COURSE DESCRIPTION
Graphic Design for Non-Art Majors is a studio class teaching the basic principles and terminology of graphic design and typography with an emphasis on the design process and design thinking. Students will be able to apply these concepts and creative process to visually communicate their ideas in a more effective way.

COURSE OBJECTIVES
At the conclusion of this course students will have a basic understanding of:

- the basic elements and principles of graphic design
- the basic concepts and terminology of typography
- the design process and design thinking
- how to develop ideas
- image file formats
- basic image making techniques

Students should be able to:

- Define commonly-used graphic design and typographic terms.
- Work through the design process to develop innovative visual communications.
- Use type experimentally—work outside the formal conventions of typography.
- Use a variety of tools and methods to produce work.
- Apply concepts and principles to real-world projects.

COURSE STRUCTURE
The class structure will include a combination of textbook readings, lectures, research from additional sources, in-class assignments, creative project assignments, and group and individual critiques. In-class assignments and projects will involve hand work and digital design on the computer. No drawing skills needed. No design software is required. Open source software and free trials will be discussed and used for projects, if necessary.

TOPICS
The projects in this class will provide opportunities to engage with the following topics:

- Mind-mapping, brainstorming and other methods of developing ideas
- Image making techniques
- Design thinking
- Typography
- Visual organization of information (hierarchy and direction)
- Visual analysis

REQUIRED TEXT

- A Design Manual (4th edition) by Shirl Brainard

Note: Additional readings will be provided online or as handouts.
art 3930C
3 credits

fall 2014

mtg times
monday &
wednesday

sect 17E5
11–E1
6:15–8:10 pm

instructor
myda iamiceli
myda@ufl.edu

office
FAC 313

office hrs
by appt only

REQUIRED SUPPLIES

- Sketchbook (Strathmore or Canson Drawing pad, 9x12 inches)
- 18 inch metal ruler (or longer)
- X-Acto knife and #11 blades
- Scissors
- Black ink pens (micron and Sharpie)
- Kneaded eraser
- Glue stick
- Access to digital camera
- Photocopies and scans (as needed)

OPTIONAL SUPPLIES

- Triangle
- Self-healing cutting mat
- Tracing paper pad (small 8.5 x 11”)
- Pencils (2B & 4B)
- Blender marker (Chartpak or Prisma)

Note: Additional supplies may be needed as the semester progresses.

ADDITIONAL RESOURCES

Below are some great resources to get started with. More will be discussed in class.

Books
- Graphic Design: The New Basics by Ellen Lupton and Jennifer Cole Phillips
- Design Language by Tim McCreight
- Launching the Imagination: A Comprehensive Guide to Basic Design by Mary Stewart
- Thinking with Type by Ellen Lupton
- Glimmer: How design can transform your life, and maybe even the world by Warren Berger
- Information Design Workbook: Graphic Approaches, Solutions, and Inspiration by Kim Baer
- Graphic Design: A New History by Stephen Eskilson

Online
- gimp.org (open source image manipulation program, similar to Adobe PhotoShop)
- inkscape.org (open source vector graphics editor, similar to Adobe Illustrator)
- lynda.com (free tutorials for students—access via e-learning at https://lss.at.ufl.edu/)
- aiga.org (American Institute of Graphic Artists)
- designobserver.com (blog, critical writing on design)
- fastcodesign.com (Co.Design=business + innovation + design)
- designtaxi.com (Design inspiration)
- tdc.org (Type Director’s Club)
- identifont.com (helps you identify typefaces and type designers)

GUIDELINES FOR CRAFT

Be able to answer yes to the following:

- Are all corners cut square and sides cut straight?
- Are the measurements correct? (Measure twice!)
- Are the edges clean, no nicks cuts or dings? (Use new x-acto blade for each project to get clean cuts.)
• Have pencil marks been erased? *(Make sure to use kneaded eraser for this.)*
• Is the project covered with a piece of tracing paper that has been trimmed to size and attached on the back with masking/drafting tape?

**PROCESS**

**PROCESS IS CRITICAL FOR SUCCESS IN THIS COURSE.** Commitment to your projects and willingness to push your ideas, create multiple iterations and refine your executions will create better results. *YOUR PROCESS MUST BE DOCUMENTED IN THE SKETCHBOOK AND TURNNED IN WHEN ASKED OR WITH EACH PROJECT.*

**DEADLINES**

Deadlines are critical in the graphic design industry. Clients do not accept late work and neither will the instructor. 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. Late projects are not accepted unless there are documented, extenuating circumstances and it will still be at the discretion of the instructor. If you are absent or tardy it is your responsibility to obtain missed information from another student in the class.

**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.

- Academic Honesty: http://www.registrar.ufl.edu/catalog/policies/students.html#honesty
- Student Conduct: http://www.dso.ufl.edu/sccr/honorcodes/conductcode.php

**GRADING & LATE PROJECTS POLICY**

***PROJECTS WILL NOT BE ACCEPTED AFTER THEIR DUE DATE WITHOUT PRIOR APPROVAL.***
After intermediate and final critique, the design projects will be graded on a standard 4.0 scale.

Each project will be graded as follows:

100 possible points/25 possible points for each area below:

- Concept: Resolution to the assigned problem
- Process: Development of conceptual ideas and technical skills
- Craftsmanship: Attention to detail
- Risk Taking: Inventiveness and experimentation

Evaluations:
- Project #1 (15%)
- Project #2 (20%)
- Project #3 (20%)
- Project #4 (15%)
- Participation & Process (15%)
- Quizzes & Final Exam (15%)

(In-class assignments, reading responses, sketchbook, experimentation and critiques)
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Grading Scale
A (94–100) / A- (90–93) / B+ (87–89) / B (82–86) / B- (80–81) / C+ (77–79)
C (72–76) / C- (70–71) / D+ (67–69) / D (62–66) / D- (60–61) / E (below 60)

Note: A grade of C- or below will not count toward major requirements.
UF grading policy website: http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html

CLASS ATTENDANCE & PARTICIPATION

Overall good attendance and active participation is necessary for the successful completion of the course. Active engagement in the small group feedback sessions is also expected. This means listening to the suggestions of other students and offering constructive comments of your own.

****Each student will be allowed THREE (3) UNEXCUSED ABSENCES. AFTER THE THIRD ABSENCE, THE FINAL COURSE GRADE WILL BE LOWERED ONE FULL LETTER GRADE. SIX OR MORE ABSENCES EQUALS A FAILING COURSE GRADE.

Students attending class unprepared for a discussion, critique or exercise will be considered absent. Class begins at 6:15 p.m. Coming to class late is unacceptable. You are late if you arrive to class after your name has been called when role is taken. THREE TARDIES WILL EQUAL AN ABSENCE.

**ATTENDANCE FOR CRITIQUES IS MANDATORY. Missing a critique, being late and/or not having work ready will result in not receiving full credit on that project (30% less).

Let me know ahead of time—in class, or via email—if you are unable to attend a class. See me immediately after a missed class to discuss the material missed and/or make-up work. 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. REFRAIN FROM PHONE USE, TEXTING, CHAT, E-MAIL, AND NON-COURSE RELATED WEB SURFING DURING CLASS TIME. DOING ANY OF THIS WILL NEGATIVELY EFFECT YOUR OVERALL GRADE.

SA+AH HEALTH & SAFETY

This course will adhere to the School of Art and Art History’s Health and Safety Policy which will be reviewed in class. The handbook is located at: http://saahhealthandsafety.weebly.com/handbook.html

Hazards of Materials
• Batteries, old monitors, lamps form digital projectors if broken may release mercury.
• There are no known health hazards from exposure to lamps that are intact.

Best Practices
Though not much is generated, the Graphic Design technician is certified for handling Hazardous Waste by the University of Florida. For installations or sculptural elements, please cross-reference with other area specific information as needed.

Area Rules
All users of the studio classrooms are expected to follow studio area rules at all times.
If you have any questions, ask your instructor.
• Follow all SA+AH Health and Safety handbook guidelines (the handbook should be reviewed by your instructor and can be found at: www.arts.ufl.edu/art/healthandsafety)
• Follow the SA+AH Satellite Waste Management Chart in the classroom and other Health & Safety guidelines posted for your media.
• In case of emergency, call campus police at 392-1111
• File an incident report (forms may be found in the SA+AH H&S handbook, the SA+AH faculty
handbook and in the main office.) Turn completed forms into the SA+AH Director of Operations within 48 hours of the event.

- Alcohol is forbidden in studios.
- Students not in the Graphic Design program are not allowed to use the studio facilities without permission from instructor.
- Be community-minded and collegial.
- Recycle paper, cans, and reuse other materials. Throw away trash. Do not leave food lying around.
- Do not use spray adhesive in the studios or in the building. There is a professional and safe paint spray booth in FAC-211A for your use.
- Shoes must be worn at all times.
- Protective equipment must be worn for hazardous work.
- Do not block aisles, halls or doors with stored items or when working. This is a violation of fire codes.
- Do not store anything on the floor. This impedes cleaning and creates a hazard.
- Clean up spills immediately.
- Take items which do not fit into the trash to the dumpster, follow dumpster guidelines.
- Follow the SA+AH CONTAINER POLICY (see policy below)

SA+AH CONTAINER POLICY

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 their 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 (top).
- 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 (top).
- 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 and room number 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.

COUNSELING SERVICES

University Counseling Services/ Counseling Center
301 Peabody Hall
P.O. Box 114100, University of Florida
Gainesville, FL 32611-4100
Phone: 352-392-1575
www.counsel.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. DOS can be contacted at: 352-392-1261 or http://www.dso.ufl.edu/drc/