ART 6933 Graphic Design Seminar
Wednesday, Periods 8-10
Room 310 Fine Arts C

Brian L. Slawson, Associate Professor
University of Florida
School of Art and Art History
Fall 2015

SYLLABUS

Course Description
This graphic design seminar is studio-based – we will develop a single creative project. The project is self-defined (with good guidance) through a written proposal so that there can be personalization. Also included in this course is a series of six writing assignments and subsequent discussions based on design objects that I have selected. Along the way we will hold four intermediate project reviews where you can ask for critical feedback on your creative work from your instructor and peers. At the end of the semester we have a final project/process presentation.

Creative Project (34 points). To begin, develop a project proposal. We will discuss this proposal in class as well as use Canvas to add notes. Then, begin the creative process which might include a variety of research methods, creative exploration, translating ideas into visual form, and crafting the final design work.

Final Presentation/Process (20 points). This is a PDF document of your research process – sketches, new directions, doodles, important ideas or notes, visual inspirations, as well as a close look at the final design. No more than ten PDF pages and your verbal presentation should be 20 minutes long.

Writing Assignments. (18 points). I have selected six design works as “prompts” as a way to begin writing about design. This should be one page of writing with one image association page. One point for completing the written work, one point for the clarity of the writing, one point for insights.

Attendance/Participation. (28 points). We have fourteen seminar meetings during the semester on Wednesday. One attendance point for every day that you attend and another point for your participation – which means offering constructive advice to others on their work.

Additional handouts will detail the structure of the project proposal, final presentation and writing assignments.

Readings
In this course we have no specific academic readings. So no required textbook or course pack. We will use the UF e-Learning site, Canvas, to access other course materials and upload/share writing.

Required Materials
Access to a computer/software and in-class use are required. Lab fees cover basic printing materials but you may need to buy additional art supplies to complete some projects.

Grading & Attendance
Grading criteria of will generally cover depth of research and conceptual development, formal resolution, technical craft and verbal presentation. This course has a total of 100 points (detailed above). Canvas will do the math and calculations but if you want to convert points/percentages to a UF Standard Letter Grade here is a table...

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<th>Grade</th>
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<tr>
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More details about Attendance
Arriving late/tardy after class has commenced means that the attendance point is not awarded on that day. 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 and assignments are not accepted after the due date without prior approval by the instructor.

Other Strategies for Success
Active engagement in the small group sessions is also expected. This means listening to the suggestions of other students and offering constructive comments of your own. Often informal performance will 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.

Health and 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://arts.ufl.edu/site/assets/files/37319/saahhealthandsafetyhandbook.pdf

Contact and Office Hours
Outside of class, you can contact me by email (preferred) — 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 posted on my door.

General University Policies and Services
This resource covers most policies and procedures important to students. http://www.dso.ufl.edu/

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/

Contacts for University Counseling Services

Contacts for Student Healthcare Center

Safety and Security
University Police Department — http://police.ufl.edu/
The number of Fine Arts C is 0599. 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.

**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/scce/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.it.ufl.edu/policies/acceptable-use/acceptable-use-policy/

**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/
Expected Seminar Schedule

A 26 Intro to UFGD MFA, Intro to Seminar, Prompt Zero: James Merry, Mindmap.

S 02 Discussion of creative project proposals.

S 09 Writing Prompt One: San Andrés Cylinder Seal (Olmec Civilization, MesoAmerica).

S 16 Writing Prompt Two: Wooden Dolls (Alexander Girard).

S 23 Work in Progress, Creative Project Review (20 mins each).

S 30 Writing Prompt Three: Pakku-Man (Toru Iwatani).

O 07 Writing Prompt Four: Gotham typeface (Hoefler & Frere-Jones).

O 14 Work in Progress, Creative Project Review (20 mins each).

O 21 Writing Prompt Five: Unstoppable (BBDO/Canadian Paralympics).

O 28 Writing Prompt Six: CV Dazzle (Adam Harvey).

N 04 Work in Progress, Creative Project Review (20 mins each)

N 11 Class Canceled, voxGraphis trip

N 18 Work in Progress, Creative Project Review (20 mins each)

N 25 Class Canceled, Thanksgiving Holiday

D 02 Second and Third Yr Students, Creative Project Review (40 mins each)

D 09 First Yr Students, Creative Project Review (40 mins each)