

visualization and creativity (3 credits)

FALL 2018

MEETING TIMES

Tuesdays + Thursdays @ 11:45am–2:45pm

INSTRUCTOR CONTACT INFORMATION + OFFICE HOURS

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office: FAC 313E

office hours: Tuesday 3:30–4:30 pm or by appointment

COURSE DESCRIPTION

Graphic Design as an interdisciplinary and dynamic professional practice. In response to this premise, the course Visualization and Creativity emphasizes visual invention and compositional dynamics, while learning how to become proficient in design research methods and design thinking. The purpose of this course is to introduce ways to analyze and respond to current design problems through theory, discussion, research, conceptual development, and iteration, in order to successfully visualize processes that inform design and formulate solutions that respond to the problems in hand. This course prioritizes the study of audiences, users, and their contexts, aiming to build respectful and socially/culturally conscious design. At the same time, you are expected to expand your skills in conceptual drafting, professional design software, printing/production methods, and professional delivery and presentation.

COURSE OBJECTIVES

- Develop a stronger understanding of systems, processes, and methods in design.
- Gain practical knowledge in research, design thinking, and user-centered design.
- Learn about flexible design practices and how they respond to current social/cultural/ economic/environmental issues.
- Expand on current graphic design knowledge and practice by working through increasingly complex problems.
- Develop stronger articulation, verbally and in writing, of concepts and decision-making which support each project's steps and outcomes.

COURSE STRUCTURE

This course is composed by lectures, readings, discussions, writing, quick design and analysis exercises, research and field work, critiques, presentations, and design projects. Active participation is vital to the success of this class and your success as well. Students will take responsibility for organizing discussions, researching to find answers and sources of information, documenting and sharing information, completing project work and meet deadlines. Work will be both individual and collaborative.

During class you will be given time to work on your projects and assignments, receive feedback and participate in critiques, but expect to devote at least an equal amount of time outside of class for your coursework (6+ hours per week). Take advantage of your studio community and spend as much time as possible in it, which highly contributes to keeping momentum and to your general success as a design student in this program.

GENERAL CLASS TOPICS

This is an advanced graphic design course, and as such, it follows an iterative and non-linear process. This semester, you will learn and practice on topics such as,

design process

design methods / audience and user analysis / critical thinking / design thinking practices / collaborative design / research and information visualization

visual communication design

general design principles / typography / visual systems / composition / materiality / production

professional and technical

the different faces of design / contemporary issues / professional standards / terminology

These topics will be introduced through theory, analysis, and discussion, and will be incorporated into assignments and project work throughout the semester. Additional assignment-specific topics will be incorporated as needed.

MATERIALS AND READINGS

You are required to have:

- Adobe CC design suite
- A cloud-based storage platform
- Your own laptop or desktop computer as required by the program, suitable for graphic design and production with appropriate RAM and storage capacity
- Access to a digital camera
- A flashdrive
- A dedicated sketchbook, letter size or bigger

At UF we have free access to the tutorial site, Lynda.com, which you can use to expand your knowledge of software for the course.

There is no class book, but we will consistently use *The Human-Centered Design Toolkit*, which can be downloaded here: <https://www.ideo.com/post/design-kit>. I will provide the rest of the class resources (such as articles and scanned book chapters) as well as informational hand-outs as PDF documents through the semester.

RECOMMENDED READING

- *Design Studies: Theory and Research in Graphic Design*. Audrey Bennett, Editor. Princeton Architectural Press, 2006.
- *Graphic Design Thinking: Beyond Brainstorming*. Ellen Lupton, Editor. Princeton Architectural Press, 2011.
- *An Introduction to Information Design*. Kathryn Coates and Andy Ellison. Laurence King Publishing, 2014.
- *A Designer's Research Manual: Succeed in Design by Knowing Your Clients and Understanding What They Really Need* (Second Edition). Jen + Ken Visocky O'Grady. Rockport, 2017.

GRADING CRITERIA + EVALUATION

The purpose of grading and evaluation is to pinpoint the strengths and weaknesses of your work and performance. This semester, you will have multiple opportunities to evaluate and get feedback on your process and results. I encourage you to take advantage of this. In order to aid in your assessment, each student will write his/her own self-assessment after each project delivery and are required to meet at least once with me during the semester to exclusively discuss performance.

Your final grade will be assigned based on assessments of your performance on projects, exercises, and other activities using several categories. For assignments and projects, there is a potential of 100 points per applicable category, and each represents a specific percentage of

the total project grade. Evaluation criteria of design projects may include process, realization, documentation, and presentation components. Meeting criteria merits a C+. If you want to earn a higher grade you must surpass minimum criteria and expectations for work at your level of study.

You final course grade will also take into consideration your professionalism and collegiality, thinking and discussion capabilities, and your active involvement with the greater design community and proactive professional advancement.

- PROJECT WORK AND EXERCISES: **65%**
- PROFESSIONALISM THROUGHOUT THE SEMESTER: **20%**
- THINKING AND DISCUSSION THROUGHOUT THE SEMESTER: **10%**
- INVOLVEMENT WITH DESIGN AND PROFESSIONAL PRACTICES OUTSIDE OF CLASS THROUGHOUT THE SEMESTER (AT LEAST 2 ACTIVITIES): **5%**

grading scale

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 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 0.00	Failing; work did not meet most to any criteria or below you submitted no work

Information on current UF grading policies for assigning grade points is available online, here: <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>

ATTENDANCE POLICY

Good attendance and punctuality are expected for this course. Roll will be taken at each class.

ABSENCES

- Absences count from the first class meeting.
- Only two (2) unexcused absences will be allowed.
- Every unexcused absence beyond this will lower your grade by a letter grade.
- Leaving early without permission or excuse will be considered an absence.
- A total of six unexcused absences will result in you receiving a grade of “E” for the final course grade.
- Excused absences include religious holidays, a verifiable death in the immediate family, a doctor’s note due to illness, or documentable jury duty.
- All missed work and/or assignments after an excused absence should be addressed and discussed with the instructor in order to guarantee that class expectations are met.

TARDIES

- Late arrivals (more than 10 minutes after class start time) will be marked tardy.
- Arrivals after one hour will be marked absent if no verifiable reason is presented.
- Three tardies will be counted as one (1) unexcused absence.
- It is your responsibility to see that the record is corrected from an absence to a tardy if you are late.

OTHER COURSE POLICIES

- Changes to the course calendar, meetings, demonstrations, or classroom critiques demand your presence. Compensatory work of another kind cannot be accepted in lieu of missed instructions in this area.
- If you have extenuating circumstances, inform your instructor or the SA+AH advisor as soon as possible so we can work with you.

MAKE-UP WORK

Based on the previous attendance policy, 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 3 calendar days of the absence.

TECHNOLOGY, FEES, AND EQUIPMENT USE

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.

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. We care about the environment. Keep a balance between what you need to do your work and resource use. Reuse and recycle whenever possible.

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.

COMMUNICATION

You are responsible for emails sent to your ufl.edu account. It is a good practice to check your ufl.edu email several times per day between Monday and Friday.

Communicate with me whenever you need! 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.

aim for success: class expectations

- This is an interactive class where iteration and discussion are key. Be an active participant through the semester by contributing critically and respectfully during critiques and discussions, aiming to build a substantial and smart analysis of the problems in hand and demonstrating divergent thinking.
- You are expected to come prepared to class, with the required materials, always. Being prepared includes having done all the readings, completed all assignments and homework, demonstrated enough practice, sketching, and visual explorations when needed, and proposed/completed research and documentation activities with motivation and enthusiasm.
- Good design requires intensive and constant work. Therefore, you are expected to demonstrate progress at all times. Build upon your work in order to improve and explore further. Be curious! Find ways to approach your methods differently whenever needed.
- Don't fear to fail. If one idea or approach doesn't work, move on. Become a better thinker and catch up as fast as possible prioritizing quality and innovation.
- You are practicing for the real world. For this reason, respect deadlines (final and during the development of projects). Note that a project will be accepted up to one calendar 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.

- Last-minute solutions and weak process are easily identifiable. You can't mask lack of substance. This sort of approach will inevitably result in a low or zero grade.

best studio practices

- Be open and constructive.
- Critique ideas, not people.
- You are all colleagues—friendship is a bonus.
- Be community-minded.
- Work hard to guarantee that the studio and graphic design area is a safe space for all. Respect personal differences, elevate and celebrate diversity.
- The studio is a creative, professional workplace. It is not your home. Respect and maintain this space.
- Respect each other by listening to your music on headphones during individual design sessions 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. We ask that you be attentive to cleaning up and throwing away food remains—preferably in the hallway trash cans.
- 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.
- 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 unattended.
- 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.
- 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. Let's take care of each other!
- 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.

i am here to support your work and progress

In my classes, I provide leadership, direction, and mentorship, and work to facilitate your learning so that you can become a competent professional designer. I expect all students to be willing to own their education. Design is a difficult and competitive field and good work comes from hard work. Understand that you cannot possibly learn everything you need to know in school, but providing a foundation to support your professional work and continued development is our goal.

I hope you already know what is an appropriate quantity and quality of work, but I will timely inform you when you need to do more work in order to improve the quality of your outcomes.

Always feel free to come to me if you have concerns, problems, feel lost, or want to discuss specific course materials, concepts, or your project direction. A design education is grounded in design thinking and creativity. Therefore, developing a collaborative approach with your instructors, peers, or potential users of your design solutions is critical to achieve success.

SAAH + UF POLICIES

health and safety

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). The SA+AH H&S policy and handbook is online here:

<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 class time as well as loss of storage space.

Remember,

- Batteries, some monitors, and lamps from digital projectors, if broken, may release mercury. There are no known health hazards from intact materials.
- Follow Best Studio Practices 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 t 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>)
- 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.

accommodations for students with disabilities

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

harassment

<http://www.hr.ufl.edu/eo/sexharassment.htm>

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

university counseling services

www.counseling.ufl.edu/cwc

Includes personal, academic, crisis and career services.

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. For more information:
<http://regulations.ufl.edu/wp-content/uploads/2012/09/1008.pdf>

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.

dial 911 for medical + police emergencies!