

GRA 3198C Image Form Meaning *Spring 2025*

Meets M/W

C112 11.45–2.45 in FAC 112

C118 3.00–6.00 in FAC 11

David Clulow

dclulow@ufl.edu

www.djc.earth

Office Hours

Fridays 10-11 online or in-person (FAC 317)

<https://ufl.zoom.us/j/97565414180>

Course Details

Catalogue Description

Emphasizes development of concepts, metaphors, narratives and visual translations. Projects in line art, screen process, photography, and color.

Course Description

This is a studio-based design course that introduces the principles and practices of communicating through images and illustration. We will engage in visual research, discussion, critique, creative exercises, and presentation. This course is composed of three individual projects and a series of group presentations.

Learning Outcomes

By the end of this class students will be able to:

- Interpret the semiotic relationship between images, objects, and their intended meanings.
- Evaluate design methodologies within personal practice and diverse global contexts.
- Produce complex visual outcomes using experimental and research-driven design methods.

Texts & materials

Readings: Links to all required readings and viewings will be posted to Canvas.

Software: Adobe Creative Suite or equivalent.

Storage and backup: Accidents happen. Please backup your work to cloud or physical storage on a regular basis to be sure your work isn't lost.

Point distribution

Project 1: 20%, Project 2: 30%, Project 3: 40%, Group Presentations: 10%

Grading

The grading scale for this course is consistent with the current UF policy for assigning grade points which can be viewed at <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>.

Project grades will reflect final deadlines for projects but also for meeting each deadline along the way. Life happens, if there are circumstances which will prevent you from submitting final work on time please contact me to discuss plans for an altered timeline.

Course Policies

UF Policies

For the most up to date University Policies, please visit this link:

<https://go.ufl.edu/syllabuspolices>

Use of AI

AI is a powerful tool within the contemporary design landscape. Using it in this class is not prohibited, nor is it required. To maintain transparency and authorship, I ask that you add a disclosure when generative AI is used in any part of your process.

If generative AI is used at any stage of your project you must include a brief "Process Note". This note should identify the tool used and describe the specific role it played in your creative journey.

For more guidance on how to use AI in your studies, visit:

<https://ai.ufl.edu/for-our-students/guidance-for-students/>

Tentative Schedule

Week	Date	Activity
Week 1	01.12	Intro to P1
	01.14	Working on P1 / Reading discussion
Week 2	01.19	No Class, Holiday
	01.21	Finish P1
Week 3	01.26	Intro to P2
	01.28	Group Presentation 1
Week 4	02.02	Working on P2
	02.04	Group Presentation 2
Week 5	02.09	Working on P2
	02.11	Group Presentation 3
Week 6	02.16	Working on P2
	02.18	Group Presentation 4
Week 7	02.23	Working on P2

	02.25	Group Presentation 5
Week 8	03.02	Intro to P3
	03.04	Working on P3
Week 9	03.09	Working on P3
	03.11	Working on P3
Week 10	03.16 – 03.20	Spring Break
Week 11	03.23	Working on P3
	03.25	Part 1 Due
Week 12	03.30	Part 2 Begins
	04.01	Working on P3
Week 13	04.06	Working on P3
	04.08	Working on P3
Week 14	04.13	Working on P3
	04.15	Working on P3
Week 15	04.20	Working on P3
	04.22	Final Class