SYLLABUS   GRA 3193c Visualization & Creativity   Brian Slawson

Spring 2026   Section C118 / 27000 / TR 5-7   University of Florida

Section C112 / 27001 / TR 8-10   School of Art & Art History

Course Description

This is a studio-based visual communication and design course. It consists of three main creative projects and a small set of in-class exercises. **Project One** allows you to choose from a set of predetermined design prompts. **Project Two** uses generative methods to develop an individualized design prompt. **Project Three** is a solo/duo project where you can potentially collaborate with another student and propose your own creative project within a set of constraints. Each major project has three small-group days where intermediate in-progress feedback is provided. At the end of each project you'll present a documentation PDF that includes: concept development and research, sketches and ideation, final visual design outcome, and feedback collected from instructor, peers, and one outsider. The emphasis is on using design thinking methods to increase innovation and creativity in your design process.

Course Goals / Objectives

- Use professional design-based software to produce creative projects.

- Create communication design projects considering their concept, form, and craft.

- Develop a deliberate design process through critical feedback, documentation, and presentation.

- Use design thinking techniques to produce more creative and innovative design solutions.

Contact Information

Brian Slawson, Office, Fine Arts Building C, First Floor. Preferred method of course communications is through the Canvas e-learning site. You can also use email — slawson@ufl.edu — or talk via Zoom.

Office Hours. Expected to be Wednesday afternoons. It is also easy to talk with me before/after our studio time.

Weekly Schedule. A detailed authoritative day-to-day schedule is available on Canvas along with all course materials and project upload areas.

Week One	Welcome, Course Overview, Creativity Exercise
Week Two to Five	Project One
Week Six to Nine	Project Two
Week Ten	Spring Break
Week Eleven to Fifteen	Technical Exercise & Project Three
Exam Week	No Final Exams

Grading Methods. This course has three major creative projects (70%, averaged together) and a small set of in-class graded exercises (30%, averaged together). Each assignment page in Canvas has specific instructions and a rubric on how content and participation is graded. Typically, this is assessed

through completing the PDF document (concept, sketches, final design, feedback), a verbal presentation, and posting the work in the SAAH hallway. Late submissions can, at most, be awarded 50% of the full points. The final course grade is converted to letter grades using the standard UF Scale (May 2009). Courses in your major require a "C" or better.

Attendance. Active attendance is assumed necessary. Attending means you will receive feedback on your project progress from the instructor and your peers through both the small-group format and individualized desk critiques. At the end of each project, you'll document your visual progress and feedback sessions in your PDF presentation.

If you are absent due to illness, please send a message via Canvas. Excused absences (such as illness, jury duty, religious holidays) follow university rules — https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/

Textbooks. There are no required textbooks for this design course. Any reading material supporting the studio projects is linked on the assignment pages.

Materials, Supplies. Access to a computer and Adobe Creative Suite is required for all design program courses. Your lab fees cover basic printing and production for studio projects.

General Academic Policies. You can find UF Academic Policies on topics such as disability accommodation, honesty policy, wellness and campus support services at — https://syllabus.ufl.edu/syllabus-policy/uf-syllabus-policy-links/

Tech Support. Method for resolving technical issues (e.g. visit the helpdesk website or call 352-392-4357) but also consult with our Teaching Lab Specialist (Mike Christopher, mchristo@ufl.edu) issues with the printers, equipment, or digital connectivity within our studio.