

SYLLABUS

IDEAS & STYLES

COURSE INFORMATION

GRA 4196C - Fall 2015
T/R 3:00-6:00
Room 314 Fine Arts C

INSTRUCTOR

Dr. Sara Salevati
Visiting Assistant Professor
University of Florida
School of Art and Art History

CONTACT

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Room #313D
Office hours: M 1:00-3:00

Course Description

This senior level studio course is organized as a continual interplay of theory and practice, in which we will examine historical, philosophical, perceptual approaches to understanding and creating designs. This includes learning about graphic design movements, interaction & UX design, critiquing and analyzing design situations and demonstrating at a professional-level the application of a working design process and methodology. This course consists of three advanced projects built around the ideas discussed in class. Project 01: a design exhibition (naming, branding, curation, collateral), Project 02: a group project on a design challenge (problem setting, user research, persona, sketching, stories), Project 03: building on project 02 (design solutions, concepts, prototyping and presentation).

Readings

In this course we will use the book – Graphic Design: A New History by Eskilson and Thoughtful Interaction Design by Löwgren & Stolterman – as the basis of our creative studio projects. We will use the UF e-Learning site, Canvas, to access additional readings and other materials.

Grading

Specific grading criteria will be listed with each project as a rubric but will generally cover the areas of research and conceptual development, design process, formal resolution, technical craft and presentation.

Project 01:	20%
Project 02:	20%
Project 03:	25%
Attendance & Participation	30%

Attendance & Participation

Attendance and participation is required as grade-affecting checks will be held. 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. If you have a delay, please contact me by email prior to the class. Projects are not accepted after the due date without prior approval by the instructor.

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Health & Safety

The UF School of Art and Art History is concerned about the safe use of art materials. Notes related to the design area: 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. A complete handbook is provided at — <http://www.arts.ufl.edu/art/healthandsafety>

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/>

UF Policies & Services

This resource covers most policies and procedures important to students. <http://www.dso.ufl.edu/>

UF Counseling Services

Includes personal, academic, crisis and career services. Dial 352-392-1575. <http://www.counsel.ufl.edu/>

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 & Security

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

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.

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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, misrepresentation, conspiracy, or fabrication. <https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

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>

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/>