course description

Visual Methods is fundamental design course that helps students to have a fuller understanding of the visual elements and principles of design. The visual elements consist of: point, line and plane; shape and mass; texture; light; color; space; and time. The principles of design include: unity and variety; rhythm and balance; hierarchy; proportion and scale; movement, rules and randomness. The course will be focused on design process and methodologies in order to explore way of articulating thoughts.

objectives

- Development and understanding of the basic terminology of art and design
- Development and understanding of good composition principles
- Development and understanding of technical skills such as simple drawing, painting and cutting skills needed to render well composed 2-dimensional designs
- Develop a working knowledge and understanding of design processes related to concept development, marketing and production

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 four projects for this course which will reflect the concepts covered in the previous lecture.

You are required to chronicle the process of working both in and out of class. You are encouraged to post anything interesting into your journal as you see fit. These postings can include sketches, photographs, type in interesting places, designers, thoughts, concepts, ideas, process and much more. These process books or 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 old ideas. Your process notebook will be checked after every project submission, in order to observe your process and concepts.

text + references

Graphic Design: The New Basics by Ellen Lupton and Jennifer Cole Phillips
Launching the Imagination: A Comprehensive Guide to Basic Design by Mary Stewart
Glimmer: How design can transform your life, and maybe even the world by Warren Berger

attendance + latework

You are permitted three unexcused absences during the semester without consequence to your final grade. Absences in addition to this will impact your final grade, with each dropping you a full grade [from an A to a B, for example]. Five or more absences will result in an "E" for the course. If you have extreme circumstances, an illness, or a death in your family, inform me as early as possible so we can work with you to determine how best to move forward. My objective is to provide a positive, effective educational experience and to see you be successful and achieve your potential. LATE WORK IS NOT ACCEPTED. Be sure to present your work on each critique session and show your progress.
grading + evaluation

The purpose of grading is to determine your strengths and weaknesses and to evaluate your overall performance in every project. Your final grade will be based on an overall evaluation of the following:

- Project #1 (15%)
- Project #2 (15%)
- Project #3 (20%)
- Project #4 (20%)
- Participation & Process (25%)
- Class exercises (5%)

The project grade will result from: concept/idea (including process notebook), solution, participation, and craft. Participation means: bring requested supplies to class, complete and bring with you out-of-class assignments, contribute constructive feedback during critiques, be prepared to discuss assigned readings, act professionally, be punctual and meet project deadlines.

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

A 100-95 4.00 Superior; above and beyond criteria
A- 94-90 3.67 Excellent; Scope for further improvement
B+ 89-87 3.33 Very good; surpassed all criteria
B 86-83 3.00 Above Average
B- 82-80 2.67 Good; surpassed all criteria
C+ 79-77 2.33 Average; met criteria
C 76-73 2.00 Average but further improvement needed
C- 72-70 1.67 Slightly below average
D+ 69-67 1.33 Below average
D 66-63 1.00 Below average; incomplete work
D- 62-60 0.67 Below average; incomplete and very poor
E 59 or below 0.00 Failing

UF grading policy: https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx
UF attendance policy: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx
Please Note: A grade of C- or below does not count toward major requirements

required supplies

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]
Erasers
Scissors / other cutting tools
Start collecting magazines, inspiring photos, imagery right away
Black ink drawing pens [micron]
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 Crescent board for mounting [as needed]
1 set of Prismacolors [consisting of at least 12 pencils]

Note: Additional supplies may be needed as semester progresses

studio notes

Cell phones should be silenced before roll is taken.
Laptop lids open only during work sessions.
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.
disability statement

Students who have disability should register with the OSD (Office for Students with Disabilities) at the University of Florida and provide the certified information to the instructor to seek additional accommodations and assistance. All course materials in alternative format are available upon requesting. OSD could be accessed at http://www.dso.ufl.edu/drc/

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 — http://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: "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.

counseling service

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 about counseling services at: http://www.counsel.ufl.edu/

health and safety

This course will adhere to the School of Art and Art History’s Health and Safety Policy which will be reviewed in class. All students are required to sign and submit to the office the SAAH Health and Safety Student Signature page. The handbook and the signature page are located at http://saahhealthandsafety.weebly.com/handbook.html.
Appendix J: Health and Safety Area Specific Information: Graphic Design

4. Area Rules
All users of the studio classrooms are expected to follow studio guidelines at all times. If you have any questions, ask your instructor.
- Follow all SA+AH Health and Safety handbook guidelines.
- Alcohol is not permitted (open or closed containers)
- No eating or drinking in the lab.
- Shoes must be worn at all times.
- Protective equipment must be worn for hazardous work.
- Do not block aisles, halls or doors with stored items or when working. This is a violation of fire codes.
- Do not store anything on the floor. This impeded cleaning and creates a hazard.
- Do not park bikes in the building.
- Clean up spills immediately.
- Take items which do not fit into the trash to the dumpster, follow dumpster guidelines.
- All users must follow the SA+AH Container Policy (see below)

SA+AH CONTAINER POLICY
There are 2 types of labels used in the SA+AH— yellow and white. Both labels are found at the red MSDS box and are supplied by the SA+AH. Each is used for a different purpose.

White:
All new and or used product in containers (hazardous or what might be perceived as hazardous—i.e. watered down gesso, graphite solutions, satellite containers of solvents, powders, spray paints, fixatives, oils, solvents, etc...) must be labeled within the SA+AH to identify their contents. Labels can be found at the MSDS box in each studio and work area. All containers must be marked with your name, contents and date opened. All secondary/satellite containers for hazardous materials must be marked with content, your name and the date opened. All unmarked containers will be disposed of with no notice.

Yellow:
WHEN HAZARDOUS ITEMS ARE DESIGNATED AS WASTE.
All containers must have a yellow label identifying the contents that are designated as trash for weekly EHS pick up.
- Flammable solid containers (red flip top) must have a yellow hazardous waste label on the outside (top).
- 5-gallon jugs must have a yellow hazardous waste label on the outside.
- Fibrous containers must have a yellow hazardous waste label on the outside (top).
- Each item in the blue bin must have a yellow hazardous waste label.
Note: Hazardous Waste labels should include all constituents in the waste mixture as well as an approximate percentage of the total for that item and must add up to 100%. Labels should also include the Bldg and room number of the shop generating the waste along with the Waste Manager for your area; this is located on the SWMA sign posted at the sink or at the Waste Management Area.