

Course Information

GRA 2111C (3 credits)

Class # 13761

Location

80-99% online

Periods

5-7

Meets

M/W 11:45 am–2:45 pm

Instructor

Gilberto Corona

gilberto.corona@ufl.edu

Appointments & Emails

Office Location: FAC-310 or [Zoom](#)

Hours: M/W 10:30 am - 11:30 am

To schedule a meeting during this time or different hours reach out to me. I routinely check my mailboxes and notifications. I will try to respond as soon as possible, if you would like to schedule a meeting feel free to ask I'll be happy to provide any related information.

Welcome to Visual Methods & Processes

Visual Methods and Process is a comprehensive introduction to foundational design concepts and communication theory. This course encourages students to think critically and act creatively about design in the world around them as they develop a skillful level of craftsmanship in the conception, development, and making of all studio based work.

This course explores the role of representation and visualization strategies in [understanding] how messages are encoded by designers and decoded by the audience. The course content focuses on meaning and representation in to further clarify the visual communications process. You will learn about the relationship of communication theories — including visual rhetoric, semiotics, and gestalt principles — and explore the practical application to graphic design. Introduction to analysis and form-making in graphic design through investigations of design artifacts as components of larger and physical, social, cultural, and technological systems.

Semester work focuses key design concepts, such as process, methods, technique, technology and the production of visual and physical design artifacts. Through a series of studio exercises that focus on form-making in relation to images, color, hierarchy and grid structures, students will explore a variety of design application and build skills in communicating visual meaning. Theories of communication, making meaning, semiotics, rhetoric and visual methods will be examined through lectures, readings, and discussions.

Course Structure

- › Three projects composed of sequential phases and multiple learning objectives
- › Lectures, assigned readings, collaborative assignments, individual & group critiques
- › Studio production, done independently through the online platform, (main emphasis of course)
- › Assignments, deadlines and resources are listed on the online platform

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 | › Research |
| › Branding | › Storyboarding |
| › Collaboration | › Storytelling |
| › Conceptualization | › Symbolology |
| › Critical thinking | › Technique + Craft |
| › Iteration | › 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 Cole Phillips
- › **Universal Principles of Design (Rockport Publishers)**
by William Lidwell, Kristina Holden & Jill Butler

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. [See this website](#) for more details regarding hardware, software, specifications, and some purchasing options, including discounts for UF students.
- › 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 \(UF Student Discount available\)](#).
- › Accounts on Microsoft Teams and GSuite
- › [A laptop that meets the requirements on the SA+AH tech requirements page](#).

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

Graphic Design Technology Requirements

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. Software and Hardware is listed under Required Materials. [See this website](#) for more details regarding hardware, software, specifications, and some purchasing options, including discounts for UF students. 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. Laptop that meets the requirements on this page:

<https://arts.ufl.edu/academics/art-and-art-history/programs/design-and-visual-communications/technology/>

Required Software

In the design courses, we use the Adobe Creative Cloud software suite. You are required to purchase a subscription for use in your design courses. The link to UF student discount Adobe CC: <https://software.ufl.edu/adobe-offering/>

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.

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			

Just like in the professional world, Due Dates are firm and meeting them is critical. To earn full credit, assignments must be turned in when class begins on their due date. Late work loses 10% from the project grade for each 24 hour day it's late, including work that's turned in after class begins on the due date. Emergency situations should be documented in writing with an official excuse*

For more information on uf grading policies log on to: catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

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

Guidelines For Presentation

Be able to answer yes to the following:

- › Are all pictures of high quality?
- › Is there any shadow in the pictures?
- › Is the lighting good?
- › Can I see the full product?
- › Can I see design details?

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?

Attendance

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.
- 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: [university 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.

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. I check my UF email every 3 hours everyday, including weekends.

Accommodations

Students requesting accommodations for disabilities should contact me right away to discuss specific needs so we can make sure this class works well for you. You'll need to register with the [Disability Resource Center](#) (352-392-8565) by providing appropriate documentation. Once registered, you'll receive an accommodation letter to present when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester. I want to be pro-active in helping you make this course a great learning experience for yourself.

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

Honesty Policy

As a result of completing the registration form at the University of Florida, every student has signed the following statement:

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code”. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Conduct Code specifies a number of behaviors that are in violation of this code and the possible sanctions. Click here to read the Conduct Code. If you have any questions or concerns, please consult with the instructor in this class.

Student Conduct & Honor Code: dso.ufl.edu/sccr/process/student-conduct-honor-code

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. [FAQ](#)

COVID Related Guidelines

If you are experiencing COVID-19 symptoms ([Click here for guidance from the CDC on symptoms of coronavirus](#)), 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](#).

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](#).

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 you are unwilling to consent to have your profile or video image

recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited. For resolving technical related issues (e.g. visit the helpdesk website or call 352-392-4357).

Mask are not required but due to the surge in COVID-19 cases because of the delta variant, ***all people in UF facilities are expected to wear masks.*** As Gators, we are characterized by our resilience and determination to press forward in the face of challenges. We hope you will join us as we care for one another, practice healthy behaviors, and embrace the spirit of learning and discovery that makes UF a leading public university in the country. Visit coronavirus.ufl.edu for more information.

Health and Wellness Campus Resources

U Matter, We Care: If you or someone you know is in distress, please contact 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.

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.

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](#).

University Police Department: [Visit UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).

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; [Visit the UF Health Emergency Room and Trauma Center website](#).

Academic Resources

E-learning technical support: Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

Library Support: Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352-392-6420. General study skills and tutoring.

Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints On-Campus: [Visit the Student Honor Code and Student Conduct Code](#) webpage for more information.

On-Line Students Complaints: View the [Distance Learning Student Complaint Process](#).

Online Evaluations

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at evaluations.ufl.edu. Evaluations are typically open during the last 2-3 weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at evaluations.ufl.edu/results/.

Studio Notes

- › Cell phones should be silenced before the roll is taken.
- › Please eat before or after class or during the break—not during class. If you need to eat, turn off your camera.
- › Clean up after yourself.
- › Critique ideas, not people.
- › Always contribute to 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.
- › 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.

Course Calendar, *Subject to Revision*

January	Week 1	1/5	Intro (Syllabus) / E1 Observing Point, Line and Plane
	Week 2	1/10	L1 Gestalt / P1 Introduction
		1/12	L2 Bitmap x Vector Images / E2 Pen Tool on Illustrator
	Week 3	1/17	Holiday
		1/19	L3 Intro to Design
	Week 4	1/24	L4 Intro to Typography
		1/26	P2 Introduction / Class activity
	Week 5	1/31	E3 Water Gun Tutorial
		2/2	P1 Due: Final Critique
	Week 6	2/7	Work day
February		2/9	L5 Color Theory
	Week 7	2/14	E4 Scale, Depth & Motion / Work day
		2/16	Class activity
	Week 8	2/21	P3 Introduction / Work day
		2/23	P2 Due: Final Critique
	Week 9	2/28	MOVIE Netflix's Abstract Episode
March		3/2	E5 Selective Emphasis / Work day
	Week 10	3/14	Work day
		3/16	Class activity
	Week 11	3/21	P4 Introduction / Work day
		3/23	Work day
	Week 12	3/28	P3 Due: Final Critique
April		3/30	E6 Framing Image and Text / Work day
	Week 13	4/4	Class activity
		4/6	Work day
	Week 14	4/11	Work day
		4/13	Class activity
	Week 15	4/18	LAST CLASS / P4 Due: Final Critique
		4/20	READING DAY