

## GRA 4197C: VISUAL SYSTEMS DESIGN

3 credits

### INSTRUCTOR

Jim Harrison

*Creative Director, University of Florida*

*Adjunct Professor of Graphic Design, SA+AH*

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**OFFICE** The Agency, 1000 Weimer Hall

**OFC HRS** by appointment

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

### DESCRIPTION

This senior-level studio design course is composed of 3 major creative projects that focus on the concept of creating design systems across multiple applications. The overall goal is to complete multiple advanced 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 316

### OBJECTIVES

Students will learn to:

- Conceptualize across multiple elements in large systems
- Apply research to design
- Develop approaches to use design in a real-world context

### 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 sub-topics identified below. Additional topics will be incorporated as

needed, for example content specifically influencing or important to the design or a project.

- research
- professional practice
- design methods
- interviewing
- communications
- research presentation
- visualizing research
- design systems
- agreements
- design strategy
- budgets/constraints
- production
- user-experience
- presentation/documentation

### REQUIRED MATERIALS

The Brand Gap by by Marty Neumeier. ISBN: 978-0321348104

Adobe Creative Cloud (preferred)

Computer: suitable for graphic design and production with appropriate RAM & HD Capacity

Additional readings will 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:

<b>30%</b>	<b>DESIGN PROCESS</b>	research, concept, ideation, collaboration, iterations
<b>40%</b>	<b>DESIGN REALIZATION</b>	formal resolution, appropriateness of solution, and production
<b>30%</b>	<b>PROFESSIONALISM</b>	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.
3. Innovation: Seek Difference not Similarity.
4. Community: Collaborate, Listen and Share.

## **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 SA+AH 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. 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](http://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](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.

Dial 911 for medical + police emergencies.

The SA+AH H&S policy and handbook is online at [www.arts.ufl.edu/art/healthandsafety](http://www.arts.ufl.edu/art/healthandsafety).

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).

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](http://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](http://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](http://www.registrar.ufl.edu/catalog/policies/students.html#honesty)

Honor Code: [www.dso.ufl.edu/sccr/honorcodes/honorcode.php](http://www.dso.ufl.edu/sccr/honorcodes/honorcode.php)

Student Conduct: [www.dso.ufl.edu/sccr/honorcodes/conduct-code.php](http://www.dso.ufl.edu/sccr/honorcodes/conduct-code.php)

## DISRUPTIVE BEHAVIOR REGULATIONS

### UFL.EDU

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.

## IMPORTANT DATES ON THE UNIVERSITY CALENDAR

[www.registrar.ufl.edu/catalog/adhub.html](http://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/regulationattendance.html](http://www.registrar.ufl.edu/catalog/policies/regulationattendance.html). Because instructors are allowed to require attendance and attendance and participation are critical to learning there is a strict absence policy. The Florida Board of Education and state law govern university policy regarding observance of religious holidays, available at the link above.

# GRA 4197C SENIOR DESIGN STUDIO "Visual Systems Design"

Fall 2018

INSTRUCTOR: JIM HARRISON [jim.harrison@ufl.edu](mailto:jim.harrison@ufl.edu)

	PROJECT 1	PROJECT 2	PROJECT 3
Aug 22	Course intro; Intro Project One; Presentation: Visual System Attributes		
Aug 27 Aug 29	Mandatory Intermediate Crit		
Sept 03 Sept 05	Labor Day: NO CLASS		
Sept 10 Sept 12			
Sept 17 Sept 19	PROJECT DUE; FINAL CRIT	Intro Project Two	
Sept 24 Sept 26		Mandatory intermediate crit	
Oct 01 Oct 03		Presentation: Professional Practices	
Oct 08 Oct 10			
Oct 15 Oct 17		Mandatory intermediate crit	
Oct 22 Oct 24		PROJECT DUE; FINAL CRIT	Intro Project Three; Presentation: Creative Briefs
Oct 29 Oct 31			
Nov 05 Nov 07			Present Briefs + name choices
Nov 12 Nov 14			Veterans Day Mandatory intermediate crit
Nov 19 Nov 21			Presentation: Design Business Practices Thanksgiving break: NO CLASS
Nov 26 Nov 28			Mandatory intermediate crit
Dec 03 Dec 05			PROJECT DUE; FINAL CRIT

CLASSES RUN: AUGUST 22 - DECEMBER 05

SEPTEMBER 4: LABOR DAY  
NOVEMBER 2-3: HOMECOMING  
NOVEMBER 12: VETERANS DAY  
NOVEMBER 22 - 25: THANKSGIVING BREAK

VOXTRIP TBA