentation should fully describe and communicate the creative identity of the student.

PROFESSIONAL PORTFOLIO (in specific order below):

Due at the end of the semester, Tuesday, April 21, 2020. Please organize all items in a professional manner. If your work is not suited to this format, make it work.

Portfolio will include:

- ✓ CV (max 2 pages) –with all contact info including website link
- ✓ Artist Statement (max 1 page)
- ✓ Images: Thumbnail Image page/s of finished body of work for the semester clearly labeled with description of work.
- ✓ Work should be uploaded individually onto the class Google Drive

COURSE REFERENCES + MATERIALS

READINGS: *Course pdf-readings will be made available per assignment.

Reading List (may change at the discretion of the instructor):

- The Creative Habit, chapters 3 and 5, Twyla Tharpe
- The Object Stares Back: On The Nature of Seeing, chapter 2, James Elkins
- Creativity – Flow and the Psychology of Discovery and Intention, chapter 5, Mihaly Csikszentmihalyi

Csikszentmihalyi

- Grids, Rosalind Krauss
- On Art Activism, Boris Groys
- Winning the Game when the Rules Have Been Changed. Abigail Solomon Godeau
- What Art Is And Where It Belongs, Paul Chan

MEDIA: This is an advanced course and thus **you** are responsible for all the materials you choose to employ during class. Be prepared with as many supplies/media as necessary to get you started during the first week. Be prepared with paper, clay, paint, wood, fabric, drawing tools, wire, canvas, etc.

IDEAbook: Habitual documentation is expected covering at least 80 fully developed pages (40 sheet minimum, with front and back used). Mixed media, heavy weight paper desired. Minimum size of 6 x 8". This is a dedicated sketchbook solely for this course.

GRADING OPPORTUNITIES

Students will have a variety of grading opportunities with projects done in and outside of class. Students will be evaluated on participation in class and critiques, attitude, progress, idea development, execution of ideas, craftsmanship, and presentation.

- **60%** Projects & Assignments: (in and out of class projects, exercises, reading/writing assignments, informal source presentation, artist statements and studio production)
- **15%** Idea-Book (class notes, sketches, ideation/research, lecture/exhibition attendance, etc.)
- **15%** Participation Grade (The following will be evaluated for the participation grade: participation in class, critique, reading discussions and collaborative projects, attendance, attitude, work ethic, timeliness of assignments)
- **5%** Professional Portfolio (professional quality + organization of resume, artist statement, thumbnail image page, website and uploaded images on Canvas *Assignments*)
- **5%** Sources Presentation (10 minutes)

GRADING STANDARDS & EVALUATION

In general, evaluation for each project will be based on the following criteria (in no particular order):

- ✓ Evidence of experimentation within the parameters of the project guidelines
- ✓ Ideation + Evolution from proposal to finished work
- ✓ Inventiveness: Ability to solve problems and devise new approaches for achieving course objectives and personal goals.
- ✓ Technical Innovation + Craftsmanship
- ✓ Conceptual Rigor + Research
- ✓ Work Ethic and Dedication

Evaluation Scale:

- A (93-100) - Superlative work: careful attention to craft and presentation. Originality of idea and execution work. Goes beyond merely solving the problem – one who performs at this level is visibly outstanding, work is outstanding in every respect.
- A- or B+ (87-92) - Very fine work: almost superlative. A few minor changes could have been considered and executed to bring the piece together. Again, goes beyond merely solving the problem.
- B (83-86) - Above average: solution to the problem and idea well planned. Execution well done. An honorable grade.
- B- or C+ (77-82) - A bit above average: slipping in levels of originality, craft, and presentation. The piece does not work well as a unified whole or statement, yet effort was made
- C (73-76) - You have solved the problem, the requirements of the problem are met in a relatively routine way including your concepts. You have neglected the basic craftsmanship

skills and breadth and the depth of idea development.

- C- or D+ (67-72) - You have solved the problem but there is much room for improving your skills and further developing
- D or D- (60-66) - Inadequate work: the requirements of the problem are not addressed. The piece represents careless and/ or incomplete effort. Work is substandard.
- E (0-59) - Unacceptable work and effort
- *Please Note: A grade of C- or below will not count toward major requirements.*

GRADING POLICIES:

Please see the UF grading policy at

(<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>)

- **Late Work:** All late work will be lowered one full letter grade for each class day it is late. All work presented late for a critique will not take part in critique. Late work will only be accepted within three class days after the due date for grade consideration. *All assignments must be completed in order to pass this class.*
- **Reworking Assignments:** Students will have the opportunity to rework assignments. There must be noted improvement for an increase in grade. All assignments can be reworked and turned in one class prior to the final critique at the end of the semester.
- **Critiques:** If a student is absent or does not participate in critique they will receive 5pts off their project grade for that assignment. Exceptions are determined if the absence or reason for being unprepared with work is excused by the University or instructor.
- **Final Critiques:** Students must be present for the final critique and final presentation in order to receive credit for their final projects.

UNIVERSITY ATTENDANCE POLICY:

Requirements for class attendance and 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>

ADDITIONAL ATTENDANCE POLICIES:

Attendance is mandatory. Only 2 unexcused absences are permitted before your grade is adversely affected. The 6th unexcused absence will result in failure of the course.

- After the 2nd absence, the Participation Grade (15%) will drop accordingly: 3rd absence = 33.33% (-5pts), 4th absence = 66.66% (-10pts) and 5th absence = 100% (-15pts)
- If you miss class for any reason it is up to you to contact your peers for class or project information prior to contacting the instructor. A contact list will be created at the start of class.
- Three late arrivals over 15 minutes equals an absence (leaving early from class also counts as tardiness and thus a possible absence)
- Missing over 30 minutes at any time during the class (beyond breaks) or leaving early equals an absence
- Unprepared for class equals half an absence, two unprepared days equals an absence.

ADDITIONAL CLASS POLICIES:

- **Professional behavior** is expected. Inappropriate behavior could permit me to ask you to leave the classroom, which could result in an absence.
- All **cell phones** should be turned to SILENCE during class. ** If a cell phone /rings/ during class students can choose from two consequences, below. Student will have 1-week to comply or 5pts. will be deducted from their professional portfolio grade.
 1. Bring food to next class – serving for all members of class
 2. Write a 2-page response paper to a select reading provided by the instructor).
- **Critique:** If a student is late to critique they will not be permitted to present or receive peer feedback on their work.

SA+AH HEALTH AND SAFETY

Students will comply with all studio guidelines at all times. SA+AH Health and Safety Program rules can be found at: <http://saahhealthandsafety.weebly.com/>

ACCOMMODATION FOR STUDENTS WITH DISABILITIES:

Students requesting classroom accommodations must first register with the Dean of Students office. The Dean of Students will provide documentation to the student who will then provide this to the instructor when requesting accommodation. Find more information online at <https://www.dso.ufl.edu/drc>

ACADEMIC HONESTY POLICY:

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-honor-code/>) 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.

CAMPUS RESOURCES:

1. 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*: <http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.
- *Sexual Assault Recovery Services (SARS)*: Student Health Care Center, 392-1161.
- *University Police Department*, 392-1111 (or 9-1-1 for emergencies). <http://www.police.ufl.edu/>

2. Academic Resources

- *E-learning* technical support, 352-392-4357 (select option 2) or e-mail to [Learning- support@ufl.edu](mailto:Learning-support@ufl.edu). <https://lss.at.ufl.edu/help.shtml>.
- *Career Resource Center*, Reitz Union, 392-1601. Career assistance and counseling. <http://www.crc.ufl.edu/>
- *Library Support*, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.
- *Teaching Center*, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <http://teachingcenter.ufl.edu/>
- *Writing Studio*, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. <http://writing.ufl.edu/writing-studio/>
- *Student Complaints Campus*:
https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf, On-Line Students Complaints: <http://www.distance.ufl.edu/student-complaint-process>

ONLINE COURSE EVALUATION:

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://evaluations.ufl.edu/results/>