design seminar

ART6933 / *Spring 2018*
T/Th 11:45 pm-2:45 pm

INSTRUCTOR
Gaby Hernández
Asst. Prof. Graphic Design
SA+AH, UF
ghernandez@arts.ufl.edu
FAC 313E

OFFICE HOURS
Tuesday, 3:30-4:30 pm,
or by appointment.

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design, heritage, and cultural identity

_INTRODUCTION

In this seminar we will explore multidisciplinary concepts, theories and methods informing graphic design research and practice relating to visual representations of cultural identity and heritage. The attention will be placed on ways to understand and represent one's culture(s), definitions of heritage and self-identity in varying contexts based on time, space, and memory, and how these identifications influence the way we design for and with users belonging to contexts we are part of. We will discuss issues on representation, semiotics, stereotypes, colonization, and self awareness with a strong visual focus.

_OBJECTIVES

· Research, explore, identify, and represent your interests relevant to the seminar's topics according to graduate level study;
· Design and develop projects exploring and supporting your research interests relative to the seminar theme and activities;
· Learn and apply research methods to achieve desired outcomes;
· Integrate form, function, meaning, and context into your project solution(s); and
· Support your explorations with theory and history to inform your work.

_REQUIRED MATERIALS

Instructor will provide students with all class readings electronically. Students are required to maintain an sketchbook (lettersize recommended) and a mini notepad for collecting ideas and inspiration daily. They will also need to collect visual resources through the semester, so access to a Cloud storage service and flashdrives will be required. Students will need to purchase supplies and materials, such as specialty paper or scrap book materials during the semester.

_CLASS STRUCTURE

The class consists of readings, writing (responses, proposals), discussions, research activities, and making. We meet as a group the first weekly session for discussions, presentations, and critique/feedback. The second weekly session will be dedicated to making and designing in the studio. Feedback and discussions will be scheduled during these days as needed. Other meetings may be scheduled outside of class time to discuss work in progress, including design process, writing, and design development. All students are required to be prepared to report on their work progress each Tuesday.

_PROCESS

Plan to maintain a thorough record of your process. Save your ideas, notes, sketches and research materials for each project. Do this with electronic files as well. Think on paper and with your hands. This material will be useful to contextualize your work and progress over time. A successful process will demonstrate a willingness to explore and investigate new directions and new sources of information in support of your work. Find one new thing each day to influence you. Maintaining a good process record allows you to revisit your ideas whenever needed.

_GRADING + EVALUATION

The purpose of grading and evaluation is to pinpoint the strengths and weaknesses of your performance. Grades are earned and are a measure of your overall observable performance. Your semester grade will be based on the criteria we determine. Evaluation is based on the following criteria which we have agreed on as a group, with each participant setting benchmarks:

grade distribution: 3 projects, 20% each (60%) +
professionalism/participation, 30% +
exploratory mini-assignments, 10%

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project work
Each project will be assessed using the following criteria:
· *process:* research, concept development, and iterations, quality and quantity of visual ideas, exploration, critique, participation, consistency, attention to design principles, context, and detail.
· *realization:* appropriateness and strength of design solution, delicate craft, mindful writing, overall quality of work product.

> *Notes:*
> *1/ All of this must be evident to the instructor during class meetings or other mechanism and are evaluated throughout a project, not just at the end.*
>
> *2/ 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.*

professionalism/participation/interactions

30/100 points of your final grade will be based on your performance appropriate to a learning environment: are on time and present, actively participate, provide constructive feedback, asks questions, uses time wisely and efficiently, display a professional attitude, are helpful.

An engaged and professional graduate student also participates actively and enthusiastically in local design activities and events, enrolls in workshops that support professional development, attends talks recommended by the professor or portfolio reviews organized by design associations. It is imperative that graduate students engage with their community at large. This semester we will also discuss potential participation of students in national conferences and design competitions.

_GRADES

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 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 final 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 some 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

_ATTENDANCE POLICY

· One unexcused absence is permitted. Every unexcused absence beyond this may lower your participation grade and may inadvertently affect other grades depending on where they fall in the course calendar and how they affect your performance in the course.

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· Late arrivals (more than 5 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.

_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.

_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. 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.

_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.

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Overview of Activities

ART6933 | Spring 2018
Syllabus addendum 1

In this seminar we explore the multidisciplinary concepts, theories and methods informing graphic design research and practice relating to visual representations of cultural identity and heritage.

CALENDAR/DELIVERABLES/ACTIVITIES
The semester is divided into four sections:

1. January   Setting the Context/Overview of the Seminar topics;
Research, identifying resources, learning about context;
Explore methods for generating and analyzing content;
Write and develop mini assignments, critique, revise;
Define findings, ideate what topics can influence your work.

2. February   Development of Project 1
     - Problem Identification and methodology
     - Documentation/process
     - Research, design, realization (includes feedback)

3. March   Development of Project 2
     - Problem Identification and methodology
     - Documentation/process
     - Research, design, realization (includes feedback)

4. April   Development of Project 3* (may be continued from above or new exploration)
     - Problem Identification and methodology
     - Documentation/process
     - Research, design, realization (includes feedback)

/ / /

- This is a tentative schedule.
- Specific deadlines will be defined and announced through the semester.
- Any changes in the class calendar of activities or deadlines will be announced timely.
± Presentation and delivery of project 3 will take place during exam week (April 28th - May 4th).
   All students are required to be present during the final presentation of project 3.

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Graphic Design Studio and SA+AH Policies

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Syllabus addendum 2

POLICIES FOR GRAPHIC DESIGN STUDIOS AND COMMON SPACES

·· Be community-minded and collegial.
·· 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.
·· Mobile 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
·· 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/or 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.
·· 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.

SCHOOL OF ART + ART HISTORY HEALTH AND SAFETY POLICIES

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). Find the SA+AH H&S policy and handbook at http://arts.ufl.edu/site/assets/files/37319/saahhealthandsafetyhandbook.pdf

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 SA+AH Container Policy (Health and Safety Handbook can be found online).

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.

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University of Florida Policies

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Syllabus addendum 3

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, 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.