

## syllabus

GRA4187C section 3340: Design Workshop  
 Tuesdays & Thursday 3–6pm | FAC 314

### INSTRUCTOR

Alston Wise  
*Visiting Professor of graphic design,  
 UF School of Art + Art History*

mawise@ufl.edu

### OFFICE HOURS

Wednesdays 1-2pm  
 & by appointment  
 Office 313E FAC

*The best way to reach me is by email.  
 I respond to emails during the week.  
 Expect a 24–36 hour response time.*

### COURSE DESCRIPTION

This course bridges the study of design and professional practice. Emphasis is placed on conceptual, professional, and pragmatic design issues applied to likely real-world scenarios. 3 credits; co-requisite: GRA 4186C

### COURSE OBJECTIVES AND GOALS

- Provide the opportunity for advanced study allowing for specialized application and synthesis of previous graphic design learning;
- Organize and visually articulate complex information in a meaningful manner;
- Finesse abilities of designer as planner, strategist, and form giver;
- Continue emphasis on identity and systems;
- Learn key issues in contemporary design discourse; and
- Increase understanding of the relationship of design to the economy, culture and society.

### REQUIRED MATERIALS

- *How To Be A Graphic Designer Without Losing Your Soul* (New Expanded Edition). Author: Adrian Shaughnessy. ISBN: 1568989830
- Adobe CS Design Suite 5.5, 6 or creative cloud
- Laptop or desktop computer as required by the program
- Handouts provided by instructor

### COURSE STRUCTURE

This course is based on discussions, readings, research, writing, critiques, presentations, and design work. You will be given class time to work on projects but expect to devote at least an equal amount of time outside of class for your coursework, i.e., 6 hours per week. That being said, our alumni point to “living in the studio” as a major factor in their success. See “Some Honest Advice” for more details.

### TOPICS

Design systems	Brand identity	Design research
Creative brief	Audience profiling	Audiences
Writing for design	Competitive landscapes	Interactivity
Competitive analysis	Professional practices	Brand books
Design vocabulary	Strategic analysis	Visual language

### COURSE SCHEDULE

The semester is divided into three topical sections with one project each:

1. January 5–February 9	Professional practice	Due February 9
2. February 11–March 24	B2B Communication	Due March 24
3. March 29–April 20	Design research	Due April 20

Each section includes project work, readings, quizzes, and presentations. Other deadlines, such as project benchmarks, readings, writing, and presentations will be announced.

**COMMUNICATION**

- You are responsible for emails sent to your ufl.edu account. It is a good practice to check your ufl.edu email at least once per day between Monday and Friday.
- I check emails regularly between Monday and Friday. Expect up to a 36 hour turn-around. If, after that period of time, you need a response, forward me the original email with a note that you are waiting for a response.

**GRADING + EVALUATION**

The purpose of grading and evaluation is to pinpoint the strengths and weaknesses of your work. To this end, we can only respond to what is observable in your work and in-class performance. However, you will have the opportunity to evaluate your performance this semester. I encourage you to take advantage of this. Expectations for grades are listed below. **Meeting criteria merits a C+, if you want to earn higher you must surpass minimum criteria and expectations for work at your level of study.**

The chart below outlines criteria for "A" work, the highest level, with qualifiers for all work below that. Work earning an "A" demonstrates the best of the UFGD program, work that we would use to promote the program to the broader design community, and is work that is portfolio-ready upon submission, with no revisions necessary. Craft is perfect, there are no typos, rags are balanced, typography is exceptional and all the parts form a cohesive whole.

<b>A</b>	100– 95	4.00	Exceptional or excellent work from process to production. Research is appropriate; process demonstrates design thinking and development of a range of solutions that are plausible. Proposal(s) are built on consistently and support an iterative process. Realization is excellent and supports an exceptional concept. You have come to class with new work, are highly engaged in discussions and critiques, and know the materials well. Your final submission is portfolio-ready, with no errors or changes necessary (no typos, craft is excellent).
<b>A–</b>	94–90	3.67	Excellent; surpassed all criteria but still some room for improvement
<b>B+</b>	89–87	3.33	Very good; surpassed all criteria
<b>B</b>	86–83	3.00	Good; surpassed all criteria
<b>B–</b>	82–80	2.67	Above average; surpassed all criteria
<b>C+</b>	79–77	2.33	Average; met criteria
<b>C</b>	76–73	2.00	Average; improvement needed
<b>C–</b>	72–70	1.67	Slightly below average; further improvement needed
<b>D+</b>	69–67	1.33	Below average; much improvement needed
<b>D</b>	66–63	1.00	Below average; poor and/or incomplete work
<b>D–</b>	62–60	0.67	Below average; very poor and/or incomplete work; work well below level of study
<b>E</b>	59 or below	0.00	Failing; work did not meet any criteria or you submitted no work

**GRADE DISTRIBUTION****Project work**

60% of your grade will be based on your performance on three projects. Each project will be assessed using the following criteria, which encapsulates:

<b>25% discovery</b>	Research, concept development, and iterations
<b>25% process</b>	Quality and quantity of visual ideas, exploration, critique participation, consistency, attention to design principles, context, and detail
<b>50% design</b>	Appropriateness and strength of design solution, craft, writing, overall quality of work product

**Readings and presentations**

<b>15% readings</b>	Demonstrated by quizzes and discussions
<b>25% presentation</b>	Working in threes, you will be responsible for conducting a 45 minute session in class with a design professional. It can be alumni or anyone in the design field and the session can be conducted in person or via skype. Sign-ups will be the first week of class.

You must earn a C or better in this course for it to count towards your Graphic Design major.

**DEMONSTRATION OF SUFFICIENT PROGRESS**

**why is this important?** When working professionally, you will have various deadlines—not only at the end—and will build on your ideas. This is called **iterative design**. It is good practice to work consistently, to obtain feedback from your instructor and your peers, and to learn in this studio environment. To come to class unprepared or to put minimal effort into your work is unacceptable. 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.

If, at the mid-point review of a project, as indicated on the semester calendar, the instructor determines your work does not indicate you have made sufficient progress or meet the commonly expected standards you will not be permitted to move to the next stage. You will have one additional class period after that meeting to meet standards. If not demonstrated then, you will automatically earn a zero as your grade for the project.

If a project changes drastically at the last minute—without input from the instructor during class time—the instructor reserves the right to determine the project did not meet the requirements of sufficient progress and may assign a zero grade.

**ATTENDANCE POLICY**

- This is a required class open to graphic design majors only. Beginning with the first day of class for the semester, only 2 unexcused absences are permitted. To be clear, there is no reason to accommodate Drop/Add for this required course in this selective major.
- Every unexcused absence beyond this will lower your grade by a whole letter grade (A to B, not A to A-).
- Late arrivals (more than 10 minutes after class start time) will be marked tardy; 3 tardies will be counted as 1 unexcused absence

- Excused absences follow university guidelines and include religious holidays, a verifiable death in the immediate family, illness with a doctor's note, a court or legal obligation, or participation in official university activities. Please notify the instructor in advance if you know you will be absent. Students observing a religious holy day of their faith must notify the instructor in advance.
- Leaving early (any time prior to class dismissal) without permission is considered an absence.
- Arriving more than 15 minutes after the start of class is no longer considered tardy and will count as an absence.
- A total of 5 absences, excused or unexcused, will result in an "E" for your final grade. It is your responsibility to see that the instructor's attendance record is corrected from an absence to a tardy if you are late.

#### **DEADLINES**

- All deadlines will be announced in class.
- All projects and exercises are due on the day and time given and will be considered late when critique has begun or after work has been called for.
- A project will be accepted up to one day after it is due and, as a late project, will be automatically marked one grade lower in all areas of evaluation.
- No projects are accepted late unless there are documented, extenuating circumstances and, even so, how they are handled and evaluated is at the discretion of the instructor.

#### **MAKE-UP WORK**

- Students may be given the option to rework a project for a higher grade at the instructor's discretion.
- Beyond that, you are eligible for make-up work only in the event of an excused absence.
- 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.

#### **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.
- Expect to purchase your own paper for printing to anything other than the studio laser printers.
- Note that your GD lab fees do not cover the printing of materials for other courses, even those which are art-related.
- Printing for non-GD courses must be done elsewhere.
- Misuse of equipment will result in heavy monitoring of everyone and/or the loss of privileges for those who don't think policies apply to them.
- Paper is only supplied for the color and black laser printers. Plan to purchase your own paper for the Epson inkjet and plotter printers. Toners and ink are covered for all printers.

## POLICIES

### graphic design studio

APPLIES TO ALL STUDIO AND COMMON SPACES

- 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.
- Do not leave food lying around or in the refrigerator.
- 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.
- 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>
- 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). He 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.
- 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 to the University Police. See <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.
- 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 SAAH 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.

## POLICIES

## sa+ah health &amp; safety

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). The SA+AH H&S policy and handbook is online at [www.arts.ufl.edu/art/healthandsafety](http://www.arts.ufl.edu/art/healthandsafety).

Michael Christopher is the Health and Safety administrator for the Graphic Design program. While there are very 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.

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 graphic design studios are not equipped for this type of storage. *Knowingly or repeatedly storing such items in the studio may result in disciplinary action and loss of access to studio space outside of classtime as well as loss of storage space.*

- Batteries, some monitors, and lamps from digital projectors, if broken, may release mercury. There are no known health hazards from intact materials.
- Follow Graphic Design Studio Rules as found in your syllabus.
- Do not use spray adhesives. Ever.
- Do not do hazardous work in the studios.
- Do not block aisles, halls or doors with stored items or when working—a violation of fire codes.
- Take items which do not fit into the trash to the dumpster, follow dumpster guidelines.
- All users must follow the S+AH Container Policy (see attachment)

**SA+AH CONTAINER POLICY** (*Note: the GD Area policies prohibit use of hazardous materials, this applies to materials used in other areas. They may not be stored, ever, in the GD studios*)

There are 2 types of labels used in the SA+AH—**YELLOW & WHITE**. Both labels are found at the red MSDS box and are supplied by the SA+AH. Each is used for a different purpose:

**WHITE:** All new and or used product in containers (hazardous or what might be perceived as hazardous -i.e. watered down gesso, graphite solutions, satellite containers of solvents, powders, spray paints, fixatives, oils, solvents, etc...) must be labeled within the SA+AH to identify contents. Labels can be found at the MSDS box in each studio and work area. All containers must be marked with your name, contents and date opened. All secondary/satellite containers for hazardous materials must be marked with content, your name and the date opened. All unmarked containers will be disposed of with no notice.

**YELLOW:** When hazardous items are designated as waste. All containers must have a yellow label identifying the contents that are designated as trash for weekly EHS pick up. — Flammable solid containers (red flip top) must have a yellow hazardous waste label on the outside.

- 5 -gallon jugs must have a yellow hazardous waste label on the outside.
- Fibrous containers must have a yellow hazardous waste label on the outside.
- Each item in the blue bin must have a yellow hazardous waste label.

**NOTE:** Hazardous Waste labels should include all constituents in the waste mixture as well as an approximate percentage of the total for that item and must add up to 100%. Labels should also include the Bldg. & room # of the shop generating the waste along with the Waste Manager for your area; this is located on the SWMA sign posted at the sink or at the Waste Management Area.

## POLICIES

# university of florida

### **Accommodations for Students with Disabilities**

<http://www.dso.ufl.edu>

The Disability Resource Center in the Dean of Students Office provides information and support regarding accommodations for students with disabilities.

### **Harassment**

<http://www.hr.ufl.edu/eoo/sexharassment.htm>

UF provides an educational and working environment that is free from sex discrimination and sexual harassment for its students, staff, and faculty.

### **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**

<http://www.registrar.ufl.edu/catalog/policies/regulationattendance>

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**

<http://www.dso.ufl.edu/judicial/academic.php>

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.

### **Online Evaluation**

<https://evaluations.ufl.edu> + <https://evaluations.ufl.edu/results>

During the last two or three weeks of the semester, you will be able to evaluate the quality of instruction in this course. You will receive an email message letting you know the exact dates.

### **Disruptive Behavior**

<http://regulations.ufl.edu/chapter1>

Be advised that you can and will be dismissed from class if you engage in disruptive behavior.