Course Information

GRA 2111C *(3 credits)*

Class # 13761

Location
80-99% online

Periods
5-7

Meets
M/W 11:45 am–2:45 pm

Instructor

Gilberto Corona
gilberto.corona@ufl.edu

Appointments & Emails

I'll be holding virtual office hours every Monday and Wednesday from 11am-1pm. To schedule a meeting during this time or different hours reach out to me. I routinely check my mailboxes and notifications. I will try to respond as soon as possible, if you would like to schedule a meeting feel free to ask I'll be happy to provide any related information.

Spring 2021 Syllabus
Visual Methods & Processes

Welcome to Visual Methods & Processes

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 Cole Phillips

› **Universal Principles of Design (Rockport Publishers)**
by William Lidwell, Kristina Holden & Jill Butler

Required Materials

› 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. See this website 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.

› Adobe Creative Cloud Suite (UF Student Discount available).

Recommended Supplies

› Blank sketchbook (≥ 5 x 7 inches)	› Scissors
› Metal ruler (≥ 18 inches)	› X-Acto knife and #11 blades
› Drawing pencils (2B, 6B)	› Self-healing cutting mat (≥ 9 x 12 inches)
› Micro pigment ink pen (0.8, 0.5, 0.1)	› Double-sided tape

NOTE: Additional supplies may be needed as the semester progresses

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 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/

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/*

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: 15% | Project 2: 20% | Project 3: 20% | Project 4: 25%)

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

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

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.

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

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?

Guidelines for craft

Be able to answer yes to the following if you are working with physical material. Similar rules apply for digital craft, i.e, neatness, organization, pixel perfection is stressed unless otherwise noted:

› Are all corners cut square and sides cut straight?
› Are the measurements correct?
› Are the edges clean, no nicks cuts or dings?
› Have pencil marks been erased?
› Would I feel comfortable presenting this work to a professional in the field?

Attendance

All absences after the first three will reduce your final course grade by 5%. Accumulation of two late arrivals or early departures (5 minute before or after each class) equals one absence. This policy applies unless you provide official documentation of a university-sanctioned reason for all absences beyond three and turn in the process work associated with the class(es) you missed. Military service, varsity sports travel, and illness are common excused absences, documented by a written note from a commanding officer, coach, or doctor. It's your responsibility to keep track of your attendance record in Canvas. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university 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 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.

Accommodations

Students requesting accommodations for disabilities should contact me right away to discuss specific needs so we can make sure this class works well for you. You'll need to register with the Disability Resource Center (352-392-8565, *www.dso.ufl.edu/drc/*) by providing appropriate documentation. Once registered, you'll receive an accommodation letter to present when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester. I want to be pro-active in helping you make this course a great learning experience for yourself.

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*

Online 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 2-3 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/*.

COVID related guidelines

If you are experiencing COVID-19 symptoms (Click here for guidance from the CDC on symptoms of coronavirus), please use the UF Health screening system and follow the instructions on whether you are able to attend class. Click here for UF Health guidance on what to do if you have been exposed to or are experiencing Covid-19 symptoms.

Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work. Find more information in the university attendance policies.

Health and wellness campus resources

› U Matter, We Care: If you or someone you know is in distress, please contact umatter@ ufl.edu, 352-392-1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress.
› Counseling and Wellness Center: Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services.
› Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the Student Health Care Center website.
› University Police Department: Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies).
› UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the UF Health Emergency Room and Trauma Center website

UF Zoom Policies

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 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. For resolving technical related issues (e.g. visit the helpdesk website or call 352-392-4357).

Zoom Notes

› 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 the blinking red record light is on]. If you're unwilling to consent to

have your profile or video image recorded, be sure to keep your camera off and don't use a profile image [of yourself].

› Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you aren't willing to consent to have your voice recorded during class, you'll need to keep your mute button activated and communicate exclusively using the "chat" feature [during recordings], which allows students to type questions and comments live. The chat won't be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

Studio Notes

› Cell phones should be silenced before the roll is taken.
› Please eat before or after class or during the break—not during class. If you need to eat, turn off your camera.
› Clean up after yourself.
› Critique ideas, not people.
› Always contribute to constructive criticism during discussions and critiques.
› 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.
› Be present. The use of cell phones or other personal and group distraction sources (including social networking and entertainment sites, such as Facebook, YouTube, etc.) is completely prohibited during class time. Do not text in class. Anyone found texting during a critique will be asked to leave.

Course Calendar, *Subject to Revision*

January	**Week 1**	1/11	Intro (Syllabus) / **E1** Observing Point, Line and Plane
		1/13	**L1** Gestalt / **P1** Introduction
	Week 2	1/18	HOLIDAY
		1/20	**L2** Bitmap x Vector Images / **E2** Pen Tool on Illustrator
	Week 3	1/25	**L3** Intro to Design
		1/27	**L4** Intro to Typography
February	**Week 4**	2/1	Work day
		2/2	**P2** Introduction / Class activity
	Week 5	2/8	**E3** Water Gun Tutorial
		2/10	**P1** Due: Final Critique
	Week 6	2/15	Work day
		2/17	**L5** Color Theory
	Week 7	2/22	**E4** Scale, Depth & Motion / Work day
		2/24	Class activity
March	**Week 8**	3/1	**P3** Introduction /Work day
		3/3	**P2** Due: Final Critique
	Week 9	3/8	MOVIE Netflix's Abstract Episode
		3/10	**E5** Selective Emphasis / Work day
	Week 10	3/15	Work day
		3/17	Class activity
	Week 11	3/22	**P4** Introduction / Work day
		3/24	Work day

	Week 12	3/29	P3 Due: Final Critique
		3/31	**E6** Framing Image and Text /Work day
April	**Week 13**	4/5	Class activity
		4/7	Work day
	Week 14	4/12	Work day
		4/14	Class activity
	Week 15	4/19	LAST CLASS / **P4** Due: Final Critique
		4/21	READING DAY