

syllabus

GRA4953 section 2380: graphic design senior project

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 1-2 pm

& by appointment

Office 313E FAC

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

ABOUT THIS COURSE

This course emphasizes the development of a personal website to showcase the student's professional portfolio, design philosophy, and credentials. Students enrolling in this course will be required to launch a website with a proprietary URL on a commercial server prior to completion of the course. Students are evaluated based on the appropriateness and level of completion of the website, and on their conceptual, formal, and technical development to these ends.

1 credit; Co-requisites: GRA 4186C and GRA 4187C

MEETING TIMES/LOCATIONS

TBA, independent and group meetings, FAC 314

COURSE OBJECTIVES

Students will demonstrate an understanding of the following:

- Portfolio Building/Strategies
- Information Architecture
- Web-based technologies

TOPICS

- Information Architecture
- Portfolio Development
- Relationship of off-line to on-line portfolios
- Writing concept statements

COURSE STRUCTURE

This course requires individual work to develop your online portfolio presence. The instructor's role is to facilitate and advise to this end. You are expected to work consistently during the semester and schedule meetings with the instructor if you need more guidance. Expect interim individual and group progress critiques. A live comprehensive website portfolio is due at the end of the semester.

REQUIRED MATERIALS

- Proprietary website or equivalent

GRADING

The purpose of grading is to clearly and accurately pinpoint the strengths and weaknesses of your progress. You will receive grades on all assignments and receive a progress report at midterm. This report will evaluate progress, note strengths and areas for improvement. Your overall grade will be based on your understanding of the information and ideas discussed, and your formal, technical, and conceptual progress as demonstrated in projects and exercises, and professionalism during the course.

GRADING SCALE (listed on 100%, then in parenthesis 20 pt scale, followed by 10 pt scale)

- A 100–95: exceptional work, all criteria surpassed in a distinguished manner (10)
- A– 94–90: superior work, all criteria surpassed in a distinguished manner (9)
- B+ 89–87: very good work, all criteria have been surpassed (8.5)
- B 86–83: above average work (8)
- B– 82–80: slightly above average work (7.5)

- C+ 79-77: adequate, average work (14 or 7)
 C 76-73: average work, bordering on inadequate (6.5)
 C- 72-70: below average work – not meeting expectations (6)
 D+ 69-67: barely meeting criteria (5.5)
 D 66-63: meeting criteria (5)
 D- 62-60: not meeting criteria (4.5)
 E 59-0: failure to meet most criteria (4-0)

DISTRIBUTION OF GRADES

- | | |
|----|--|
| % | Criteria |
| 20 | Complete one to two page résumé, designed & typeset, no typos |
| 30 | Functioning, naverageable website under proprietary URL or equivalent |
| 30 | 10 projects on your website with photographic details and descriptions, no typos |
| 20 | Résumé and portfolio PDF provided electronically |

DEADLINES

All deadlines and due dates will be announced in advance. The website is due on April 19, 2016 at 3pm. There are no late submissions.

EXPECTATIONS FOR CLASS PARTICIPATION

Participation by all members is critical to the success of this studio. Excellent participation is a given and includes contributing to ongoing discussions and critiques, suggests alternative ways of approaching projects, along with a thoughtful process and strong work ethic.

ATTENDANCE + PARTICIPATION

You will work independently and in the concurrently enrolled Design Workshop. Be prepared to present your work — deadlines will be announced in advance.

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.

FEES + EQUIPMENT USE

- Lab and equipment fees support some, but not all, printing and production for projects undertaken in your graphic design courses.
- 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.

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.
- Only throw away trash, not recyclables.
- 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, do so in the hallway to minimize disruption.
- Food and drink is allowed in the classroom. We ask that you be attentive to cleaning up and throwing away food remains.
- 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. 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 & 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 here](#).

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 for trash and recycling.
- All users must follow the S+AH Container Policy (see the [SA+AH Health and Safety Handbook online here](#))

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. Failure to adhere to these guidelines may affect your ability to use the studio unsupervised outside of regular class times.

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.