SYLLABUS

GRA4186c Senior Studio
Brian L. Slawson
03 Credits, Section 9596
University of Florida
TU/TH 5-7, Spring 2017
School of Art and Art History

Description
This senior-level studio design course is composed of three major creative projects. Also included are frequent small group and individual feedback sessions on your projects. Project One involves translating real-world data into a creative “mapping” project. Project Two is a corporate communications project which is cotaught with your other design studio course. Project Three is a rebrand plus menu design for a local, independent restaurant.

Evaluation & Grading
Each project is 100 points – achieved by meeting intermediate deadlines as well as making final project presentations. Project points come from meeting the upload deadlines and participating in the online/in-class feedback sessions along with assessment from an instructor evaluation of concept, form, and craft. Specific grading criteria will be listed on each assignment sheet. Once per month during the semester is a small in-class quizzes based on discussion or activities, three points each. These account for 20% of the final grade.

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<tr>
<th>Creative Projects (80%)</th>
<th>Mapping</th>
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<td>Corporate Communications</td>
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<td>Restaurant Rebrand</td>
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<td>In-class Quizzes (20%)</td>
<td>January Quiz</td>
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<td>February Quiz</td>
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<td>March Quiz</td>
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<td>April Quiz</td>
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After intermediate feedback and final presentations the design project/quiz points will be converted to a letter grade based on the standard UF 4.0 scale (including “minus” grades).

The final letter grade calculation is based on the table above. Projects submitted late after their due date (without prior approval) will be limited to a maximum of 50 points.

Attendance & Participation
I will not record daily attendance. The benefits of participation include creative and technical feedback and interaction with your peers as well the instructor, offering your own comments to others, and making use of the UF facilities.

As always, excused absences follow university guidelines and may include illness, serious family emergencies, special curricular requirements, military obligation, severe weather conditions, religious holidays and participation in official university activities or court-imposed legal obligations. You must contact me by email prior to any absence.

Other Strategies for Success
Often performance will indirectly influence your project grades...
Timeliness: Meet all final and intermediate deadlines. Arrive Early.
Quantity/Quality: Exceed the Minimum, Seek Critique.
Innovation: Seek Difference not Similarity.
Community: Collaborate, Listen, and Share.
Resources
There is no required textbook. We will use materials available through the World Wide Web and our free campus access to Lynda.com tutorials. We will also use course tools available on CANVAS e-learning.

Contact and Office Hours
Outside of class, you can contact me by email — slawson@ufl.edu — or through the UF School of Art and Art History at 352-392-0201. My office is 313c FAC and office hours will be Wednesday from 3–5 pm.

General University Policies and Services

Accommodations for Students with Disabilities
Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. Disability Office:
http://www.dso.ufl.edu/drc/

SAAH Health and Safety
In the graphic design area, batteries, old monitors, lamps from digital projectors may release mercury if broken. There are no known health hazards from exposure to lamps that are intact. Website:
http://www.arts.ufl.edu/art/healthandsafety/

Contacts for University Counseling Services
Includes personal, academic, crisis and career services.

Contacts for Student Healthcare Center
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.
http://shcc.ufl.edu/

Safety and Security
University Police Department — http://police.ufl.edu/
Dial 911 for emergencies.
Dial 352-392-1111 otherwise.

Reading Days
The two days prior to the start of examinations in the fall and spring semesters, generally a Thursday and Friday, are designated reading days. No classes or exams are held on these days. Instead, students are encouraged to use these days for study and review.

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.

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, one is 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, plagiarism, bribery,

**Computer Use and Acceptable Use Policy**

All faculty, staff, and students of the University of Florida are required and expected to obey the laws and
legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal
penalties for the individual violator. Because such violations are also against University policies and rules,
disciplinary action will be taken as appropriate.

http://www.cio.ufl.edu/policies/aupolicy.html
http://training.helpdesk.ufl.edu/computing.shtml

**Disruptive Behavior**

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. A detailed list of disruptive
conduct may be found at — http://regulations.ufl.edu/regulations/uf-1-general/

**Important Dates on the University Calendar**

https://catalog.ufl.edu/ugrad/current/Pages/home.aspx

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**Graphic Design Studio Notes**

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.

Because of limited custodial services in the design studios, trash cans should be put out in the hallway
every evening.

Do not use spray adhesive in the studios or in the building. A spray booth which may be used for aerosols
is located on the 2nd floor of FAC.

Cell phones should be turned to vibrate or low ring mode during class times. If you must take a phone call
— doing so in the hallway will minimize disruption.

Food and drink is allowed in the classroom. 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

As a student, your use of software and the Internet is governed by university policies, see…
http://www.cio.ufl.edu/policies/aupolicy.html

With questions related to your computer system and technology (network, printers) in the graphic design
studio, you can contact our technical assistant — 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.

The shared classroom iMac is intended for short-term use for scanning, demos and so on. It is not a
substitute for your own system. Any extraneous data stored on the machine may be deleted during
maintenance.

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.

Lab fees are used to supply the printers with ink and paper. Be conservative in your use of these materials.

If you encounter other problems in the classroom or studio, first speak with your instructor outside of class, talk with any graphic design area faculty member, or contact the SAAH undergraduate student advisor, Dana Myers. After consulting faculty and the art advisor, the other authority to contact is Maria Rogal, Interim Director of the SAAH. He can be reached in 101 FAC.