

# Visual Methods & Processes

## Course Information

GRA2111C (3 credits)  
Class #17661, 2  
T, R. 3PM - 6PM  
FAC 102

## Instructor

Madison Roberts  
madisonroberts@ufl.edu

## Office Hours

<https://calendly.com/madisonroberts-ufl>  
*Fridays 10am- 11am via zoom*  
Make office hours appointments on zoom  
or in person.

## 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 AND ABSENCES

Attendance is required for this class. You can miss two class days without penalty. Two late arrivals (after class begins) or early departures (before class is dismissed or ends) equal one absence. All unexcused absences after the first two cost -5 points each from the final grade in the course. More than 6 absences of any kind – missing more than 3 weeks of class – equals automatic course failure unless we make documented accommodations in advance.

*TO RECEIVE AN "EXCUSED" ABSENCE*, you must do one of the following:

- » **Notify me before class begins** that you will not be able to attend class; we can make arrangements as/if needed for you to participate remotely.
- » **Notify me after class begins and provide official documentation** of a university-sanctioned reason to receive an excused absence. Military service, varsity sports travel, and illness are common excused absences when documented by a written note from a commanding officer, coach, or doctor.
- » **Regardless of the type of absence, you are still required to complete assignments**, so it is vital that you contact me as soon as possible to discuss your options. It is your responsibility to keep track of your attendance record in Canvas. Requirements for class attendance, make-up exams, assignments, and other work in this course are consistent with university policies. Along with more information on how UF assigns grade points, you'll find these by visiting:  
*catalog.ufl.edu/graduate/regulations/*

## 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.

## 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

- » Access to Adobe Creative Cloud & Office Suite
- » Access to a computer suitable for graphic design or digital prototyping and production with appropriate RAM and HD capacity
- » Access to digital camera
- » Blank sketchbook (≥ 5 x 7 inches)

**NOTE:** Additional supplies may be needed as semester progresses.

## STUDIO NOTES

- » *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.
- » *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.

## 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](http://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx)

## GATOREVALS - ONLINE COURSE EVALUATION

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at [gatorevals.aa.ufl.edu/students/](http://gatorevals.aa.ufl.edu/students/). 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 [gatorevals.aa.ufl.edu/public-results/](http://gatorevals.aa.ufl.edu/public-results/).

## **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: [dso.ufl.edu](http://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](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

301 Peabody Hall | (352) 392 1575  
[counseling.ufl.edu](http://counseling.ufl.edu)

## **IN-CLASS RECORDING**

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

## 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 next page).

## 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

**L:** Lecture

**P:** Project

**E:** Exercise

<b>August</b>	WEEK 01	08/22	Intro (Syllabus) / <b>E1</b> Observing Point, Line and Plane
	WEEK 02	08/27	<b>L1</b> Intro to design / <b>P1</b> Introduction / <b>L2</b> Icon Design
		08/29	<b>L3</b> Bitmap x Vector Images / <b>E2</b> Pen Tool on Illustrator
<b>September</b>	WEEK 03	09/03	<b>P1</b> Mood board + List of objects
		09/05	<b>E3</b> Living Room Tutorial
	WEEK 04	09/10	<b>P1</b> Discussion of First Sketches
		09/12	<b>L4</b> Color Theory
	WEEK 05	09/17	Work day
		09/19	<b>P1</b> Final Critique
<b>October</b>	WEEK 06	09/24	<b>P2</b> Introduction
		09/26	<b>L5</b> Gestalt / <b>E4</b> Design
	WEEK 07	10/01	Work day
		10/03	<b>P2</b> Intermediate Delivery
	WEEK 08	10/08	<b>L6</b> Intro to Typography
		10/10	Work day
<b>November</b>	WEEK 09	10/15	<b>P2</b> Final Critique
		10/17	<b>P3</b> Introduction
	WEEK 10	10/22	<b>E5</b> Scale, Depth, and Motion
		10/24	<b>P3</b> Research Presentation
	WEEK 11	10/29	<b>E6</b> Framing Image and Text
		10/31	<b>P3</b> Sketches Critique
<b>December</b>	WEEK 12	11/05	Work day
		11/07	<b>P3</b> Final Critique
		11/12	<b>P3</b> Final Critique
	WEEK 13	11/14	<b>P4</b> Introduction / <b>E7</b> Selective Emphasis
		11/19	<b>P4</b> Logo Critique
	WEEK 14	11/21	Work day
	11/26	Happy Thanksgiving! No Class.	
	11/28		
<b>December</b>	WEEK 15	12/03	<b>P4</b> Intermediate Critique