

course ART 6933 Graphic Design Seminar
 location Room 310 Fine Arts C School of Art and Art History
 time Wed. 3:00-6:00
 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

This seminar will explore the practices of visual categorization, standardization and social stereotyping in the creation of design artifacts within a global context. Students will participate in critical thought and discourse in response to assigned readings and will develop visual responses through refined iterations resulting in a final project.

objectives

- Through extensive research, continuous studio exploration and constructive group discussions, students will develop visual solutions reflective of their current graduate-level standing utilizing traditional, current and emerging design tools and methods in response to the seminar's specific subject matter.
- Continued academic development and professional growth at the graduate-level through independent efforts and group contributions.
- Critical understanding of seminar's specific subject matter and ability to communicate findings in written and visual forms.

topics

Design Processes and Visual Systems

Design Theory and Research

Historical and Contemporary Issues

required materials & course structure

A variety of tools and materials are available in the Program for your project development. Depending on your individual needs and interests, you may need to purchase materials in addition to those provided; nevertheless, you are encouraged to consult with Program faculty prior to purchasing materials as they may be available.

A bibliography will be provided as a foundation for initial discussions and further research to support individual projects. There are four intermediate project reviews scheduled to discuss research findings, progress and ask for critical feedback from your instructor and peers.

At the end of the semester we have a final project/process presentation.

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

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 three categories:

Creative Project (34 points). To begin, develop a project proposal. We will discuss this proposal in class as well as online. 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 (50%). This is a PDF document (twelve-page maximum) documenting research and development process – sketches, new directions, important findings and ideas, inspirations, critical personal assessment of process and final solution.

Writing Assignments. (30%). Using initial bibliography to guide the research and discussions, continue research in support of your design proposal while incorporating narrative of graduate studio theme. Provide visuals as necessary to support your research. Points are given for completing assignment, clarity of writing and insight.

Attendance/Participation. (20%). 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.

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.

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

Since this class meets once per week attendance is very important to your success. 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. In the event that you plan to be absent on a day that an assignment is due, you will want to make arrangements to submit project prior to your absence for partial credit.

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

- 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. 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.
 - 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

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

Accommodations for Students with Disabilities 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 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

Honor Code: www.dso.ufl.edu/sccr/honorcodes/honorcode.php

Student Conduct: www.dso.ufl.edu/sccr/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. 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.