

Syllabus

CREDITS: 3

MEETING TIMES: Tuesday/Thursday 3:00 – 4:55pm via Zoom

INSTRUCTORS: **Jason Meneely**, Associate Professor

jmeneely@ufl.edu

Office Hours: M W 11:30-12:30 (or by appointment)

Chunyao Liu, Graduate Teaching Assistant

chunyaoliu@ufl.edu

Office Hours: TBD (or by appointment)

MATERIALS & TEXTS

Required:

- “Design Drawing”, Francis D. K. Ching ISBN: 9780470533697
- “Perspective for Interior Designers”, John Pile ISBN: 9780823040087
- Note: Your instructor will also provide a list of required equipment/supplies

Recommended References

- “Drawing on the Right Side of the Brain”, Betty Edwards, 4th Edition ISBN: 9781585429202
- “Interior Design Visual Presentations: A guide to graphics, models, and presentation techniques”, Maureen Mitton ISBN: 9780470619025
- “Color Drawing: Design drawing skills and technique”, Michael Doyle ISBN: 0471741906
- “Design Drawing”, William Kirby Lockard ISBN: 9780393730401

COURSE INTENTIONS

Graphic visualization through digital and hand drawing techniques are critical to design communication. The primary intention of this course is to help students develop skills that will allow them to understand, analyze, and communicate spatial concepts. Emphasis will be placed on the iterative process of design and the relationship between hand sketching, digital media, and other graphic design techniques.

EDUCATIONAL OBJECTIVES

In accordance with the Council for Interior Design Accreditation Standards this course will help students:

- 8a) apply space planning techniques throughout the design process.
- 8b) apply the design process, including pre-design, schematic design, and design development. 8f) explore and iterate multiple ideas.
- 8g) design original and creative solutions.
- 11c) two-dimensional design solutions.
- 11d) three-dimensional design solutions.

Able to

- 9a) effectively distill and visually communicate data and research appropriate to a range of purposes and audiences.
- 9b) express ideas effectively (style, clarity/correctness, relevance, persuasiveness of content) in oral communication.

- 9c) apply a variety of communication techniques and technologies appropriate to a range of purposes and audiences.
- 9d) express ideas developed in the design process through visual media: ideation drawings and sketches. 9e) express ideas effectively through the integration of oral, visual, and written work.
- 11b) explore two- and three-dimensional approaches across a range of media types. 12g) appropriately select and apply color to support design concepts.
- 12i) use color solutions effectively across different modes of design communication. 12j) select and apply color to support design concepts.
- 12l) use color solutions across different modes of design communication.
- 13g) layout, design, and specify appropriate products, materials, objects, and elements in support of the design.

Awareness

- 13a) be aware of a broad range of products and materials.

Understand

- 11a) understand the elements and principles of design, including spatial definition and organization.
- 12c) understand color terminology.
- 12d) understand color principles, theories, and systems.
- 12e) understand how color interacts with materials, textures, light, and form and impacts interior environments.
- 12f) understand how light and color in the interior environment impact health, safety, and wellbeing.
- 12h) understand color principles, theories, and systems.
- 13c) understand how furnishings, objects, materials, and finishes work holistically to support the design intent.

COURSE STRUCTURE

Format

- Most studios will involve interactive instruction to present concepts/techniques and/or project critique.
- Other than announced due dates for projects, unannounced exercises may be given and collected any time during the studio period.
- Students are expected to spend significant time outside of class on projects and assignments. Drawing takes practice—the more you practice, the better you will become!
- Faculty reserves the right to alter the course in response to academic conditions and opportunities.

Assignments and Grading Scale

Each student is expected to be prepared, on time, and ready to participate in course presentations and discussions. Due to the interactive nature of this course, missing class severely impedes your progress in this course and late or missing homework cannot be made up. Excused absences may be made up on a case-by-case basis, see instructors if this is needed. Your grade this semester will be determined according to the following prioritized components:

Criteria for Grades

Project 1: Professional Self Identity	10%
Project 2: Brand Identity & Conceptual Drawings	20%

Project 3: Presentation Drawing (Perspectives and Color Renderings)	25%
Project 4: Final Presentation & Packaging	35%
Participation [Includes In-Class Exercises, Homework, Sketchbook/Portfolio]	10%
	<hr/> 100%

Grading Scale

A	93-100	4.0
A-	90-92.9	3.67
B+	87-89.9	3.33
B	83-86.9	3.0
B-	80-82.9	2.67
C+	77-79.9	2.33
C	73-76.9	2.0
C-	70-72.9	1.67
D+	67-69.9	1.33
D	63-66.9	1.0
D-	60-62.9	0.67
E	0-59	0.0

Information in regard to UF's grading policy can be found at:
<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

COURSE POLICIES

Attendance

Attendance in class is mandatory and essential to the learning process. Students are expected to arrive to class on-time, prepared, and remain in class for the duration of instruction. It is expected that students will be both prepared and on time for each class session, and that the instructor will be notified in advance of any necessary absence by phone or by email.

The following will result in the reduction of your final grade:

- Failure to bring required assignments and materials to class
- Repeated lateness and/or early departure
- Final grades will be lowered a letter-grade starting with the third unexcused absence.

Project Due Dates

Projects and assignments are to be turned in as specified. No projects will be accepted late except with prior written permission from the instructor. **Incomplete work will be evaluated in its state of completion on the due date.** Requirements for class attendance and make-up exams, assignments, and other work are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

Make-up Policy

Students who can demonstrate that they were unable to submit an assignment by the deadline due to an excused absence and who can provide enough appropriate documentation for the absence will be given a reasonable period of time to make up the late work. Any requests for make-ups due to technical issues **MUST** be accompanied by the ticket number received from the Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You **MUST** e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Course Technology

Access to and on-going use of a computer is required for all students. Course work will require use of a computer and a broadband connection to the Internet. In addition, students are required to have speakers and a webcam for some videoed assignments. For technology related issues the UF computing help desk can be reached at:

- <http://helpdesk.ufl.edu>
- (352) 392-HELP - select option 2

Process Walls (Miro)

All students are required to keep their process work updated with Miro. Each student or project team will be asked to use not simply to display their work but to serve as their primary thinking space. Since the “process walls (Miro)” continuously morph, they give your instructors a daily measure of how the class is approaching the project; which helps them quickly target areas of need, focus classroom discussions, and identify students that may require extra guidance and support. The process walls also energize the classroom, encouraging a culture of sharing, collaboration, and active ideation. We will also use the process walls (Miro) to conduct lightning critique sessions.

Course Communications

Class resources, announcements, updates, and assignments will be made available through Canvas. The preferred method of communication in this course is email. If you have any questions before the next class meeting, send it to both instructors via Canvas message or ufl email. Include course # in the email subject line. To meet the instructors during their office hours, you will need to schedule a specific time through e-mail.

Supply Fees

Note that this fall, students are not paying any UF charged Materials & Supply Fees or Equipment Fees since class will not be on campus.

Student Work

The Department of Interior Design reserves the right to retain any student work completed in the curriculum for accreditation purposes.

UF POLICIES

University Policy on Accommodating Students with Disabilities: “Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.”

University Policy on Academic Conduct: 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 honesty 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 Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Class Demeanor or Netiquette: All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. Students must be respectful to one another, even when there are differing opinions. UF netiquette guidelines can be found at: [Netiquette Guide for Online Courses](#)

Consequences might negatively affect an assignment grade, or for very severe cases, a report to the university administration.

Class Recording: 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. When class is not being recorded it is expected that all students will have their cameras on and communicate orally.

Online course evaluation: Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semesters, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

Getting Help

For issues with technical difficulties for Canvas, please contact the UF Help Desk at:

- <http://helpdesk.ufl.edu>
- (352) 392-HELP (4357)
- Walk-in: HUB 132 (contact them in advance)

Other resources are available at <http://www.distance.ufl.edu/getting-help> for:

- Counseling and Wellness resources
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

Campus Resources

Health and Wellness 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](#).

A Weekly Schedule of Topics and Assignments:

For detailed schedule of assignments and class activities, see course Schedule on Canvas.

Disclaimer: This schedule represents our current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity.

IND 2313 Design Communication: Project Schedule*

Wk.	Date	Content	Assignments / Projects Given
1	T 9/1	LAUNCH	Assign: Project 1: Professional Identity
	R 9/3	BRAND IDENTITY & COMMUNICATION PROCESS DRAWING	Due: Logo Examples Assign: P1 Exercise A: Logo Ideation – Process work and (5) Logo Design Concepts [You will need Black Felt tip, Sharpie Marker and Roll of Trace by end of week. Start bringing these to class.]
2	T 9/8	BRAND IDENTITY & COMMUNICATION SPACE	Due: P1 Exercise A: Logo Ideation – Process work and (5) Logo Design Concepts Assign: Project 1 Exercise B: Refined Logos (3)
	R 9/10	PROCESS DRAWING • In-process Logo Critique VECTOR DESIGN / ILLUSTRATOR-INDESIGN • Help with Logo Design	Due: P1 Exercise B: Refined Logos (3) Assign: Project Exercise Final Logo – Digital Read Ching Ch.1 Line and Shape
3	T 9/15	LINE AND SHAPE	Due: Project 1 in Canvas by 11:59 pm Assign: Project 2 – Brand & Concept Development P2 Exercise A - – A Micro View on Visual Identity (Detail Study through Mood Board)
	R 9/17	VALUE	Due: Trace paper ideation for Project 2; Drawing Practice Exercises Assign: Ching Ch. 2 Tone and Texture; Exercise 2.2
4	T 9/22	COLOR RENDERING Marker Rendering Techniques	Due: P2 Exercise A – A Micro View on Visual Identity Assign: P2 Exercise B – Refining Identity
	R 9/24	COLOR RENDERING Marker Rendering Techniques	
5	T 9/29	COLOR RENDERING Marker / Pencil Rendering Techniques	Due: P2 Exercise B – Refining Identity
	R 10/1	COLOR RENDERING Marker / Pencil Rendering Techniques	Due: Project 2 – Brand Identity & Concepts in Canvas by 11:59 pm Assign: Project 3 – Final Drawings; P3 Exercise A, B, & C
6	T 10/6	LINE WORK / SKETCHING & DRAFTING	Assign: Revise floor plan to match design
	R 10/8	PERSPECTIVE DRAWING Introduction to Perspective Drawing	

7	T 10/13	PERSPECTIVE DRAWING Perspective Sketching Techniques	Due: Revised floor plan for feedback
	R 10/15	PERSPECTIVE DRAWING Perspective Sketching	
8	T 10/20	PERSPECTIVE DRAWING Perspective Sketching Techniques	
	R 10/22	PERSPECTIVE DRAWING Perspective Sketching Techniques	
9	T 10/27	PERSPECTIVE DRAWING Perspective Sketching Techniques	Due: Draft Perspective #1 (Walls, Ceiling conditions, Windows, Bar condition)
	R 10/29	PERSPECTIVE DRAWING Perspective Sketching Techniques	Assign: P3 Exercise A - Perspective #1 Ready to Render
10	T 11/3	RENDERED FLOOR PLAN Digital Hand Rendering w/ Photoshop	
	R 11/5	RENDERED FLOOR PLAN Digital Hand Rendering w/ Photoshop	
11	T 11/10	PERSPECTIVE DRAWING Perspective Sketching Techniques	Due: P3 Exercise A - Perspective #1 Ready to Render
	R 11/12	PERSPECTIVE DRAWING Perspective Sketching Techniques	Assign: P3 Exercise B - Perspective #2 Ready to Render
12	T 11/17	PERSPECTIVE DRAWING Perspective Sketching Techniques	Due: P3 Exercise B - Perspective #2 Ready to Render
	R 11/19	PERSPECTIVE DRAWING Perspective Sketching Techniques	
13	T 11/24	PRODUCTION Perspective Sketching Techniques / Rendering	Due: P3 Exercise C – Rendered Floor Plan
	R 11/26	Thanksgiving Holiday	
14	T 12/1	PRODUCTION Workday Help Session	Due: Project 3 – Final Rendered Drawings in Canvas by 11:59 pm
	R 12/3	PRESENTATION BOARDS	
15	T 12/8	Final Workday Help Session	Due: Project 4 – Final Presentation Boards in Canvas by 11:59 pm
	SUN 12/13		Due: End of Course Portfolio Documentation

* **Notes:** This calendar is a general outline of the course's main projects. Drawing Exercises will be assigned/due throughout the semester as well to help build technical skills. The instructors reserve the right to alter the course in response to academic conditions and opportunities.