IMAGE / FORM / MEANING

GRA 3198c  |  Spring, 2014
03 Credit Hours
FAC RM. 316
T/R 8:30 – 11:30 AM

Jarred Elrod, Instructor
University of Florida
jaelrod@ufl.edu
Office: FAC 313 A
Office Hours: Wednesday, 9 a.m. – 12 p.m.
(or by appointment)

“To Imagine—to dream—about things that have not happened—is among mankind’s deepest needs.”
—MILAN KUNDERA

COURSE DESCRIPTION:
Image / Form / Meaning (IFM) will explore what it means for the individual to stretch and improve upon ideas through the process of making. Rather than focusing on an end product that is deadline reliant, students will be encouraged to engage in a more open ended process of making. A process in which primary value is placed in idea generation and cultivation/change of form over time. Individuals will be encouraged create work rooted in personal interests and push their technical/intellectual boundaries by extending their ideas across multiple media platforms. Patience, self-motivation, flexibility (an open mind) and the will to explore multiple methods of making are crucial for a complete experience in this course.

COURSE STRUCTURE:
Students will be largely be expected to manage and direct themselves. As such, in-class group discussions will largely be centered around each individual’s making and goal setting processes. In addition, case study presentations will be given with focus on the successful application of ideas across multiple media platforms. The instructor will provide handouts and post on-line via the class website when specific scheduling and progress conferences are necessary. Collaboration and continuous class-wide dialog is welcomed and encouraged. Use of software and materials will largely depend upon where each individual wants to take his or her ideas. The instructor welcomes students to learn new software and methods of making if need be. However, class time will not be dedicated to extensive software tutorials.

LEARNING OBJECTIVES:
1) To develop a deeper appreciation of the design process as it relates to giving ideas form and extending them over time
2) To develop self direction and time management skills
3) To explore the application of ideas across multiple media platforms—with a goal to create cohesive design systems
4) To cultivate a supportive and collaborative studio environment

TEXTS / REFERENCES:
• “The Universal Traveler” Don Koberg & Jim Bagnall, Crisp Learning
• Class Website: http://www.jetpilotdesignablog.com
• RECOMMENDED—“The Art of Looking Sideways” Alan Fletcher, Phaidon Press

ATTENDANCE
This is a studio course; hence attendance is vital. You are permitted 3 absences during the semester without consequence to your final grade. More than 3 absences will result in the loss of one letter grade per absence. 7 absences will result in automatic failure of the class. Students are expected to arrive on time and remain until class is dismissed. 3 tardies (more than 10 min. late) or early departures equal one absence. Students over 30 minutes late to class will be counted absent for that class day. Attendance will be taken promptly at the beginning of each class. If you have extenuating circumstances, inform me via e-mail as soon as possible. A doctor’s note will be required in order to excuse an absence due to illness. Because critiques will be conducted as if you are presenting work to a client, any student who is late to a final critique will not be permitted to show their work, and his/her final project grade will be reflected accordingly.
CONTACT
It is the student's responsibility to frequently check their UFL e-mail, as this is the instructor's primary method of reaching students outside of class.

DEADLINES
All deadlines will be announced in class and students will be given a project brief for each project outlining critical dates in detail. 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 projects will be marked down one full letter grade for each late day, for up to 3 days. Projects will not be accepted beyond this 3 day period. If you are absent or tardy it is your responsibility to obtain missed information from another student in the class.

COMPUTER LAB USE & TECHNOLOGY
Time in class will be split between RM. 112, FAC and a Mac Lab on campus (Location TBD). Refer to project briefs for class meeting locations and dates. Students with laptops and appropriate software may use their own equipment only during designated times as indicated by the instructor.

PROCESS BOOK & PROJECT FOLDERS
You are required to keep a process book to document your progress throughout the semester. At the conclusion of each project, I will ask you to submit a project folder in addition to your finished project—evidence of adequate notes and design process in process folders will be factored into overall project grades. You may include original pages or copies of pages from your process books in folders, along with project briefs, in-class handouts, quizzes, etc...

12-DAY RULE
Students who participate in athletic or extracurricular activities are permitted to be absent 12 regular class days per semester without penalty. It is the student’s responsibility to maintain satisfactory academic performance and attendance.

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 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.

MATERIALS
Black ink pens & sharpie markers / pencils / metal ruler with cork backing / x-acto knife with no. 11 blades / tracing paper / masking tape / access to a digital camera. Black foam board & ATG Tape (for mounting, no toxic substances, please!) Note: presentation specs will be specified for each project.

STUDIO NOTES
• Please eat before or after class or during the break—not during class.
• Clean up after yourself.
• Critique ideas, not people. Be courteous and respectful during critiques and discussions.
• 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.

The use of cell phones, pagers or other personal and group distraction sources (including social networking and entertainment sites, such as Facebook, YouTube, etc.) are completely prohibited during class time. Do not text in class. Anyone found texting during a critique will be asked to leave.
GRADING & EVALUATION

The purpose of grading is to clearly and accurately pinpoint the strengths and weaknesses of your progress in this course. You will earn your grade through hard work, attention to detail, and discipline. Due to the flexible nature of this course, students will not be graded on a strict project by project basis—rather, students will meet with the instructor for a mid-term grading conference and an exit conference. In addition, the instructor will be available at any point during the semester to give individuals grade related feedback.

Final grade breakdown:
- 80% — Sum of project based work
- 20% — Professionalism (participation, motivation, attendance, ability to meet deadlines)

GRADING SCALE

Grades will be assigned in accordance with University definitions; plus or minus indicate performance relative to the letter grade definition. For more information on UF grading policies log on to:
https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

A 100-95 | A- 94-90
B+ 89-87 | B 86-83 | B- 82-80
C+ 79-76 | C 75-73 | C- 72-70
D 69-65 | D- 64-60
F 59 and lower

Please note: A grade of C- or below will not count toward major requirements.

GUIDELINES FOR CRAFT

Be able to answer yes to the following:
Are all corners cut square and sides cut straight? Are the measurements correct? Are the edges clean, no nicks cuts or dings? Have stray marks been removed? Would I feel comfortable presenting this work to a professional working in the field?

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. For more, visit 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.” The university’s policies regarding academic honesty, the honor code, and student conduct related to the honor code will be strictly enforced. Full information regarding the above mentioned policies is available at the following links:

Academic Honesty: http://www.registrar.ufl.edu/catalog/policies/students.html#honesty
Honor Code: http://www.dso.ufl.edu/sccr/honorcodes/honorcode.php
Student Conduct: http://www.dso.ufl.edu/sccr/honorcodes/conductcode.php
STUDENTS WITH DISABILITIES
Students requesting classroom accommodations 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/drc/

COUNSELING SERVICES
Resources 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 here:

UF COUNSELING & WELLNESS CENTER
3190 Radio Rd. | Gainesville, FL 32611
352-392-1575 | www.counsel.ufl.edu

HEALTH & SAFETY
The School of Art + Art History Safety Manual will be reviewed in class. Students and instructors are responsible for following policy and procedures for making art safely at all time. The entire document is available online at http://saahhealthandsafety.weebly.com/handbook.html. All students are required to sign and turn in the signature page to the instructor on the first day of class. All users of the studio classrooms are expected to follow studio guidelines at all times. If you have any questions, ask your instructor.

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 items or when working. This is a violation of fire codes.
• Do not store any thing on the floor. This impedes cleaning & 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 & 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.

- 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.
- 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. & room # 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.
CRITICAL DATES | SPRING 2014—IMAGE / FORM / MEANING

For important dates, visit: https://catalog.ufl.edu/ugrad/current/Pages/adspring1314.aspx

JANUARY:

Week 01:
01.07) Syllabus + Health & Safety
01.09) Video + Response

Week 02:
01.14) Launch Time + Space Exploration
01.16)

Week 03:
01.21)
01.23)

Week 04:
01.28) Studio Visit, 160 Over 90
01.30)

FEBRUARY:

Week 05:
02.04) 02.06)

Week 06:
02.11)
02.13)

Week 07:
02.18) Conclude Time + Space Exploration
02.20) Launch self-initiated projects

Week 08:
02.25) Mid-term conferences
02.27)

MARCH:

Week 09:
03.04) NO CLASS—Spring Break
03.06) NO CLASS—Spring Break

Week 10:
03.11) 03.13)

Week 11:
03.18) 03.20)

Week 12:
03.25) 03.27)

APRIL:

Week 13:
04.01) 04.03)

Week 14:
04.08) 04.10)

Week 15:
04.15) Exit Conferences
04.17) Exit Conferences

Week 16:
04.22) Work Exhibition in Studio
04.24) NO CLASS—Reading Day

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FINAL EXAMS: April 26–May 02

GRADERS POSTED: MAY 07

*SCHEDULE SUBJECT TO CHANGE
COURSE CONTRACT

I, ____________________________, have read the syllabus, understand what is written, intend to abide by these policies, and will earn the appropriate grade according to my work, efforts and attendance for the spring semester 2014.

signature __________________________ date ________________

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