

course GRA4186c Senior Studio  
 location Room 315 Fine Arts C. School of Art and Art History  
 time Mon|Wed 11:45-2:45  
 professor María del Mar Navarro  
 office 313A  
 office hours Tue. 1-3 & by appointment  
 contact 532-273-30584|mnavarro@arts.ufl.edu (email is preferred, expect 24-36 hrs. response time)

#### course description

Credits: 3; Prereq: GRA 4196C and GRA 4197C.  
 Emphasizes self-directed design, research and study leading to the development and realization of complex design projects. Public dissemination of final projects.

## objectives

- Explore and apply at the advanced level the application of visual communication systems and processes to solve design problems.
- Apply research practices to inform project requirements.
- Apply design making techniques to develop advanced-level design solutions.
- Present cohesive and polished design solutions.

## topics

Typography	Research	Design Thinking
Design Making	Text Image Color	Signs Meaning
Development	Iterations	Production
Layout & Composition	Design Theory	Design Mediums
Design History	Contemporary Issues	

## required materials

Computer: suitable for graphic design and production with appropriate RAM & HD Capacity

Adobe CS as current as possible

Additional readings will be provided

## course structure

Active participation is vital to the success of this class and your individual progress. Activities that take place during class time include lectures, group discussions, critiques, presentations, quizzes, responses, and time to work on projects. You should expect to devote at least an equal amount of time (if not more) outside of class for coursework.

## grading + evaluation

The purpose of grading and evaluation is to pinpoint the strengths and weaknesses of one's performance. Information on current UF grading policies for assigning grade points is online here: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>. Grades are based on your overall performance in Mint although specific project assignments and roles factor into this evaluation. To aid in the assessment process, each student will write and submit his/her own thoughtful self-assessment and meet with the instructor once during the semester to discuss your class experience and performance.

Your semester grade will be based on your performance in the following categories:

75%	project work: as stated on project briefs, in areas of process (research, concept, ideation, appropriateness of solution) realization (visual organization, formal resolution, syntax, craft) presentation (articulation, concept statement, photographs)
	Each project is worth 25% of the total.
15%	student guided design topic
10%	professionalism: participation, motivation, collaboration, and consistency knowledge & intellectual engagement: in-class exercises, reading, writing, and other responses, including discussion/blog entries.

## grading scale

A	100–93	exceptional work	C	76–73	average, borders inadequate
A–	92–90	superior work	C–	72–70	below average work
B+	89–87	very good work	D+	69–67	barely meeting criteria
B	86–83	above average work	D	66–63	not meeting criteria
B–	82–80	slightly above average work	D–	62–60	not meeting much criteria
C+	79–77	adequate, average work	E	59–0	failure to meet most criteria

## demonstration of sufficient progress

It is good practice to work consistently, to obtain feedback from your instructor and your peers, and to learn in this studio environment. Establishing a high standard in the classroom ensures that you learn to manage your time to meet deadlines, foster your own design process, obtain appropriate feedback, and develop to the best of your abilities. The instructor reserves the right to determine the project did not meet the requirements of sufficient progress and may assign a low or failing grade.

## make-up work

Work may be different from what is originally assigned. It is your responsibility to ask for make-up work within a week of the absence. If you are absent or tardy it is your responsibility to obtain missed information from another student in the class.

## deadlines

All interim and final deadlines will be announced in advance. Work is due on the day and time given and will be considered late after work has been called for. Projects are accepted late at the instructor's discretion and usually only because of extenuating circumstances.

## attendance policy

Good attendance and punctuality are expected for this course.

### Absences

Two (2) unexcused absences are allowed.

After your second unexcused absence, the instructor may lower your grade 10 points for each additional absence.

A total of six unexcused absences may result in you receiving a grade of "E" for the final course grade.

Leaving early (before class is dismissed by the instructor) without permission is usually considered an absence.

Excused absences include religious holidays, a verifiable death in the immediate family or with a doctor's note.

### Tardies

Late arrivals (more than 5 minutes after class begins) will be marked tardy.

Three tardies will be counted as one unexcused absence.

It is your responsibility to see that the record is corrected from an absence to a tardy if you are late.

## expectations for participation + interactions

**Excellent (4/A)** Demonstrates excellent preparation, contributes in a very significant way to discussions and critiques, knows assigned materials very well, and exceeds overall course requirements.

**Good (3/B)** Demonstrates good preparation, contributes frequently to discussions and critiques, knows assigned materials well, and exceeds many, but not all, course requirements.

**Satisfactory (2/C)** Demonstrates adequate preparation, contributes to discussions and critiques when called upon, demonstrates some knowledge of assigned materials, and meets overall course requirements.

**Needs Improvement (1/D)** Demonstrates minimal preparation, infrequent involvement in discussions and critiques, does not know assigned materials, and needs improvement on project work. Present, not disruptive.

**Unsatisfactory (0/E)** Demonstrates no or substandard preparation, no involvement in discussions and critiques, does not know assigned materials, and does not meet overall course requirements.

## best practices

Be open and constructive.

Critique ideas, not people.

You are all colleagues—friendship is a bonus.

Design requires intensive work. If you do not make enough sketches, design iterations, or just do the minimum, your work will reflect that, and this will be reflected in your grade.

See Graphic Design Studio Notes for studio policies. The studio is a creative, professional workplace. It is not your home.

## program promotion

Your work may be used to promote the graphic design program at the University of Florida, in faculty teaching portfolios, and as educational examples in academic conferences or journals.

We will make every attempt to credit your work to you where appropriate.

You retain copyright of your work.

## fees + equipment use

Lab and equipment fees support some, but not all, printing and production for projects undertaken in your graphic design courses. Lab fees do not cover the printing of materials for other courses, even those which are art-related.

## policies: graphic design

- If you encounter other problems in the classroom or studio, first speak with your instructor outside of class or

talk with any graphic design area faculty member. If the instructor cannot resolve your concerns, contact the SA+AH undergraduate student advisor. After consulting faculty members and the art advisor, the other authority to contact is the Director of the SA+AH in 101 FAC.

- Access to individual classrooms, laboratories and the studio facilities is limited to those enrolled in the program. If you notice any strangers or unusual behavior, report it to the University Police. See [police.ufl.edu](http://police.ufl.edu). Dial 911 for emergencies or 352-392-1111 otherwise.
- Lab fees are used to supply the printers with ink and paper. Be conservative in your use of these materials not only because they cost money, but because they create waste. Keep a balance between what you need to do your work and resource use.
- Do not use spray adhesive in the studios or in the building. There is a professional and safe spray booth on the 2nd floor for your use if you have to use it.
- 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.
- Throw away trash. Large items in bins outside. Box glass and wrap blades. Flatten cardboard.
- Do not leave food lying around.
- You may eat in the studios but not in the Mint room. 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
- With questions related to your computer system and technology (network, printers) in the graphic design studio, you can contact our technical lab technician— Michael Christopher, [mchristo@ufl.edu](mailto: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.
- Dial 911 for medical + police emergencies. | SNAP Ride Service (van or walking escort) 352-392-7627 | Locket out 352-392-1111 | TapShield alert system app.

## sa+ah health & safety

The SA+AH H&S policy and handbook is online at <http://arts.ufl.edu/site/assets/files/37319/saahhealthandsafetyhandbook.pdf>

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 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.

Graphic Design risks are the following, are minimal yet important to follow: 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. 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 studios are not equipped for this type of storage. Knowingly storing these in the studio may result in disciplinary action and loss of storage and after-hours studio space.

For detailed UF policies see [www.dso.ufl.edu](http://www.dso.ufl.edu)

Accommodations for Students with Disabilities [www.dso.ufl.edu/drc](http://www.dso.ufl.edu/drc)

Anyone requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide you, the student, with the necessary documentation, which you must then provide to me, the instructor, when requesting accommodation.

University Counseling Services

[www.counseling.ufl.edu/cwc](http://www.counseling.ufl.edu/cwc) Includes personal, academic, crisis and career services.

## policies: university|academic honesty policy

The university's policies regarding academic honesty, the honor code, and student conduct related to the honor code will be strictly enforced. Full information regarding these policies is available at the following links:

Academic Honesty: [www.registrar.ufl.edu/catalog/policies/students.html#honesty](http://www.registrar.ufl.edu/catalog/policies/students.html#honesty)

Honor Code: [www.dso.ufl.edu/scrr/honorcodes/honorcode.php](http://www.dso.ufl.edu/scrr/honorcodes/honorcode.php)

Student Conduct: [www.dso.ufl.edu/scrr/honorcodes/conductcode.php](http://www.dso.ufl.edu/scrr/honorcodes/conductcode.php)

## disruptive behavior regulations.ufl.edu/chapter I

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.

## important dates: university calendar

<https://catalog.ufl.edu/ugrad/current/Pages/dates-and-deadlines.aspx>

## absences & absences for religious holidays

The course absence policy is described in the body of the syllabus. The university policy is here: [www.registrar.ufl.edu/catalog/policies/regulationattendance.html](http://www.registrar.ufl.edu/catalog/policies/regulationattendance.html). Because instructors are allowed to require attendance and attendance and participation are critical to learning there is a strict absence policy. The Florida Board of Education and state law govern university policy regarding observance of religious holidays, available at the link above.