SYLLABUS

GRA 3198c JUNIOR DESIGN STUDIO
“Image + Form + Meaning”

Monday+Wednesday, 3:00pm-6:00pm

University of Florida
Spring 2018 School of Art + Art History
Graphic Design - FAC 316

INSTRUCTOR:  Jim Harrison
jim.harrison@ufl.edu

3 credits

INSTRUCTOR
Jim Harrison
Creative Director, The Agency, University of Florida
Adjunct Professor of Graphic Design, SA+AH
EMAIL  jim.harrison@ufl.edu
OFFICE  1000 Weimer Hall
OFC HRS  by appointment only

The most effective way to reach me is by email during the week.

DESCRIPTION
This junior-level studio design course is composed of 4 creative projects that focus on the concept of creating images using multiple media. The overall goal is to complete multiple projects appropriate for your design portfolio.

This class is primarily structured around assigned studio problems. Approximately one-quarter of the class will be spent in lecture and demonstration; the remainder of the class will be spent in individual discussions and group critique of student work. All students should be prepared to spend a significant amount of time outside of the allotted class time on process and production of projects.

Class participation will be emphasized. Students will take responsibility for organizing discussions, researching to find answers/sources of information, documenting and sharing information, problem solving, and working together informally to complete project work and meet deadlines. Helping others to make their work better is a key skill to develop.

It is expected that all students will actively participate in critiques in order that others may benefit from the student’s comments and the student will gain necessary presentation skills. All critique comments are expected to be constructive and honest, note that in the design field critiques are not a reflection of the designer but of the work. The exception to this may be when it is evident the designer has not made the necessary effort to solve the problem. Projects have a pedagogical function and are diverse in concept, content, media, and scope.

The Instructor’s primary functions is as a facilitator. Class sessions will focus on the work at hand, and establish an environment to do this in the most creative and efficient manner.

COURSE MEETING TIMES AND LOCATION
Mondays & Wednesdays, (3pm –6pm) in FAC 314

OBJECTIVES
Students will learn to:
Add meaningful context to the image-making process
Balance image-making with communication needs
Explore pure form while synthesizing image + meaning
Develop sensitivity to the dynamics of type + form

TOPICAL OUTLINE
As an advanced graphic design course using an iterative and non-linear process, the topics below will be incorporated into assignments and project work throughout the semester. The major vertical topics include the following, with specific subtopics identified below. Additional topics will be incorporated as needed, for example content specifically influencing or important to the design or a project.

· research          · design strategy
· professional practice          · design production
· design methods
· communications
· presentation/documentation

REQUIRED MATERIALS
also recommended:
Chip Kidd: Book One by Chip Kidd. (Available used online)
• Adobe CS Suite 6 or Creative Cloud (preferred)
• Computer: suitable for graphic design and production with appropriate RAM & HD Capacity
• Additional readings may be provided electronically

While not required, I suggest that students actively seek out reference material in the form of magazines such as Graphis, Print, I.D., HOW, or Communication Arts, and book collections of contemporary design such as the series from Print, Graphis, or publishers like North Light, Peachpit, or Rockport.

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 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.
Your project grades AND final grade will be assigned based on instructor assessments of your performance in the following categories:

30%  DESIGN PROCESS
research, concept, ideation, collaboration, iterations

40%  DESIGN REALIZATION
formal resolution, appropriateness of solution, and production

30%  PROFESSIONALISM
active participation, motivation, meeting deadlines, professional demeanor with client-partners and peers, proactiveness

GRADING SCALE
A  100–93  exceptional work
A–  92–90  superior work
B+  89-87  very good work
B   86-83   above average work
B–  82-80   slightly above average work
C+  79-77   adequate, average work
C   76-73   average, borders inadequate
C–  72-70   below average work
D+  69-67   barely meeting criteria
D   66-63   not meeting criteria
D–  62-60   not meeting much criteria
E   59–0   failure to meet most criteria

MAKE-UP WORK
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.

ATTENDANCE POLICY / DEADLINES
Good attendance and punctuality are expected for this course.

1. Be on time and mindful/present. All excused absences will require appropriate documentation. If unforeseen circumstances arise, as they sometimes do, please email or see the instructor as soon as possible!

2. A missed class does not constitute the extension of a deadline for an assignment. It is a student’s responsibility to arrive prepared for every class, whether s/he missed the one before or not, so be in contact with the instructor and classmates to ensure preparedness.

3. You must come to class on time for critique, and turn in your project as specified in the syllabus or project outline on the date it is due. Work submitted any time after the due date will be graded down one letter grade each additional day late beyond the assignment due date. An assignment 4 days late will receive an “E” grade.

4. If you foresee a problem in meeting a deadline, you must contact me PRIOR to the due date to make other arrangements. Failure to make any prior arrangements will result in a reduced grade on the project.

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. Leaving early (before class is dismissed by the instructor) without permission is usually considered an absence.

Excused absences include religious holidays, a verifiable death in the immediate family or with a doctor’s note.

TARDIES
Late arrivals (more than 5 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.

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.

OTHER STRATEGIES FOR SUCCESS
Informal performance will also influence your grades...
1. Timeliness: Meet all final and intermediate deadlines.
2. Quantity/Quality: Exceed the Minimum, Seek Critique.

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.
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. Expect to purchase your own paper for printing to anything other than the studio laser printers.

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.

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.

**SAAH Policies**

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 SAAH in 101 FAC. Access to individual classrooms, laboratories and the studio facilities is limited to those enrolled in the program. If you notice any strangers or unusual behavior, report it to the University Police. See 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. 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 if you have to use it.

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. Throw away trash.

Do not leave food lying around. You may eat in the studios but not in the Mint room. We ask that you be attentive to cleaning up and throwing away food remains—preferably in the hallway trash cans.

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. Mike 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.

Dial 911 for medical + police emergencies.

The SAAH H&S policy and handbook is online at www.arts.ufl.edu/art/healthandsafety.

The goal of the SAAH 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).

Michael Christopher is the Health and Safety administrator for the Graphic Design program. While there are 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. Graphic Design risks are the following and are minimal: 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. 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 studios are not equipped for this type of storage. Knowingly storing these in the studio may result in disciplinary action and loss of storage and after-hours studio space.

**UF Policies**

For detailed UF policies see www.dso.ufl.edu

**ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES**

www.dso.ufl.edu/drc

Anyone requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide you, the student, with the necessary documentation, which you must then provide to me, the instructor, when requesting accommodation.

**UNIVERSITY COUNSELING SERVICES**

www.counseling.ufl.edu/cwc includes personal, academic, crisis and career services.

**ACADEMIC HONESTY POLICY**

The university’s policies regarding academic honesty, the honor code, and student conduct related to the honor code will be strictly enforced. Full information regarding these policies is available at the following links:

Academic Honesty: www.registrar.ufl.edu/catalog/policies/students.html#honesty

Honor Code: www.dso.ufl.edu/sccr/honorcodes/honorcode.php

Student Conduct: www.dso.ufl.edu/sccr/honorcodes/conductcode.php

**DISRUPTIVE BEHAVIOR REGULATIONS**

www.dso.ufl.edu/drc

Anyone requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide you, the student, with the necessary documentation, which you must then provide to me, the instructor, when requesting accommodation.

**IMPORTANT DATES ON THE UNIVERSITY CALENDAR**

www.registrar.ufl.edu/catalog/adhub.html

**ABSENCES & ABSENCES FOR RELIGIOUS HOLIDAYS**

The course absence policy is described in the body of the syllabus. The university policy is here: www.registrar.ufl.edu/catalog/policies/regulationstuitionandattendance.html.
# GRA 3198c Junior Design Studio

**Instructor:** Jim Harrison  
*jim.harrison@ufl.edu*

### Course Overview

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- **Intro Project 1**  
- **Intro Project 2**  
- **Intro Project 3**  
- **Intro Project 4**

### Key Dates

- **Jan 8**  
  - Course intro; **Intro Project 1**

- **Jan 10**

- **Jan 15**  
  - MLK Day: NO CLASS

- **Jan 17**

- **Jan 22**  
  - Mandatory Intermediate Crit

- **Jan 24**

- **Jan 29**  
  - **PROJECT DUE; FINAL CRIT**

- **Jan 31**

- **Feb 5**  
  - Intro Project 2

- **Feb 7**

- **Feb 12**  
  - Mandatory Intermediate Crit

- **Feb 14**

- **Feb 19**

- **Feb 21**

- **Feb 26**  
  - **PROJECT DUE; FINAL CRIT**

- **Feb 28**

- **Mar 5**  
  - Spring Break: NO CLASS

- **Mar 7**

- **Mar 12**

- **Mar 14**

- **Mar 19**  
  - Mandatory Intermediate Crit

- **Mar 21**

- **Mar 26**

- **Mar 28**

- **Apr 2**  
  - **PROJECT DUE; FINAL CRIT**

- **Apr 4**

- **Apr 9**

- **Apr 11**  
  - Mandatory Intermediate Crit

- **Apr 16**

- **Apr 18**

- **Apr 23**  
  - **PROJECT DUE; FINAL CRIT**

- **Apr 25**

### Holidays

- **January 15:** Martin Luther King, Jr. Day
- **March 5 - 9:** Spring Break