

Syllabus

Fall 2025

GRA2111c Visual Methods

MW 8-10 / 310 FAC

Class Section 12367

University of Florida

School of Art & Art History

GTA Tanya Glakhova

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 principals 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 + 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

OFFICE HOURS & COMMUNICATION

Email Contact: glakhova.t@ufl.edu

Office Hours: After class or via Zoom

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. If you are having problems with any aspect of this course, you can talk with the instructor privately or on Zoom. You can talk with the SAAH Advisor's Office or, if needed, with the Director of the SAAH.

TENTATIVE WEEKLY SCHEDULE

Please refer to the Canvas course to see the updated day-to-day detailed schedule. You can also ask the instructor to print out the updated weekly schedule for you if you cannot access the Canvas site. This class meets Monday and Wednesday for Fall 2025. Holidays include Labor Day and Thanksgiving Week.

ATTENDANCE POLICY

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 unexcused 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 the instructor before class begins that you will not be able to attend class; we can make arrangements, if needed, for you to participate remotely.
- › You must 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.

Requirements for class attendance, excused absences, make-up exams, assignments, and other work in this course are consistent with university policies, found at: catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/

Regardless of the type of absence, you are still required to complete assignments, so it is vital that you contact the instructor as soon as possible to discuss your options. It is your responsibility to keep track of your attendance record in Canvas.

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.

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.

COURSE SPECIFIC 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 evaluation of: 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.

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: 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. For more information on UF grading policies: catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/

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. This semester, FALL 2025, the sketchbook will be provided to you using Lab Fees, check with the instructor.

REQUIRED MATERIALS & TOOLS

- › Access to a computer suitable for graphic design or digital prototyping and production
- › Access to Adobe Creative Cloud & Office Suite
- › Access to basic phone/digital camera
- › Blank sketchbook and Pen. Supplied via SAAH Lab Fees this semester
- › Equipment and materials for printing and production are provided via SAAH Lab Fees

NOTE: Additional supplies may be needed as semester progresses.

DESIGN STUDIO BEST PRACTICES

- › 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, TikTok, etc.) is completely prohibited during class time. Do not text in class. Anyone found texting during a critique will be asked to leave.
- › 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

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 smoking or vaping the building.
- › No eating or drinking in the studio.
- › 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 fire code violation.
- › 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.
- › Use the recycle bin.

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: arts.ufl.edu/site/assets/files/37319/saah_health_and_safety_handbook_2024-25.pdf

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.

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/resources/

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.

LINKS TO OFFICIAL UF POLICIES

Absences, Religious Holidays, Illness, 12-Day Rule.

catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/

Students with Disabilities Office

disability.ufl.edu/get-started/

General Grading System for Calculating GPA

catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/

Gator Course Evaluation System

gatorevals.ua.ufl.edu/students/

Student Honor Code

policy.ufl.edu/regulation/4-040/

Disruptive Student Policy

<https://policy.ufl.edu/regulation/1-008/>

And finally the required syllabus contents, In-Class Recording policy, a variety of academic assistance links, and campus health & wellness resources

syllabus.ufl.edu/syllabus-policy/uf-syllabus-policy-links/