

Fall 2020 Syllabus

Visual Methods & Processes

Course Information

GRA211C (3 credits)

Class Number: 13988

Instructor

SHAZA JENDI

s.jendi@ufl.edu

Zoom Office hours

M 11:30–12:30 pm

Or by appointment

Class meetings on Zoom at

<https://ufl.zoom.us/j/97022984462>

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 STRUCTURE

This course will include a combination of textbook readings, research from additional sources, analysis and critique of 'found' design, in-class workshops, and studio design production. Studio assignments will involve hand work and digital typographic design and illustration using Adobe Illustrator & Photoshop (InDesign may also be utilized). 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.

COURSE OBJECTIVES

- > Effectively manipulate the elements and principles of two-dimensional design
- > Create non-objective, abstract, and representational compositions
- > Develop inventive concepts using various problem-solving strategies
- > Critique personal and peer artworks, and propose alternatives
- > Research an idea and develop an extended series of related images

COURSE 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
- > Storyboarding
- > Storytelling
- > Symbology
- > Technique + Craft
- > Visual analysis

TEXT & REFERENCES

There are no required texts, however, the following are recommended for this course:

- > Graphic Design: The New Basics (Chronicle Books)
by Ellen Lupton & Jennifer Nicole Phillips

- > Universal Principles of Design (Rockport Publishers)
by William Lidwell, Kritina Holden & Jill Butler

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 OVERALL LETTER GRADE WILL BE DECREASED BY ONE (i.e. from A to A- with 4 absences, to B+ with 5). More than 5 absences will result in automatic failure of the class. 3 tardies (more than 10 min. late) or early departures equal one absence. Students over 30 minutes late to class will be counted absent.

Attendance will be taken promptly 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:

catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

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 for 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.

COMMUNICATION

It is the student's responsibility to frequently check the Canvas course page and their UFL e-mail. Those are the instructor's primary methods of reaching students outside of class. I check my UF email every 3 hours everyday, including weekends.

SKETCHBOOK / FOLDER

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. It's advised to have a separate sketchbook for this class. It will serve as part of your process and research on presentations for each project and other activities.

REQUIRED SUPPLIES

- > Blank sketchbook (≥ 5 x 7 inches)
- > Metal ruler (≥ 18 inches)
- > Drawing pencils (2B, 6B)
- > Micro pigment ink pen (0.8, 0.5, 0.1)
- > Scissors
- > X-Acto knife and #11 blades
- > Self-healing cutting mat (≥ 9 x 12 inches)
- > Double-sided tape
- > Any camera supported device (Smart Phone/ Camera)
- > Printer

NOTE: Total course fees: \$0.00 (course fees are waived fall 2020).

REQUIRED SOFTWARE

In the design courses, we use the Adobe Creative Cloud software suite. You are required to purchase a subscription for use in your design courses. The link to UF student discount Adobe CC

<https://software.ufl.edu/adobe-offering/>

GRAPHIC DESIGN TECHNOLOGY REQUIREMENTS

In order for you to fully participate and meet course learning objectives, students taking graphic design courses are required to have appropriate hardware, software and access to the Internet. Software and Hardware is listed under Required Materials. See [this website](https://arts.ufl.edu/academics/art-and-art-history/programs/design-and-visual-communications/technology/) for more details regarding hardware, software, specifications, and some purchasing options, including discounts for UF students. Because computer access is an institutional requirement, computer costs are designated as allowable costs for students who qualify for Financial Aid. Accordingly, Student Financial Affairs has added costs for access to a computer into budgets. For more information, contact your financial adviser in the Office of Student Financial Affairs directly. Laptop that meets the requirements on this page: <https://arts.ufl.edu/academics/art-and-art-history/programs/design-and-visual-communications/technology/>

Guidelines For Presentation

Be able to answer yes to the following:

- > Are all pictures of high quality?
- > Is there any shadow in the pictures?
- > Is the lighting good?
- > Can I see the full product?
- > Can I see design details?

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 you are absent or tardy it is your responsibility to obtain missed information from another student in the class.

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. However, students must always contact the instructor prior to the due date with an explanation for the absence.

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**
(Project 1: 20% / Project 2: 20% / Project 3: 20% / Project 4: 20%)
- > **20% — PROFESSIONALISM**
(Exercises, quizzes, group presentations, attendance, participation, attitude)

* The project grade will result from: concept, form, craft, and presentation.

* Professionalism means that you bring requested supplies to class; complete and bring with you out-of-class assignments, sketches, books and notes; Provide constructive feedback during critiques and during group discussions; are prepared to discuss assigned readings; always act professionally, are punctual and meet project deadlines. Professionalism will also be evaluated individually for each project.

- > **TIMELINESS:** meet all final and intermediate deadlines. Arrive early.
- > **QUALITY / QUANTITY:** exceed the minimum, seek critique.
- > **INNOVATION:** seek difference, not similarity.
- > **COMMUNITY:** collaborate, listen and share.

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

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

For more information on uf grading policies log on to:

catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

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: www.dso.ufl.edu

HONESTY POLICY

As a result of completing the registration form at the University of Florida, every student has signed the following statement:

“I understand that the University of Florida expects its students to be honest in all of their academic endeavors and understand that my failure to comply with this commitment may result in disciplinary action up to and including expulsion from the University.”

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 the above mentioned policies is available at the following links:

Student Conduct & Honor Code:

dso.ufl.edu/sccr/process/student-conduct-honor-code

STUDENTS WITH DISABILITIES

Students requesting classroom accommodations must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then deliver this documentation to the instructor when requesting any accommodation.

Disability office: dso.ufl.edu/drc

COUNSELING SERVICES

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 here:

University Counseling Center

ADDRESS: 301 Peabody Hall PHONE: (352) 392 1575 WEB: counseling.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: saahhealthandsafety.weebly.com/handbook.html. 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

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

- > 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 & 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.

ONLINE COURSE EVALUATION PROCESS

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals

UF ZOOM POLICIES

Students will receive a detailed project sheet for each project outlining important dates, learning Our class sessions may be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

ZOOM NOTES

- > Keeping your cameras turned on during class is highly encouraged.
- > Leave your microphone muted when you're not talking.
- > Cell phones should be silenced before roll is taken.
- > Be mindful of background noise.
- > Limit distractions.
- > Prepare materials in advance.
- > Critique ideas, not people.
- > Always contribute with constructive criticism during discussions and critiques.
- > Be honest. Dishonesty in any form (lying, cheating, plagiarizing, etc.) will not be tolerated.

TENTATIVE COURSE SCHEDULE

<i>September</i>	WEEK 1	9/1	Intro (Syllabus) / E1 Observing Point, Line and Plane
		9/3	L1 Gestalt / P1 Introduction
	WEEK 2	9/8	L2 Bitmap x Vector Images / E2 Pen Tool on Illustrator
		9/10	L3 Intro to Design
	WEEK 3	9/15	Lab work day
		9/17	L4 Intro to Typography
	WEEK 4	9/22	Lab work day
		9/24	P2 Introduction / Class activity
	WEEK 5	9/29	E3 Water Gun Tutorial
		<i>October</i>	10/1
	WEEK 6	10/6	Lab work day
		10/8	L5 Color Theory
	WEEK 7	10/13	E4 Scale, Depth & Motion / Lab work day
		10/15	Class activity
	WEEK 8	10/20	P3 Introduction / Lab work day
		10/22	P2 Due: Final Critique
	WEEK 9	10/27	E5 Selective Emphasis / Lab work day
		10/29	MOVIE Netflix's Abstract Episode
<i>November</i>	WEEK 10	11/3	Lab work day
		11/5	Class activity
	WEEK 11	11/10	P4 Introduction / Lab work day
		11/12	P3 Due: Final Critique
	WEEK 12	11/17	E6 Framing Image and Text / Lab work day
		11/19	Class activity
	WEEK 13	11/24	Lab work day
		11/26	HOLIDAY
<i>December</i>	WEEK 14	12/1	Lab work day
		12/3	Class activity
	WEEK 15	12/8	LAST CLASS / P4 Due: Final Critique