

# GRA 2111c / VISUAL METHODS & PROCESSES

FAC 112 / TUESDAY + THURSDAY / PERIODS 8 - 10

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OFFICE HOURS: FAC 313D / M + W / PERIOD 7

## /WELCOME TO VISUAL METHODS & PROCESSES

This course is structured to explore the language and practice of graphic design at a rudimentary level. By the end of this course students should be able to use graphic design elements as effective visual communications tools. Students will learn basic design skills such as figure/ground, layout, composition and continuity and apply these strategies to design exercises both in and out of class. Students will also be required to research design concepts and ideas as well as materials and techniques leading to a more complete understanding of graphic design. By finding solutions to assigned design problems and participations in critiques, students will develop conceptual and practical design skills. Students will also complete in-class projects to learn time-management skills and brainstorming techniques.

## /TEXTS

There are no required texts, however I will provide handouts to read. There will also be reading materials at the Fine Arts library from time to time.

## /COURSE STRUCTURE

The instructional method of this course will include four design projects, lectures, quizzes, a research paper, group discussions and presentations. Participation in all aspects is imperative to your success in this course and will be an integral part of your final grade.

## /TIMELINES

All deadlines and due-dates will be announced in class and posted in handouts. It is your responsibility to be aware of these dates and any changes to the schedule. Not knowing is not a valid excuse. If you have any questions please ask.

## /GRADING AND EVALUATION

The purpose of grading is to clearly and accurately pinpoint the strengths and weaknesses of your progress as a designer. In this course you will earn your grade through hard work. You will receive grades on all assignments and will be given a progress report at midterm to prevent any surprises. The mid-term progress report will evaluate progress, note strengths and areas for improvement. Your overall grade will be based on your understanding of the information and ideas discussed, formal and conceptual progress and professionalism during the course.

## /GRADE PERCENTAGES

60% > sum of the projects

10% > sum of all in-class projects

10% > sum of quizzes

10% > research paper

10% > professionalism (participation, motivation, attendance, deadlines)

## /GRADE SCALE

A (100% - 90%) superior work, all criteria have been surpassed in a distinguished manner

B+ (89% - 85%) very good work, all criteria have been surpassed

B (84% - 80%) above average work

C (79% - 70%) adequate, average work

D (69% - 60%) barely meeting criteria

E (59% - 0%) failure to meet criteria

## /PROCESS

You are required to keep a Process Book (sketchbook or visual journal) to document your progress throughout the semester and for each project. The process book is used for practice exercises, brainstorming (in and out of class), taking notes and keeping any other material having to do with the course. You are strongly encouraged to collect interesting images, shapes and

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photocopied materials and glue them in the book.

Please bring this to each and every class, as I will ask frequently to see what you have been working on. Feel free to comment on the class, respond to thoughts, ideas, questions, homework, critiques, discussions, readings or any other pertinent topics.

## /LARGE INDIVIDUAL PROJECTS

In addition to specific criteria defined by individual project goals, all projects will be graded on their success in the following areas:

01. Concept / Idea: this is the ability to discover and define design problems and issues in a clear and consistent language.
02. Solution: this pertains to the quality of Visual and Conceptual Solution. Factors such as composition, inventiveness, originality, layout and craft will be considered in grading.
03. Class Work: you are required to keep all information related to this class in your sketchbook and should photocopy the pages to create a presentation for the process of each project. Quantity (yes, sometimes over quality) and innovation are important factors the more you do, the better your design will be.
04. Craft: I will not accept work that does not meet the required presentation. Maimed work will never be received (please don't insult your colleagues with torn, soiled or stained work).

Also important in considering project grades:

Completeness and Timeliness. Please do not turn in a project after the specific deadline, as no late projects will be accepted. Failure to meet deadlines will result in a zero. Only in the case of extreme situations that are called to my attention in advance can something be arranged. These excuses must be accompanied with proof. Always plan ahead.

## /IN-CLASS PROJECTS

These are small yet thought provoking projects, which will be turned in at the end of the class session. They are not announced so if you are absent the day one is given you will receive a zero for the project. In-Class projects cannot be made up.

## /QUIZZES

There will be quizzes based on discussion, reading and lecture material. They will not be announced so if you are absent the day one is given you will receive a zero for that quiz. They cannot be made up.

## /MATERIALS

You will need the following:

01. Hardbound sketchbook
02. 3-Ring Binder
03. Matte board (for mounting projects)
04. Black ink pens
05. Pencils (a mechanical pencil is best)
06. Straight edge
07. X-Acto knife
08. Storage discs - Zip or USB "Key" Disc

## /ATTENDANCE POLICY

Good attendance and punctuality are expected for this class and will strongly affect your grade. Roll will be taken at every class. You will be considered late if you arrive at class after roll has been taken. Every three times you are tardy will equal one unexcused absence. No unexcused absences will be allowed. The third absence will lower your final semester grade by one letter grade. The fourth unexcused absence will lower your grade by two letter grades and so on. A total of seven absences, excused or unexcused, will result in you receiving a failing grade for the course. There are no excused absences for anything but a verifiable death in the immediate family or with a doctor's note on his/her stationery with a telephone number. The doctor's note must be presented at the next class.

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## GENERAL UNIVERSITY POLICIES AND SERVICES

### /UF STUDENT GUIDE

This resource covers most policies and procedures important to students - <http://www.dso.ufl.edu/stg/>

### /ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation. Disability Office: <http://www.dso.ufl.edu/OSD/>

### /CONTACTS FOR UNIVERSITY COUNSELING SERVICES

Includes personal, academic, crisis and career services.

Dial 392-1575. <http://www.counsel.ufl.edu/>

### /CONTACTS FOR STUDENT HEALTHCARE CENTER

Dial 911 for medical emergencies. Dial 392-1161 for urgent after-hours medical questions. Dial 392-1171 for after-hours mental health assistance. <http://www.health.ufl.edu/shcc/>

### /SAFETY AND SECURITY

University Police Department - <http://police.ufl.edu/>

Dial 911 for emergencies. Dial 392-1111 otherwise.

### /READING DAYS

The two days prior to the start of examinations in the fall and spring semesters are designated reading days. No classes or exams are held on these days. Instead, students are encouraged to use these days for study and review.

### /TWELVE-DAY RULE

Students who participate in official athletic or scholastic extracurricular activities are permitted twelve (12) scholastic day absences per semester without penalty. In any case, it is the student's responsibility to maintain satisfactory academic performance and attendance.

### /CRITICAL DATES ON THE UNIVERSITY CALENDAR

<http://www.reg.ufl.edu/dates-critical.html>

### /ABSENCES FOR RELIGIOUS HOLIDAYS

Students, upon prior notification of their instructions, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. A student who believes that he/she has been unreasonably denied an education benefit due to religious beliefs or practices may seek redress through the student grievance procedure.

### /HONESTY POLICY

An academic honesty offense is defined as the act of lying, cheating, or stealing academic information so that one gains academic advantage. As a University of Florida student, one is expected to neither commit nor assist another in committing an academic honesty violation. Additionally, it is the student's duty to report observed academic honesty violations. These can include: cheating, plagiarism, bribery, misrepresentation, conspiracy, or fabrication.

<http://www.dso.ufl.edu/judicial/academichonestystudent.html>

### /COMPUTER USE AND ACCEPTABLE USE POLICY

All faculty, staff, and students of the University of Florida are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate.

<http://www.circa.ufl.edu/computers/>

<http://www.cio.ufl.edu/aupolicy.htm>

### /DISRUPTIVE BEHAVIOR

Faculty, students, Administrative and Professional staff members, and other employees [hereinafter referred to as "member(s)" of the University], 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 by University authorities for misconduct, as set forth in the applicable rules of the Board of Regents and the University and state law governing such actions. A detailed list of disruptive conduct may be found at <http://www.aa.ufl.edu/aa/Rules/1008.htm>. Be advised that you can and will be dismissed from class if you engage in disruptive behavior.

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NOTES: