

GRA 2111C | VISUAL METHOD & PROCESS**CREDITS** 3

TIME	T/TH 11:45 AM - 2:45 PM	INSTRUCTOR	ASHLEY FUCHS / afuchs2009@ufl.edu
LOCATION	T / FAC 112 TH / ARCH 120	OFFICE HOURS	W 1:45 PM - 2:45 PM



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 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
- Speak and write critically about personal and peer artworks and propose alternatives
- Research an idea and develop an extended series of related images

COURSE TOPICS	Visual Analysis Symbol Conceptualization Figure-ground Spatial Concepts Compositional Dynamics Research Brainstorming	Project Development Craft Convergent and Divergent Thinking Collaboration Brainstorming Idea Maps
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RECOMMENDED TEXTS There are no required texts, however, the following are recommended for successful completion of this course:

Graphic Design: The New Basics by Ellen Lupton and Jennifer Cole Phillips
 A Design Manual (4th edition) by Shirl Brainard
 Launching the Imagination: A Comprehensive Guide to Basic Design by Mary Stewart
 Glimmer: How design can transform your life.

REQUIRED MATERIALS	Sketch book(11"X17") 18 inch or longer metal ruler Drawing pencils (a variety such as HB, 2B, 6B) Black sharpie markers (at least one ultra fine and one thick) Scissors / other cutting tools Prisma grayscale markers Prisma blender marker X-Acto knife and #11 blades	Self-healing cutting mat, 9x12 or larger Drafting tape Tracing paper pad, 8.5x11 Adhesive spray Black Crecent board for mounting (as needed) 1 set of Prismacolors (consisting of at least 12 pencils) *Additional items may be needed throughout the semester
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PROCESS BOOK

This is a collection of your progress both in and out of class. You are encouraged to record anything interesting in your journal as you see fit. These postings can include sketches, photographs, type in interesting places, designers, thoughts, ideas, process and much more. These process books/ journals will be counted towards your class participation, and ultimately your final grade. This sketchbook will help you build ideas, improve your concepts, or revisit past ideas. Your process notebook will be checked after every submission, in order to observe your process and concepts.

STRUCTURE & ASSIGNMENTS

The majority of class time will be spent working activities including lectures, exercises, brainstorming, presentations, critiques and time to work on projects. There will be several class exercises and 3 projects for this course which will reflect the concepts covered in previous lectures.

GRADING & EVALUATION

Your final grade will be based on an overall evaluation of the following:

Project 1	20 %
Project 2	20 %
Project 3	20 %
Participation/Progress	25 %
Class Exercise	15 %

The project grade will result from: concept/idea(including process notebook), solution, participation, and craft.

Participation means attending the class, bring requested supplies to class, completing out-of-class assignments, contribution of constructive feedback during critiques, actively discussing assigned readings, acting professionally, being punctual and meeting project deadlines.

Weighted semester average will be rounded to one decimal place, and be used to determine course grade based on the following scale:

100-94	A	89-87	B+	79-77	C+	69-67	D+
93-90	A-	86-84	B	76-74	C	66-64	D
		83-80	B-	73-70	C-	63-60	D-
59 and below							E

*** Please Note: A grade of C- or below will not count toward major requirements**

UF grading policy: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

ATTENDANCE POLICY

Requirements for class attendance, make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>. Missing more than six (6) unexcused class meetings, for any reason, will result in an automatic failing grade for the course. A doctor's note, religious holidays, and university sponsored trips will be considered excused absences and will not affect the attendance grade (proper documentation of these events are necessary). 33% of the participation grade will be deducted for each absence after three. If you have a specific event planned that will prevent you from attending class please speak with the instructor ahead of time to discuss missed assignments. If you do miss a class you are required to reach out to the instructor or other students for material missed. Late arrivals will be marked tardy, leaving early will also be noted (Three tardies = 1 absence)

LATEWORK A missed class does not constitute an extension of an assignment. Missing critique makes the assignment which was under critique grade be reviewed for 50% of its original grade.

Late work will only be accepted if contact was made with the instructor prior to the due date with an explanation for why the work will be late.

If the reason for lateness falls under the excused absence list (illness, death in the family, doctor's note, religious holiday, and university sponsored trips), there will be no penalty as long as work is completed by the new agreed upon date. If the reason is an unexcused one, work will be lowered one letter grade.

An assignment more than 3 days late will receive an E.

Any assignment not completed by the end of the semester will result in course failure.

* Late work will not be accepted if there was no prior contact with the instructor.

STUDIO NOTES Cell phones should be silenced before roll is taken (not just turned onto vibrate)
Clean up after each class.

Always contribute constructive criticism during discussions and critiques.

Exit quietly if you need to visit the restroom during class; you don't need to ask.

Critique ideas, not people.

DISRUPTIVE BEHAVIOR Please be aware 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 <http://www.dso.ufl.edu/>

SA+AH HEALTH & SAFETY The School of Art and 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

<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.

UF HONOR PLEDGE 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.

DISABILITIES Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

COUNSELING & WELLNESS Resource 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 information at <http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575;

University Police Department: 392-1111 or 9-1-1 for emergencies