

SYLLABUS

# GRA3138C: Graphic Design Practice

3 credits | Spring 2024 | January 8th - April 29th, 2024

**Instructor:**

Walton Dale (Walton, he/him)

sketchmo@ufl.edu (prefer emails through canvas)

*Office Hours:* 8:15-9:15 Wednesdays or by appointment via email

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**PURPOSE:**

This is the final course towards the graphic design certificate program. Students will learn to create and integrate concept, form, processes, and technologies while developing systems-based, practice-oriented solutions to a range of problems. A resume + portfolio will be created and the results of research and design work will be synthesized for presentation + portfolio.

**STUDENT LEARNING OUTCOMES**

- Synthesize and apply previous graphic design learning; integrate, design thinking, typography & visual methods
- Organize and visually articulate complex information in a meaningful manner
- Design visual/interactive/environmental systems using design research

**COURSE STRUCTURE**

This course is composed of projects, presentations, writing, research, design exercises, check-ins and feedback.

The deliverables for this course are as follows:

- projects                    600 points (200 points each)
- attendance                200 points
- reactions  
and exercises               200 points

**PROJECTS**

All projects will be scored according to the brief given at the outset of each project, however participation and meeting all deadlines within a project schedule will be a large portion of your grade. Projects will consist of research and planning, creative execution, feedback, creative revisions, finalization and a presentation/process book.

## **ATTENDANCE**

In class time is critical. This course aligns with the UF attendance policy found here. The expectation if you are going to miss class is that you let me know before or at the time of class, not after the fact, unless there's an emergency which precludes you from notifying me. If you have more than three excused or unexcused absences you will need to setup a meeting with me to discuss your progress and continued participation in class. Attendance grade is scored out of 200 possible points.

### *Religious Holidays*

If you know that you will miss class time due to religious holidays, please inform me before the holiday (whether recognized by the university or not).

### *Sickness*

I do not require doctors notes, but please let me know if you are sick, so we can make arrangements.

## **PARTICIPATION:**

### *reactions:*

Throughout the semester there will be content presentations, lectures and guest speakers, after these content-focused sessions a written reaction, up to one page, with assessment and reaction to the material presented. These will be due the week following the presentation. Additionally, students will be asked to find their own content around specific topics and write reactions to.

### *design exercises:*

throughout the semester we will dedicate part of class time to design exercises, these will be quick assignments focused on speed and out of the box thinking, most will span one to two class sessions and will be graded on completion of the exercise

### *classroom engagement:*

During the course of the semester, there will be open discussion, full class critiques and feedback sessions. Each student is expected to participate by sharing thoughts, asking questions and engaging with classmates.

## **GRADING**

Your grade in this class is based on earning points through your project score, attendance and participation. There will be feedback from me and your classmates every step of the way. Projects will be evaluated based on research and concept, plan, creative development, conceptual development, attention to detail, and formal resolution.

Important Note: In order to pass this class for the design certificate, you will need to earn a grade of B or higher

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

## **LATE WORK**

Project grades will reflect final deadlines for projects but also for meeting each deadline along the way. Final work must be submitted by the final deadline, failure to meet the final deadline results in an automatic 12 point reduction in the project grade. If there are circumstances which will prevent you from submitting final work on time please contact me to discuss plans for an altered timeline.

## **CLASS TIME**

Class is every week on Mondays and Wednesdays from 6:15pm-8:10pm, unless otherwise stated by the instructor.

## **GENERAL CONDUCT**

We are trying to create an open space to discuss issues and topics that matter to each of us individually, and collectively, as people and as designers. We may not always hold each other's views, but we must always hold each other with respect. If you have an issue with or are offended by a certain comment or topic, please come to me and we will work it out together.

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## **MATERIALS & DEVICES**

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.

- Adobe Creative Cloud Suite (UF Student Discount available)
- Laptop that meets the requirements on the SA+AH tech requirements page.
- Webcam (should already be pre-installed on your computer, if not get an external webcam)

There is a classroom printer which is available for **classwork only**.

## **TEXTS & REFERENCES**

There are no required texts for this course. All assigned readings will be provided to you.

## **PLATFORMS**

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

### **CANVAS:**

For storing the syllabus, assignments, maintaining student grades, and primary channel for communication.

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# ***ALL THE REST***

## **VIDEO POLICY**

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor. *Some lectures from either the instructor or guest speakers may not be recorded at the discretion of the speaker.*

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student

## **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/](http://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 U F Honor Code specifies a number of other behaviors that are in violation of this code and the possible sanctions.

## **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.

## **MENTAL HEALTH + WELLNESS**

I am here for you! This is a difficult school year for everyone and we are all adjusting. 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](mailto: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.

## SCHEDULE

January	Week 1	Mon 1/8 Wed 1/10	Syllabus Review <i>NO CLASS</i>
	Week 2	Monday 1/15  Wed 1/17	<i>MLK DAY, NO CLASS SESSION</i> Design Exercise 1` PROJECT 1 KO
	Week 3	Mon 1/22 Wed 1/24	Project 1 Check-In 1 Project 1
	Week 4	Mon 1/29  Wed 1/31	Project 1 Check-In 2 Content 1 Project 1
February	Week 5	Mon 2/5  Wed 2/7	Project 1 Check-In 3 <i>Content Reaction Due</i> Project 1 Final Check-In
	Week 6	Mon 2/12  Wed 2/14	<i>Project 1 Due</i> PROJECT 2 KO Project 2
	Week 7	Mon 2/19 Wed 2/21	Project 2 Check-In 1 Project 2
	Week 8	Mon 2/26 Wed 2/28	Project 2 Check-In 2 Content 2
March	Week 9	Mon 3/4  Wed 3/6	Project 2 Check-in 3 <i>Content 2 Reaction Due</i> Project 2 Final Check-in
	Week 10	Mon 3/11 Wed 3/13	<i>SPRING BREAK NO CLASS SESSION</i> <i>SPRING BREAK NO CLASS SESSION</i>
	Week 11	Mon 3/18  Wed 3/20	<i>Project 2 Due</i> PROJECT 3 KO Project 3
	Week 12	Mon 3/25 Wed 3/27	Project 3 Check-In 1 Project 3
April	Week 13*	Mon 4/1 Wed 4/3	Project 3 Check-In 2 Portfolio Reviews
	Week 14*	Mon 4/8  Wed 4/10	Portfolio Reviews Design Exercise #2 Project 3 Check-In 3

<b>Week 15</b>	<b>Mon 4/15</b>	<b>Project 3 Final Check-In</b>
	<b>Wed 4/17</b>	<b>Portfolio Finalize</b>
		<b>Project 3 Finalize</b>
		<b>Portfolio Finalize</b>
<b>Week 16</b>	<b>Mon 4/22</b>	<b>Project 3 Finalize</b>
	<b>Wed 4/24</b>	<b>Project 3 Due</b>
<b>Finals Week</b>	<b>Tues 4/29</b>	<b>TBD</b>

**\*During parts of Week 13 and Week 14 I may be travelling and will update the syllabus and schedules accordingly when plans are finalized.**

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# Student Questionnaire 1/2

Name \_\_\_\_\_

What do you preferred to be called \_\_\_\_\_

Major \_\_\_\_\_

How do you see design complementing your major?

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Design education history, list any classes at UF or elsewhere

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What are your favorite aspects of design (typography, logos, layout, imagery)

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What are your design strengths, and what are your weaknesses?

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Where do you see yourself in a year

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In five years

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## Student Questionnaire 2/2

Why did you decide to pursue a design certificate?

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How do you hope to use design in your future?

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What do you hope to get out of this course?

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What is the current state of your design portfolio?

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What format is your portfolio currently in? Do you have a preferred format for your final portfolio?

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What are your interests outside of school/art?

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Is there anything else you'd like me to know?

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