GRADUATE SEMINAR
Meets Tuesdays & Thursdays 11:45am – 3:00pm in Grad studio

DESCRIPTION

In this seminar we explore emerging trends in design research and methodologies through the lens of service-learning. "Service-Learning is a teaching and learning strategy that integrates meaningful community service with instruction and reflection to enrich the learning experience, teach civic responsibility, and strengthen communities." (National Service-Learning Clearinghouse). This course will encourage students to develop a framework for understanding the role of design systems, tools, and their application in service design. We will explore possibilities for reimagining traditional research methods as an application in a variety of environments, media, and networks. In particular, students will focus on community and how design might help to build connection between content and real work context.

COURSE OBJECTIVES AND GOALS

Students will learn to:
+   Identify design opportunities that could foster new relationships among objects, audiences, and contexts within a cultural system;
+   Develop a series of scenarios that illustrate the ways in which designed systems, tools, and artifacts could address a range of complex cultural issues and develop over time;
+   Propose principles, processes, and research methods for the future practice of design;
+   Apply core methodologies used to analyze, speculate, and forecast future design practices;
+   Develop, maintain, and promote critical and creative perspectives on current design issues;
+ Develop life-long learning skills by engaging in and assessing self-directed outcomes;

STRUCTURE

The class structure consists of readings, writing (responses, proposals), discussion, research, and making. We meet as a group two days per week (Tuesdays/Thursdays, 11:45-3) for discussions, presentations, and critique/feedback. Other regular meetings can be scheduled outside of class time (office hours) to discuss work in progress, including design process, writing, and design development.

TIME ESTIMATE PER WEEK

06 hours class meeting, 06 hours of work outside of class meeting time, including small group/individual session with instructor. This is a minimum, not an average.

METHODOLOGY
In an effort to formalize the ways in which we solve design problems and seek design opportunities, methodologies help frame the appropriateness of our design decisions. The methodologies we will use cater to design decisions regarding:
+ **Cultural groups** — Aspirations, motivations, values, perceptions, lifestyles, relationships, and worldviews (ideology);
+ **Cultural contexts** — Situations, events, activities, and shared experiences;
The methods we will explore include
+ **Context-assessment** — Trend analysis, user analysis, user experience audit, experience map (journey maps), analogous experiences, cross-impact analysis, and photo journals.
+ **Concept and Strategy visualization** — Affinity diagram (cluster mapping), perceptual mapping, venn diagram, tree diagram, prioritization matrix, process decision program chart, activity network diagram, performance and life cycle chart, timeline, and synergy map.
+ **Prototyping** — Paper prototype, interactive prototype (rapid), and video sketching.
+ **Narrative** — Storyboards, activity scenario, user experience scenario, and life cycle scenario.

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GRAPHIC DESIGN

office 313a FAC
WED 10AM – 12:30PM
BY APPOINTMENT

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.

READINGS

There is no book for this class. I will provide resources—articles and scanned book chapters—as PDF documents.

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 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.

GRADING CRITERIA

The chart below outlines criteria for "A" work, the highest level, with quali ers 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.

A	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 (not just 1–3) 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 nal submission is portfolio-ready, with no errors or changes necessary (no typos, craft is excellent).
A–	94–90	3.67	Excellent—surpassed all criteria but still room for improvement.
B+	89–87	3.33	Very good—surpassed all criteria.
B	86–83	3.00	Good—surpassed all criteria.
B–	82–80	2.67	Above average—surpassed all criteria.
C+	79–77	2.33	Average—met criteria
C	76–73	2.00	Average—improvement needed
C–	72–70	1.67	Slightly below average—further improvement needed
D+	69–67	1.33	Below average—much improvement needed
D	66–63	1.00	Below average—poor and/or incomplete work
D–	62–60	0.67	Below average—very poor and/or incomplete work. Work well below level of study
E	59 or below	0.00	Failing; work did not meet most to any criteria or you submitted no work

PROJECT GRADING

Specific grading criteria will be listed with each assignment as a rubric but will generally cover the areas of research and conceptual development, formal resolution, technical craft and presentation.

GRADE DISTRIBUTION

Your final grade will be based on your performance on work during the semester. Each of the three projects/phases will have its own grading rubric that will assess your understanding of materials. This understanding will be demonstrated through research, exploration, design, participation, consistency, writing, presentation, and overall quality of work product
Phase 1: 25%
Phase 2: 25%
Phase 3: 25%
Phase 4: 15%
Weekly Reports (due every Monday by 5pm): 10%

Project work
80% of your final grade is based on your performance on each project phase. Each project will be assessed using the following criteria, which encapsulates:

　　50% / process -
　　research, concept development, collaboration, participation, iterations, quality and quantity of visual ideas, exploration, writing, critique,
　　50% / realization -
　　appropriateness and strength of design solution, craft, writing, overall quality of work product, consistency, attention to design principles, context, and detail

Participation & Professionalism
20% of your final grade is based on your performance as professionals. To what extent are you present, do you actively participate, provide constructive feedback, ask questions, display a professional attitude, are helpful, are curious, and are learning?

Documentation of process
10% of your final grade is based on process—work that usually does not appear in the final product. This document your process throughout the semester, including research, ideation, terminology, writing, sketching, observations, lists, etc.

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.

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.

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.

+ Arriving more than 15 minutes after the start of class is no longer considered tardy and will count as an absence.

+ Leaving early (before class is dismissed) without permission is usually considered an absence.

+ Excused absences follow university guidelines and include religious holidays, a verifable 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.

Tardies

+ Late arrivals (more than 10 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.

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 dierent from what is originally assigned. It is your responsibiity 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 or other publications.

+ 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.

+ 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.

+ 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

MINT 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: 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.

SA+AH HEALTH & SAFETY

The goal of the SA+AH Health and Safety Program is to protect the health and welfare of all faculty,sta , 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: http://arts.ufl.edu/academics/art-and-art-history/health-safety/

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 re 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: http://arts.ufl.edu/site/assets/files/37319/saahhealthandsafetyhandbook.pdf)

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.

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/eeo/sexharassment.htm

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

Twelve-Day Rule

Students who participate in offcial 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.