

GRA3198C Image, Form and Meaning
Spring 2024, 3 credits
School of Art and Art History, University of Florida

Section FAC118 (21902) Mondays and Wednesdays, 11:45am–2:45pm
Section FAC112 (12780) Mondays and Wednesdays, 3:00–6:00pm

Office Hours
FAC123 (or ufl.zoom.us/my/sjhan1)
Tuesdays 10am–12pm or by appointment

Instructor
Seojoo Han (he/him), hans1@ufl.edu (best means of contact)
office (352) 273-3064

UF COURSE CATALOG DESCRIPTION

Emphasizes development of concepts, metaphors, narratives and visual translations.
Projects in line art, screen process, photography, and color.

COURSE DESCRIPTION

We often encounter the word ‘design’ used in various contexts with different meanings these days. What roles do graphic designers play in a field of constant flux while operating under homogeneous socio-economic conditions, such as the post-industrial mode of production and the information economy, which compels constant visual and textual consumption? What kind of relationships are designers expected to have within this dominant cultural landscape? We will explore these questions by closely examining contemporary conditions that forcefully shape the form and meaning of design practice and its outcomes. With these questions in mind, this studio course will introduce principles and investigate relationships between image, form, and meaning through the creation of images, text, and spatial and/or audio works.

To avoid the artificial dichotomy of theory vs. practice or mental labor vs. manual labor, the approaches to any projects in this course are deliberately conceived to close the gap between these two inseparable creative domains. For example, the selected key text will be read, discussed, and responded to in written form. Subsequently, it will be typeset into a publication, which will be duplicated using specific printing technologies discussed in class. Finally, the publications will be disseminated via a launching event or an exhibition organized by the students. Prereq: GRA 3209C Typography II and GRA 3193C Visualization & Creativity and BFA Graphic Design major and must have passed sophomore portfolio review.

COURSE OBJECTIVES

- Develop practical skills in graphic design through hands-on projects that are not necessarily practical.
- Understand the realistic landscape in which graphic design is performed and formulate students’ own thoughts and positions.
- Attain an understanding and vocabulary of related art and design thoughts and practices.
- Develop self-direction and time management skills that allow autonomy in one's design work.

- Articulate and publicly communicate the trajectory of work developed and documented.
- Acquire skills in working with others as a member of a team; to develop collaborative skills necessary for successful disciplinary and interdisciplinary team-based projects.

COURSE SCHEDULE

Note: This schedule is subject to change. Assignments and projects will be announced in separate sheet. All course readings and viewing materials will be posted on Canvas.

Week1	Introductions, syllabus review, class survey
Week2	Past work review, project 1 intro.
Week3	Past work review, project 1 cont.
Week4	Project 1 cont.
Week5	Project 1 presentation, project 2 intro.
Week6	Guest lecture/workshop TBA
Week7	Project 2 cont.
Week8	Project 2 cont.
Week9	Mid-term presentation
Week10	Spring Break
Week11	Project 3 intro.
Week12	Project 3 cont.
Week13	Guest lecture/workshop TBA
Week14	Project 3 cont.
Week15	Project 3 cont. course reflection
Week16	Final presentation, final project due

Important dates:

January 8th, first day of the class

January 15th, Martin Luther King Jr. Day

March 9–16th, Spring Break

April 24th, last day of the class

GRADING & EVALUATION

Students will be evaluated on strength of work and positive learning attitude (ability/willingness to accept critical feedback and improve work accordingly, timely submission, degree of visual and conceptual literacy, craftsmanship, quality and depth of ideas, and the experimental application of your thinking in completed work) and contributions to the studio culture (participation in discussions and critiques).

70%: Two to three main semester projects (grade based on timely submission, weekly progress update, critique participation, documentation of process, and presentations)

30%: class participation (attendance, group project participation and discussion)

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

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 will have an allowance of three(3) unexcused absences. On your fourth(4) unexcused absence, your final letter grade for the class will be lowered one full letter (10% of the total points for the semester). Your grade will be lowered by half a letter grade (5%) for every unexcused absences after your fourth. More than 6 absences of any kind equals automatic course failure unless you make documented accommodations in advance.

To receive an “excused” absence, you must do this: Notify the instructor before class begins that you will not be able to attend class and provide official documentation of a university-sanctioned reason to receive an excused absence. Military service, varsity sports travel, and illnesses are common excused absences when documented by a written note from a commanding officer, coach, or doctor.

Regardless of the type of absence, you are still required to complete assignments, so it is vital that you contact me as soon as possible to discuss your options. Requirements for class attendance, 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/>

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.

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). 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
- 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.

Mental Health + Wellness

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. **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.

Changes to Syllabus

This syllabus serves as a guiding document for the course and is subject to change. The instructor(s) may need to make any changes in the syllabus throughout the course, as necessary. All changes to the syllabus will be provided to students.

Scholarship of Teaching and Learning Research

Your instructor might be conducting a study of teaching and learning this semester. The purpose of this study is to determine the factors that influence teaching and learning effectiveness. Your participation in this study is voluntary. If you choose to participate, it will last for the duration of the semester and will entail activities no different from the regular activities you would otherwise engage in as part of the course. If you choose not to participate in the study, it will not impact your grade or your relationship with the instructor.

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/.

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.

Accommodations for Students with Disabilities

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.

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/eo/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.

Absences for Religious Holidays

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>

Privacy Policy Regarding Online Sessions (When/If Applicable)

There will be occasions when our class Zoom sessions may be audio-visually recorded for student in the class to refer back. Students who participate with their camera, engage 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. Although, at times, the chat will also be saved for future reference for the class. As in all courses, unauthorized recording and sharing of recorded materials is prohibited.

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