

syllabus **GRA 3193C** GRAPHIC DESIGN: visualization and creativity

(3 credits)

description

This course introduces graphic design as an interdisciplinary and dynamic professional practice. Students will learn the many ways graphic design operates in the world and through assignments, learn how to become proficient in a research and conceptual process that is the foundation of successful design artifacts, strategies, and solutions.

meeting times/locations

Tuesdays and Thursdays / 11:45AM–2:45PM / FAC 316

objectives

- Learn about contemporary issues in graphic design, including those centered around professional organizations' initiatives
- Learn how to use design thinking and processes to conceptualize problems
- Expand on current graphic design knowledge and practice by working through increasingly-complex graphic design problems
- Articulate, verbally and in writing, concepts and decision-making which support each project's steps and outcome
- Increase understanding of design thinking and its application to creativity and design

topical outline

As an advanced graphic design course using an iterative and non-linear process, the topics below will be incorporated into assignments and project work throughout the semester. The major vertical topics are listed with specific sub-topics below. Additional assignment-specific topics will be incorporated as needed.

DESIGN PROCESS

- methods for design profession
- audiences
- design + critical thinking
- collaboration
- visualizing research

DESIGN + COMMUNICATION

- design principles
- visual systems
- structure & composition
- materials & environments
- design for production

PROFESSIONAL/TECHNICAL

- dimensions of the profession
- contemporary issues
- production methods
- professional standards
- terminology

instructor contact information

Maria Rogal, Associate Professor of Graphic Design, School of Art + Art History

EMAIL

11:30AM

TEL/O 352 273 3080

mrogal@ufl.edu

OFFICE 313D FAC

& by appointment

OFC HRS

T/R 10:30–

course web site

www.mariarogal.com/teaching

required materials

- Adobe CS Suite 5 – 5.5, Evernote, an office suite such as Apple iWork
- Computer: suitable for graphic design and production with appropriate RAM & HD Capacity
- Access to a digital camera
- Access to cloud storage such as Dropbox

recommended materials

- Bowers, J. 2011. *Introduction to Graphic Design Methodologies and Processes: Understanding Theory and Application*. New York: Wiley.
- Visocky-O'Grady, K. & J. 2008. *The information design handbook*. Cincinnati: How Books.
- Lupton, E. (editor). 2011. *Graphic design thinking: Beyond brainstorming*. New York: Princeton Architectural Press.

course structure

This is an interactive course where participants learn primarily by doing—practicing graphic design and related activities—including ideation sessions, crits, lectures, presentations, and design research/fieldwork. Active participation is vital to the success of this class and your success as well. Students will take responsibility for organizing discussions, researching to find answers/sources of information, documenting and sharing information, problem solve, completing project work and meet deadlines. Work will be both individual and collaborative.

grading + evaluation

The purpose of grading and evaluation is to pinpoint the strengths and weaknesses of one's performance. Information on current UF grading policies for assigning grade points is online here: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>. To aid in the assessment process, each student will write and submit his/her own thoughtful self-assessment at least twice and meet with the instructor once during the semester to discuss performance.

Your final grade will be assigned based on assessments of your performance on projects, exercises, and other activities using the following categories. For assignments, there is a potential of 100 points per applicable category. For example, a design project may include process, realization, and documentation components:

PROJECT WORK /BASIS ON WHICH PROJECTS & EXERCISES WILL BE EVALUATED

25% process: research, concept, ideation, collaboration, critical/design thinking

30% realization: formal resolution, including attention to detail, appropriateness of solution, and quality of production

15% documenting your design process

PROFESSIONALISM – THROUGHOUT THE SEMESTER

20% active participation, motivation, meeting deadlines, timeliness, professional demeanor, and proactiveness

THINKING – THROUGHOUT THE SEMESTER

10% reading responses, quizzes, and other writing

grading scale

A	100–93	exceptional work	C	76-73	average, borders inadequate
A–	92–90	superior work	C–	72-70	below average work
B+	89-87	very good work	D+	69-67	barely meeting criteria
B	86-83	above average work	D	66-63	not meeting criteria
B–	82-80	slightly above average work	D–	62-60	not meeting much criteria
C+	79-77	adequate, average work	E	59–0	failure to meet most criteria

make-up work

You are eligible for make-up work only in the event of an excused absence. Work may be different from what is originally assigned. It is your responsibility to ask for make-up work within a week of the absence.

deadlines

All deadlines will be announced in class. 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. A project will be accepted up to one day after it is due and, as a late project, will be automatically marked one grade lower in all areas of evaluation. Otherwise, no projects are accepted late unless there are documented, extenuating circumstances and, even so, how they are handled and evaluated is at the discretion of the instructor. If you are absent or tardy it is your responsibility to obtain missed information from another student in the class.

attendance policy

Good attendance and punctuality are expected for this course. Roll will be taken at each class.

absences

- Only two (2) unexcused absences will be allowed.
- Every unexcused absence beyond this will lower your grade by a letter grade.
- Leaving early without permission will be considered an absence.
- A total of seven absences, excused or unexcused, will result in you receiving a grade of “E” for the final course grade.
- Excused absences include religious holidays, a verifiable death in the immediate family or with a doctor’s note.

tardies

- Late arrivals (more than 15 minutes after class start time) will be marked tardy.
- Arrivals after one hour will be marked absent if no verifiable reason is presented.
- Three tardies will be counted as one unexcused absence.
- It is your responsibility to see that the record is corrected from an absence to a tardy if you are late.

other course policies

- Changes to the course calendar, client-partner meetings, demonstrations, or classroom critiques demand your presence; compensatory work of another kind cannot be accepted in lieu of missed instructions in this area.
- If you have extenuating circumstances, inform your instructor or the SA+AH advisor as soon as possible so we can work with you.

expectations for participation + interactions

Participation by all members is critical to a positive and productive learning environment.

- **EXCELLENT** Consistently demonstrates excellent preparation; has analyzed readings and other material (e.g., visual resources, course material, discussions, experiences, etc.). Offers analysis, synthesis, and evaluation of material. Contributes in a very significant way to ongoing discussions and critiques. Responds very thoughtfully to other students’ comments, contributes to the cooperative argument–building, suggests alternative ways of approaching material and helps class analyze which approaches are appropriate, etc. Demonstrates consistent very active involvement.
- **GOOD** Demonstrates good preparation: knows reading and other materials well, has thought through implications of them. Offers interpretations and analysis of material to class. Contributes well to discussion in an ongoing way: responds to other students’ points, thinks through own points, questions others in a constructive way, offers and supports suggestions that may be counter to the majority opinion. Demonstrates consistent ongoing involvement.
- **SATISFACTORY** Offers straightforward information (e.g., straight from the case or reading), without elaboration or very infrequently (perhaps once a class). Does not offer to contribute to discussion, but contributes to a moderate degree when called on. Demonstrates sporadic involvement.
- **NEEDS IMPROVEMENT** Present, not disruptive. Tries to respond when called on but does not offer much. Demonstrates very infrequent involvement in discussion. Demonstrates adequate preparation: knows basic reading and other materials, but does not show evidence of trying to interpret or analyze them.

best practices

- Be open and constructive.
- Critique ideas, not people.
- You are all colleagues—friendship is a bonus.
- Design requires intensive work. If you do not make enough sketches, design iterations, or just do the minimum, your work will reflect that, and this will be reflected in your grade.
- See *Graphic Design Studio Notes* for studio policies. The studio is a creative, professional workplace. It is not your home.

fees + equipment use

- Lab and equipment fees support some, but not all, printing and production for projects undertaken in your graphic design courses.
- GD lab fees do not cover printing materials for other courses, even those which are art-related. Printing for non-GD courses must be done elsewhere. Misuse of equipment will result in heavy monitoring of everyone and/or the loss of privileges for those who don't think policies apply to them.
- As a responsible designer, we ask you to be conservative and professional with your use of materials.

graphic design studio notes applies to all studio and shared spaces

- Be community-minded and collegial.
- Respect each other by listening to your music on headphones and by keeping your desk, row and the community areas clean.
- Recycle paper, cans, and reuse other materials.
- Throw away trash.
- Do not leave food lying around.
- Do not use spray adhesive in the studios or in the building. There is a professional and safe spray booth on the 2nd floor for your use.
- You may not eat during class. After class you may eat in the studios but not in the MINT room. We ask that you be attentive to cleaning up and throwing away food remains—preferably in the hallway trash cans.
- Never use or harm animals or the environment in your projects. Use of animals in projects is strictly regulated. For more information, see <http://www.arts.ufl.edu/resources/forms/forms1.html>
- With questions related to your computer system and technology (network, printers) in the graphic design studio, you can contact our technical lab technician— Michael Christopher, mchristo@ufl.edu. Mike can help diagnose problems and recommends solutions.
- When working in the evening or when few students are present, you should keep the studio door closed. Do not reveal the door pass-code to anyone outside of the program. Never leave the studio open and unattended.
- Access to individual classrooms, laboratories and the studio facilities is limited to those enrolled in the program. If you notice any strangers, feel free to question or report them to the University Police. See police.ufl.edu. Dial 911 for emergencies or 352-392-1111 otherwise.
- Lab fees are used to supply the printers with ink and paper. Be conservative in your use of these materials not only because they cost money, but because they create waste. Keep a balance between what you need to do your work and resource use.
- If you encounter other problems in the classroom or studio, first speak with your instructor outside of class or talk with any graphic design area faculty member. If the instructor cannot resolve your concerns, contact the SA+AH undergraduate student advisor. After consulting faculty members and the art advisor, the other authority to contact is the Director of the SA+AH in 101 FAC.

policies

- **Dial 911 for medical + police emergencies.**
- **SA+AH Health and Safety**
The goal of the SA+AH Health and Safety Program is to protect the health and welfare of all faculty, staff, and students and to cooperate with the University of Florida's Department of Environmental Health & Safety (EH&S). The SA+AH H&S policy and handbook is online at www.arts.ufl.edu/art/healthandsafety. Michael Christopher is the Health and Safety administrator for the Graphic Design program. While there are limited health and safety risks with the materials we typically use for graphic design, be aware that materials used in other areas often carry risks. Graphic Design risks are the following: Batteries, old monitors, lamps from digital projectors if broken may release mercury. *There are no known health hazards from exposure to lamps that are intact.* It is your responsibility to store everything you bring in the studio safely. Do not bring in any materials that are hazardous or combustible as the studios are not equipped for this type of storage. *Knowingly storing these in the studio may result in disciplinary action and loss of studio space.*
- **University Policies**
For detailed UF policies see www.dso.ufl.edu
- **Accommodations for Students with Disabilities** www.dso.ufl.edu/drc
Anyone requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide you, the student, with the necessary documentation, which you must then provide to me, the instructor, when requesting accommodation.
- **University Counseling Services**
www.counseling.ufl.edu/cwc Includes personal, academic, crisis and career services.
- **Academic Honesty Policy**
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 these policies is available at the following links:
 - Academic Honesty: www.registrar.ufl.edu/catalog/policies/students.html#honesty
 - Honor Code: www.dso.ufl.edu/sccr/honorcodes/honorcode.php
 - Student Conduct: www.dso.ufl.edu/sccr/honorcodes/conductcode.php
- **Disruptive Behavior** regulations.ufl.edu/chapter1
Faculty, students, Administrative and Professional staff members, and other employees [hereinafter referred to as 'member(s)' of the University], 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 by University authorities for misconduct, as set forth in the applicable rules of the Board of Regents and the University and state law governing such actions. Be advised that you can and will be dismissed from class if you engage in disruptive behavior.
- **Important Dates on the University Calendar**
www.registrar.ufl.edu/catalog/adhub.html
- **Absences & Absences for Religious Holidays**
The course absence policy is described in the body of the syllabus. The university policy is here: www.registrar.ufl.edu/catalog/policies/regulationattendance.html. Because instructors are allowed to require attendance and attendance and participation are critical to learning there is a strict absence policy. The Florida Board of Education and state law govern university policy regarding observance of religious holidays, available at the link above.