

# SYLLABUS

**GRA 4187c Design Workshop**  
Spring 2018

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## **Course Description**

This is the one of the final courses in the graphic design program. The emphasis is on professional preparation. The course includes a concept-driven project on “mapping and visualizing data”, a project on city branding, and a small set of reflective/response exercises to engage with the design profession. The first version of the creative projects will be complete by early April leaving a few more weeks for assessment and then revision/resubmission.

## **Evaluation & Grading**

I will post provisional grades on e-learning during the assessment period in early April. You can revise these projects and resubmit. The two project grades and reflective/response exercise grade are averaged together for a final grade using the standard Canvas scale. Specific grading criteria will be listed on each assignment sheet but will broadly cover the areas of research and conceptual development, formal resolution, and technical craft. Projects will not be accepted after their due date without prior approval.

## **Attendance & Participation**

Overall good attendance and active participation is assumed necessary for the successful completion of the course. More than three unexcused absences (recorded via Canvas) results in a final grade reduction of one full mark (B+ becomes a C+, for example). 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. 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.

## **Other Strategies for Success**

Often informal performance will influence your project quality...

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.

## **Resources**

There is no specifically required text. We will use materials available through Canvas (UF eLearning) and our free campus access to Lynda.com tutorials.

## **Contact and Office Hours**

Outside of class, you can contact me by email (preferred) — [slawson@ufl.edu](mailto: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 Tuesdays from 3–5 pm.

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## **General University Policies and Services**

### **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 —  
<https://drc.dso.ufl.edu/>

### **SAAH Health and Safety**

In the graphic design area, batteries, old monitors, lamps from digital projectors may release mercury if broken. There are no known health hazards from exposure to lamps that are intact.  
<http://arts.ufl.edu/academics/art-and-art-history/health-safety/>

### **Contacts for University Counseling Services**

Includes personal, academic, crisis and career services.  
<https://counseling.ufl.edu/>

### **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/>  
Dial 911 for emergencies.  
Dial 352-392-1111 otherwise.

### **Reading Days**

The two days prior to the start of examinations in the fall and spring semesters, generally a Thursday and Friday, are designated reading days. No classes or exams are held on these days. Instead, students are encouraged to use these days for study and review.

### **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://catalog.ufl.edu/ugrad/1617/advising/info/student-honor-code.aspx>

### **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.  
<https://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/>

## **Important Dates on the University Calendar**

<https://catalog.ufl.edu/ugrad/current/Pages/dates-and-deadlines.aspx>

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## **Graphic Design Studio Notes**

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.

Because of limited custodial services in the design studios, trash cans should be put out in the hallway every evening.

Do not use spray adhesive in the studios or in the building. A spray booth which may be used for aerosols is located on the 2nd floor of FAC.

Cell phones should be turned to vibrate or low ring mode during class times. If you must take a phone call — doing so in the hallway will minimize disruption.

Food and drink is allowed in the studio classroom. 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.

As a student, your use of software and the Internet is governed by university policies, see... <http://www.cio.ufl.edu/policies/aupolicy.html>

With questions related to your computer system and technology (network, printers) in the graphic design studio, you can contact our technical assistant — Michael Christopher, [mchristo@ufl.edu](mailto: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.

The shared classroom iMac is intended for short-term use for scanning, demos and so on. It is not a substitute for your own system. Any extraneous data stored on the machine may be deleted during maintenance.

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. Lab fees are used to supply the printers with ink and paper. Be conservative in your use of these materials.

If you encounter other problems in the classroom or studio, first speak with your instructor outside of class, talk with any graphic design area faculty member, or contact the SAAH

undergraduate student advisor, Dana Myers. After consulting faculty and the art advisor, the other authority to contact is Lynn Tomaszewski, Director of the SAAH. She can be reached in 101 FAC.