

# Visual Methods & Processes

## GRA2111c

Sections 28471; 28473

Monday

Wednesday

6:15 – 9:10 PM

Online

Instructor:

**Marjorie Shropshire**

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Virtual office hours:

Tuesday 11:45-12:45

or by appointment

## COURSE DESCRIPTION

This course introduces students to 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 their applications.

## 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
- Symbolology
- Technique and craft
- Visual analysis

## TEXTS & 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, Kristina Holden & Jill Butler

## 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.

## 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. 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 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. For more details regarding hardware, software, specifications, and some purchasing options, including discounts for UF students, visit: <https://arts.ufl.edu/academics/art-and-art-history/programs/design-and-visual-communications/technology/>
- 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). Visit: <https://software.ufl.edu/adobe-offering/>
- Accounts on Microsoft Teams and GSuite
- A laptop that meets the requirements on the SA+AH tech requirements page: <https://arts.ufl.edu/academics/art-and-art-history/programs/design-and-visual-communications/technology/>

## RECOMMENDED 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
- *Note: Additional supplies may be needed as the semester progresses*

## 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 roll is taken.
- Please eat before or after class or during the break—not during class.
- 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.
- Exit quietly if you need to use the restroom—you do not need to ask.
- 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.

## 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?

## 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: 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

The grading scale for this course is consistent with the current UF policy <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/> for assigning grade points, written below as Letter grade / GPA points / Percent.

*Please note, the Graphic Design BFA major requires a C or higher and the Graphic Design Certificate requires a grade of B or higher in this course.*

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

## ATTENDANCE

The university recognizes the right of the individual professor to make attendance mandatory. After due warning, professors can prohibit further attendance and subsequently assign a failing grade for excessive absences. <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>

All absences after the first two cost a half-letter grade each from the final grade in the course. Two late arrivals (5 minutes after class begins) or early departures (before class is dismissed) equal one absence. This policy applies unless you provide official documentation of a university-sanctioned reason for all absences beyond 2 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. More than 6 absences of any kind – missing more than 3 weeks of class – equals automatic course failure unless we make documented accommo-

dations in advance. 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. <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-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.

### **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](http://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 link:

**Student Conduct & Honor Code:** [dso.ufl.edu/sccr/process/student-conduct-honor-code](http://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](http://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

Online: [counseling.ufl.edu](http://counseling.ufl.edu)

### **ONLINE COURSE EVALUATIONS**

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Click here <https://gatorevals.aa.ufl.edu/students/> for guidance on how to give feedback in a professional and respectful manner. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via [ufl.bluera.com/ufl/](http://ufl.bluera.com/ufl/). Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

### **COVID RELATED GUIDELINES**

If you are experiencing COVID-19 symptoms (<https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html>), 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: <https://coronavirus.uflhealth.org/screen-test-protect-2/frequently-asked-questions/covid-19-exposure-and-symptoms-who-do-i-call-if/>. 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](mailto: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. <https://umatter.ufl.edu/>
- **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. <https://counseling.ufl.edu/>
- **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. <https://shcc.ufl.edu/>
- **University Police Department:** Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies). <https://police.ufl.edu/>
- **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. <https://uflhealth.org/emergency-room-trauma-center>

### SCHOOL OF ART + ART HISTORY: 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](http://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.

**TENTATIVE COURSE SCHEDULE:**

JANUARY	<b>WEEK 1</b>	M 1/11	Welcome / Introduction / <b>E1</b> –Observing Point, Line and Plane
		W 1/13	<b>L1</b> –Gestalt / <b>P1</b> –Introduction
	<b>WEEK 2</b>	M 1/18	HOLIDAY
		W 1/20	<b>L2</b> –Bitmap x Vector Images / <b>E2</b> –Pen Tool on Illustrator
	<b>WEEK 3</b>	M 1/25	<b>L3</b> –Intro to Design
		W 1/27	<b>L4</b> –Intro to Typography
	FEBRUARY	<b>WEEK 4</b>	M 2/1
W 2/3			<b>P2</b> –Introduction
<b>WEEK 5</b>		M 2/8	<b>E3</b> –Water Gun Tutorial
		W 2/10	<b>P1</b> –Due: Final Critique
	<b>WEEK 6</b>	M 2/15	Work day
		W 2/17	<b>L5</b> –Color Theory
	<b>WEEK 7</b>	M 2/22	<b>E4</b> –Scale, Depth & Motion / Work day
		W 2/24	Reflection and Production
MARCH	<b>WEEK 8</b>	M 3/1	<b>P3</b> –Introduction /Work day
		W 3/3	<b>P2</b> –Due: Final Critique
	<b>WEEK 9</b>	M 3/8	MOVIE Netflix’s <i>Abstract</i> Episode
		W 3/10	Reflection and Production
	<b>WEEK 10</b>	M 3/15	<b>E5</b> –Selective Emphasis / Work day
		W 3/17	Work day
	<b>WEEK 11</b>	M 3/22	<b>P4</b> –Introduction / Work day
		W 3/24	Work day
	<b>WEEK 12</b>	M 3/29	<b>P3</b> –Due: Final Critique
		W 3/31	<b>E6</b> –Framing Image and Text /Work day
	APRIL	<b>WEEK 13</b>	M 4/5
W 4/7			Work day
<b>WEEK 14</b>		M 4/12	Work day
		W 4/14	Work day
	<b>WEEK 15</b>	M 4/19	Work day
		W 4/21	LAST CLASS / <b>P4</b> –Due: Final Critique