

ART 6933 Graphic Design Seminar
Monday/Wednesday, Periods 8-10
Room 310 Fine Arts C

Brian L. Slawson, Associate Professor
University of Florida
School of Art and Art History
Fall 2017

SYLLABUS

Course Description

This graphic design seminar is studio-based – the primary goal is to originate and then develop a substantive and creative design project. The project is self-defined (with good guidance) through a written proposal. Along the way we will hold intermediate project reviews where you can ask for critical feedback on your creative work from your instructor and peers. At the middle and end of the semester we have project presentations. There are also “checkpoint reports” which consist of small group meetings and a written report by you reflecting on your progress.

But we will begin with a short exercise based on the notion of design process and “algorithms.” Also during the semester we will hold one day of presentations (Pecha Kucha) about the “deep ideas” in your creative work and research.

25% Creative Project and Proposal	Written Self-Originated Project Proposal Intermediate and End Semester Presentations Direction and Momentum Concept, Form, Craft Intellectual Rigor and Creative Inquiry Verbal Presentation
25% Checkpoint Reports	Reflective written reports about feedback
25% Algorithm Exercise	Design Process Exercise
25% The Deepness	Pecha Kucha style presentation Depth of Content and Research Verbal Presentation

Additional handouts will detail the structure of the project proposal, exercises, and other assignments. But here is a quick summary of the main project...

Creative Project. To begin, develop a project proposal. We will discuss this proposal in class as well as use Canvas to add notes. 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.

Presentation/Documentation. This is an annotated PDF document of your research process – sketches, new directions, doodles, important ideas or notes, visual inspirations, as well as a close look at the final design. Both the final and intermediate presentations are presented verbally.

Readings

In this course we have no specific academic readings. So no required textbook or course pack. We will use the UF e-Learning site, Canvas, to access other course materials and upload/share writing.

Required Materials

Access to a computer/software and in-class use are required. Lab fees cover basic printing materials but you may need to buy additional art supplies to complete the creative projects.

Grading & Attendance

Grading criteria will generally cover depth of research and conceptual development, formal resolution, technical craft and written/verbal presentation. This course has a total of 100 points. Canvas will do the math and calculations but if you want to convert points/percentages to a UF Standard Letter Grade here is a table...

A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
100% to 94%	< 94% to 90%	< 90% to 87%	< 87% to 84%	< 84% to 80%	< 80% to 77%	< 77% to 74%	< 74% to 70%	< 70% to 67%	< 67% to 64%	< 64% to 61%	< 61% to 0%

More details about Attendance

You can miss three class days without penalty. Any additional unexcused absence will result in the final letter grade dropped one full step (for example, a B would become a C). Arriving late/tardy after class has commenced means that attendance 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. If you have a delay, please contact me by email prior to the class. Projects and assignments are not accepted after the due date without prior approval by the instructor.

Other Strategies for Success

Active engagement in the small group sessions is also expected. This means listening to the suggestions of other students and offering constructive comments of your own. Often informal performance will influence your project results.

Timeliness: Meet all final and intermediate deadlines. Arrive Early.

Quantity/Quality: Exceed the minimum, Seek critique.

Innovation: Seek difference, not similarity.

Community: Collaborate, listen and share.

Health and Safety

The UF School of Art and Art History is concerned about the safe use of art materials. Notes related to the design area: 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. A complete handbook is provided at — <http://arts.ufl.edu/site/assets/files/37319/saahhealthandsafetyhandbook.pdf>

Contact and Office Hours

Outside of class, you can contact me by email (preferred) — slawson@ufl.edu — or through the UF School of Art and Art History at 352-392-0201. My office is 313c FAC and office hours will be posted on my door (most likely Tuesdays, Noon to 2pm).

General University Policies and Services

This resource covers most policies and procedures important to students. <http://www.dso.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 when requesting accommodation. Disability Office — <http://www.dso.ufl.edu/drc/>

Contacts for University Counseling Services

Includes personal, academic, crisis and career services.

Dial 352-392-1575. <http://www.counseling.ufl.edu/cwc/>

Contacts for Student Healthcare Center

Dial 911 for medical emergencies.

Dial 352-392-1161 for urgent after-hours medical questions.

Dial 352-392-1171 for after-hours mental health assistance.

<http://shcc.ufl.edu/>

Safety and Security

University Police Department — <http://police.ufl.edu/>

The building number of Fine Arts C is 0599.

Dial 911 for emergencies.

Dial 352-392-1111 otherwise.

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

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

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.

<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

Computer Use and Acceptable Use Policy

All faculty, staff, and students of the University of Florida are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate.

<http://www.it.ufl.edu/policies/acceptable-use/acceptable-use-policy/>

Disruptive Behavior

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. A detailed list of disruptive conduct may be found at — <http://regulations.ufl.edu/regulations/uf-1-general/>