

ART 4196c Ideas & Styles
 Tuesday & Thursday (Periods 8-10)
 Room 316 FAC

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 University of Florida
 School of Art and Art History
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SYLLABUS

Course Description

This senior design course is studio-based – the goal is to originate and then develop two substantial creative projects that have the potential to be used in your final senior portfolio. The course projects, exercises, and discussions also will investigate some aspect of graphic design history. This topic is often not introduced in your art history requirement nor do we offer our own academic course. Understanding design history is crucial in becoming acculturated into the profession and discipline of design and visual communication.

During our semester course we will complete two creative projects (one individual, one collaborative), and a set of smaller creative exercises. During the course we will have brainstorming sessions, small group discussion, intermediate critique and feedback, presentations, and creative exercises.

25% Exercises	Exercises to explore Design Methods, History
25% Project One	Collaborative, Common Topic
50% Project Two	Individual, Self-Originated

Additional handouts will detail the structure of the projects, exercises, and day-to-day schedule.

Required Technology

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 some projects.

Lab Fees and Materials

Lab fees will be used to buy basic design thinking materials for group brainstorming, prototyping, and presentations. As well, the fee will be used to purchase the required sketchbook. You may need to buy additional supplies to complete your creative projects.

Readings

In this course we will use the book – *Graphic Design: A New History* by Eskilson – as the basis of our creative studio projects. I will make my copy available in the studio and put one on reserve in the library. We will use the UF e-Learning site, Canvas, to access other course materials. Also, at UF we have free access to the tutorial site, Lynda.com, which can be used to support software use.

Grading & Attendance

Grading criteria will generally cover depth of research, conceptual development, and written/verbal presentation. This course has a total of 100 points (25% exercise group, 25% collaborative project, 50% individual project). 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 four 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 feedback reviews and discussions 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 grades...

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 (likely Wednesday, 4:00-5:30pm).

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/>