SYLLABUS
GRA 4923C: MINT Design Studio
3 credits | Fall 2023 | Aug 23- Dec 6, 2023

INSTRUCTOR
Victoria R. Gerson, *she/her/hers*
vgerson@ufl.edu

MEETING TIME & LOCATION
FAD 109
Tuesdays & Thursdays
3:00-6:00pm

OFFICE HOURS
Fridays from 12pm-2pm
+ by appointment

FAC317A
OR
Zoom:
https://ufl.zoom.us/my/vgerson

Schedule Meetings Here:
https://calendly.com/vgerson/
office-hours-meeting

COURSE DESCRIPTION
Mint is an experiential professional practice studio with an emphasis on the design process, including research, discovery, definition, design, and realization of real-world communication design projects. Students work in collaboration with peer design teams and selected client- partners to apply design and other knowledges respectfully and responsibly. The projects we take on have a pedagogical function and are diverse in concept, content, media, and scope.

Public dissemination of final projects will be an important aspect of the course. All the work produced in this class should demonstrate a high level of refinement, originality, creativity, and competitiveness. Your work may be used to promote the graphic design program at the University of Florida, in faculty teaching portfolios, and as educational examples in academic conferences, journals or other publications. We will make every attempt to credit your work to you where appropriate. You retain copyright of your work.

We only deliver successful projects. They are achieved by meeting all deadlines, actively participating in critique sessions, providing and receiving feedback in a professional manner, and delivering excellent final project presentations. No projects are left unfinished and you are expected to engage with their development until the end.

COURSE STRUCTURE
This is an active learning course where participants learn through a range of interactions. Our classes will be a combination of individual and collaborative graphic design and professionaldevelopment-related activities. Active participation, humility, kindness, and collaborative attitude is vital to the success of everyone. Phases included in our projects are discovery, definition, design, and delivery. Each phase involves the following design competences:

COURSE OBJECTIVES
- Learning about impact and potential through design research, methods, strategy, and production
- Codesign: How to design with people based in real world contexts and constraints.
- Work in a team and with client-partners
- Apply research to design
- Further develop your abilities to work with ambiguity and develop resilience, which are key assets to designers and artists

EXPECTATIONS
Students will take responsibility for organizing projects, researching to find data/sources of information, documenting and sharing information, and working together with the client-partner and key stakeholders to complete project work.
- Class sessions focus on the work at hand and establish an environment to do this in a respectful, creative, and efficient manner.
- Our main goal is to be agile and flexible in order to meet project/work needs, acknowledging these may change based on interactions, the design process, and research findings.
- In taking on a project, we make an agreement with the client- partner and a commitment to finish what we agree to, within reason and with respect.
- We work to establish a relationship of trust. To do this, we treat everyone with whom we interact with the respect that we want for ourselves, keeping in mind that respect may look and act different in different contexts.

COMMUNICATION
While in person communication is preferred, our projects will also need some remote communication throughout the week.
- Email & Teams | You can always reach out to me before/after class, in office hours and via UF email or Teams chat. This class requires to check emails and Teams daily, preferably twice a day, between Monday and Friday.
- Zoom | Meetings can be arranged when needed. Set up your Zoom account through ufl.zoom.us and create your profile including your name and a professional profile image. If you have privacy concerns and do not want to use an image, please typeset your name or use a designed icon. Note that we may Zoom

with client-partners and stakeholders, so the image you project also reflects the team.

- Dress | think smart casual for presentation days and when meeting with client partners — we aim to present ourselves as professionals.
- Meeting recordings | Some meetings with client partners, whether live or remote, may require recording with the consent of everybody in the room. Unauthorized recording and unauthorized sharing of recorded materials is prohibited.

GRADING & EVALUATION

The purpose of grading and evaluation is to pinpoint the strengths and weaknesses of your work. To this end, we can only respond to what is observable in your work and in class performance. This course is composed of lectures, readings, discussions, design projects, presentations, critiques and feedback. The deliverables for this course are as follows:

75%	2 main semester projects
	Project 1: Experimental
	Project 2: Portfolio Driven
	Project 3: Project Re-Design
15%	Reading, writing, and group discussion of relevant articles + media
10%	Outside of Class Professional Practice Activities
	Mandatory to attend:
	Ligature Lecture(s) & Ligature Opening Reception

Scale:
A | 100-95 A- | 94-90   B+ | 89-87   B | 86-83   B- | 82-80 C+ | 79-77
C | 76-73   C- | 72-70   D+ | 69-67   D | 66-63   D- | 62-60 E | 59 and lower

MATERIALS

In order for you to fully participate and meet course learning objectives, students taking graphic design courses are required to have appropriate hardware, software and access to the Internet. See this website for more details regarding hardware, software, specifications, and some purchasing options, including discounts for UF students. Because computer access is an institutional requirement, computer costs are designated as allowable costs for students who qualify for Financial Aid. Accordingly, Student Financial Affairs has added costs for access to a computer into budgets. For more information, contact your financial adviser in the Office of Student Financial Affairs directly. Required materials:

- Laptop that meets the requirements on the SA+AH tech requirements page
- Adobe CC subscription; link to UF student discount rate
- Accounts on Microsoft Teams and GSuite
- Readings will be provided electronically
- Desired sketching tools

PROJECTS

Your grade in this class is based on earning points through your engagement with projects and reflections. There will be feedback from me and your classmates every step of the way. You will be invited to participate in your grading by completing self assessments after activities and projects. All projects final deliverables will include a process book and self assessment.

Projects will be evaluated based on research, concept, ideation, iterative process, conceptual development, attention to detail, formal resolution, and documentation. All projects will be submitted in Canvas. *See general semester outline on last page for tentative schedule.*

REFLECTIONS

There will be a reading, podcast, video, or activity (almost) every week, with a reflection/response post due before class. Whenever there is an additional optional reading/podcast/lecture etc, you may respond to it in your reflection for extra credit. All reflections will be submitted in Canvas.

REQUIRED TEXTS

There is no class book. I will provide links to all readings, videos, and case studies.

MEETINGS

This is a face to face in person class, unless otherwise stated by the instructor.

ATTENDANCE POLICY

In class time is critical, and attendance is required. You can miss two class days without penalty. More than 6 absences of any kind – missing more than 3 weeks of class – equals automatic course failure unless we make documented accommodations in advance.

Late arrivals (more than 10 minutes after class start time) will be marked tardy; 3 tardies will be counted as 1 unexcused absence—this does not change for on-line meetings.

Excused absences follow university guidelines and include religious holidays, a verifiable death in the immediate family, illness with a doctor's note, a court or legal obligation, or participation in official university activities. Please notify the instructor in advance if you know you will be absent.

Students observing a **religious holy day** of their faith must notify the instructor in advance. Students, upon prior notification of their instructions, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. A student who believes that he/she has been unreasonably denied an education benefit due to religious beliefs or practices may seek redress through the student grievance procedure: http://www.registrar.ufl.edu/catalog/policies/regulationattendance

It is your responsibility to keep track of your attendance record in Canvas. Requirements for class attendance, make-up exams, assignments, and other work in this course are consistent with university policies. Along with more information on how UF assigns grade points, you'll find these by visiting: https://catalog.ufl.edu/graduate/regulations/

ENGAGEMENT POLICY

There is no attendance grade for this class. However, there is an "engagement" policy, which will affect your final grade for the semester (and by extension, the quality of your work). You are expected to actively and passionately take part in this course in the following ways:
—Attend class meetings on time both in person and online.
—Create things and be prepared to show them on time for crits and discussions.
—Make things thoughtfully, intentionally, and with intensity.
—Meet all deadlines for handing in work and process.
—Actively participate in critiques and discussions both in person and online.
—Be actively curious about making things and the things your classmates make.
—Care about yourself and your work, your classmates and their work, this class, and your profession.

LATE WORK POLICY

5% will be deducted for every day that an assignment is turned in late.

PLATFORMS

You will all be required to set up and have immediate access to these platforms during the semester:

> **Canvas:** For storing any and all course materials and instructions, submitting assignments, grading, and communication.
> **Miro:** For collaboration, feedback, and presentations.
> **Adobe CC:** Discounted for Students
> *Adobe CC Discounted for Students is a special UF student pricing on a one-year subscription to the entire Adobe Creative Cloud Suite. To purchase your Adobe CC Discounted for Students subscription, please log in at https://portal.helpdesk.ufl.edu and if eligible to purchase click on "Eligible, take me to OnTheHub" button. The service will run for one year from the time the software is activated. Distribution is provided by Kivuto/OnTheHub who is an authorized distributor for Adobe not affiliated with UF Computing Help Desk.
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TECHNOLOGY, FEES, AND EQUIPMENT USE

With questions related to your computer system and technology in the Graphic Design area, you can contact our Lab Technician, Michael Christopher (mchristo@ufl.edu). He can help diagnose problems and provide solutions.

SYLLABUS CHANGES

Please note that the instructor may need to make modifications to the course syllabus and may do so at any time. Notice of such changes will be announced as quickly as possible through email & Canvas.

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 here.

Michael Christopher is the Health and Safety administrator for the Graphic Design program. While there are very 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.

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 graphic design studios are not equipped for this type of storage. Knowingly or repeatedly storing such items in the studio may result in disciplinary action and loss of access to studio space outside of class time as well as loss of storage space.

Also,
- Batteries, some monitors, and lamps from digital projectors, if broken, may release mercury. There are no known health hazards from intact materials.
- Do not use spray adhesives or do hazardous work in the studios.
- Do not block aisles, halls or doors with stored items or when working.
- Take items which do not fit into the trash to the dumpster, follow dumpster guidelines.
- All users must follow the S+AH Container Policy (see the SA+AH Health and Safety Handbook online here.
- The GD Area policies prohibit use of hazardous materials, this applies to materials used in other areas. They may not be stored, ever, in the GD studios. Failure to adhere to these guidelines may affect your ability to use the studio unsupervised outside of regular class times.

ACCOMMODATIONS

I will make every effort to accommodate students who request and require assistance, in accordance with the American Disabilities Act. If you have accommodations through the university, please let me know.

Students who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center (352-392-8565, https://disability.ufl.edu/students/get-started/). 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.

MENTAL HEALTH + WELLNESS

I am here for you! If you need/want to talk about your mental health, please reach out! If you would like to speak with a mental health professional, which I highly recommend for every student, the school information is as follows:

Campus 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. Dial 911 for medical emergencies. Dial 352-392-1161 for urgent after-hours medical questions. Dial 352-392-1171 for after-hours mental health assistance

University Police Department: Visit UF Police Department website or call 352-392-1111 (or 911 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.

UF POLICIES

COURSE EVALUATIONS

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Click here for guidance on how to give feedback in a professional and respectful manner. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students here.

ACADEMIC INTEGRITY

Academic integrity means that if you use words, images, or ideas that are not your own, you must cite them. Claiming the work of others as your own is a serious breach of professional ethics and will result in a failing grade in this class. The UF Honor Code specifies a number of other behaviors that are in violation of this code and the possible sanctions.

HONESTY POLICY

An academic honesty offense is defined as the act of lying, cheating, or stealing academic information so that one gains academic advantage. As a University of Florida student, you are expected to neither commit nor assist another in committing an academic honesty violation. Additionally, it is the student's duty to report observed academic honesty violations. These can include: cheating, copying ideas, plagiarism, bribery, misrepresentation, conspiracy, or fabrication. You can find UF's Student Conduct Code, here.

HARASSMENT

UF provides an educational and working environment that is free from sex discrimination and sexual harassment for its students, staff, and faculty (http://www.hr.ufl.edu/eeo/sexharassment.html).

DISRUPTIVE BEHAVIOR

All 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. For more information, visit: http://regulations.ufl.edu/wp-content/uploads/2012/09/1008.pdf.

TWELVE-DAY RULE

Students who participate in official athletic or scholastic extracurricular activities are permitted twelve (12) scholastic day absences per semester without penalty. In any case, it is the student's responsibility to maintain satisfactory academic performance and attendance.

GENERAL SEMESTER OUTLINE

August	WEEK 1	TUE,	
		THU, 8/24	First day of class. Syllabus, Re-Introductions, Q&A
	WEEK 2	TUE, 8/29	Goals & Expectations, Design Research, Positionality Exercise
		THU, 8/31	Code of Ethics Manifesto
September	WEEK 3	TUE, 9/5	Labor Day, No Class
		THU, 9/7	
	WEEK 4	TUE, 9/12	
		THU, 9/14	
	WEEK 5	TUE, 9/19	
		THU, 9/21	
	WEEK 6	TUE, 9/26	
		THU, 9/28	
October	WEEK 7	TUE, 10/3	
		THU, 10/5	
	WEEK 8	TUE, 10/10	
		THU, 10/12	AIGA conference, Victoria Out
	WEEK 9	TUE, 10/17	
		THU, 10/19	
	WEEK 10	TUE, 10/24	
		THU, 10/26	
	WEEK 11	TUE, 10/31	
November		THU, 11/2	Vox Trip
	WEEK 12	TUE, 11/7	
		THU, 11/9	
	WEEK 13	TUE, 11/14	
		THU, 11/16	
	WEEK 14	TUE, 11/21	
		THU, 11/23	Thanksgiving Break, No Class
	WEEK 15	TUE, 11/28	
		THU, 11/30	
December	WEEK 16	TUE, 12/5	Last Day of Class, Delivery of all final materials for grading (presentations, final designs, written reflection, course assessment)