
Professor: Gaby Hernández

/ Office: FAC 313E

/ Email: ghernandez@arts.ufl.edu

/ Office Hours: Wednesday 1-2 pm (by appointment)

/ Course Assistant: Maria Blokhina (blokhinamaria@ufl.edu)

general course description

MINT IS AN EXPERIENTIAL PROFESSIONAL PRACTICE STUDIO WITH AN EMPHASIS ON RESEARCH, DISCOVERY, DEFINITION, DESIGN, AND REALIZATION OF REAL-WORLD COMMUNICATION DESIGN PROJECTS IN COLLABORATION WITH PEER DESIGN TEAMS AND SELECTED CLIENT PARTNERS. PROJECTS HAVE A PEDAGOGICAL FUNCTION AND ARE DIVERSE IN CONCEPT, CONTENT, MEDIA, AND SCOPE.

Public dissemination of final projects will be an important aspect of the course. All the work produced in this class should demonstrate a high level of refinement, originality, creativity, and competitiveness. 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, journals or other publications. We will make every attempt to credit your work to you where appropriate. You retain copyright of your work.

course objectives

- > **Learning opportunity:** design research, strategy, and production; how to design based on real world problems and constraints (including timelines and budgets).
- > **The business of design:** including development of client-partner relations, design strategy, working relationships, communication, and multidisciplinary collaboration.
- > **Design excellency:** learn how to create innovative, effective, and appropriate design solutions for client-partners focusing on end users with consideration to timeframes, budget, and objectives.

topical outline

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

research

- methods for design
- ethnography
- interviewing
- research presentation
- visualizing research

professional practice

- production
- project presentation
- client-partner communication
- project management
- professional documentation

process + design

- design systems
- design strategy
- production for design
- user-experience
- inclusive design

course structure

This is an interactive course where participants learn primarily by doing—practicing graphic design and related activities—including ideation sessions, critiques, lectures, tours, design research/fieldwork, and work sessions in and outside of class. **Active participation is vital** to the success of this class and your own success. Students take responsibility for the organization of discussions, researching to find answers and sources of information, documenting and sharing information, problem-solving, and securing a collegial, amicable, and professional environment when working together as a group or with client-partner to complete project work and meet deadlines.

My primary function (the professor's) 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. Classes will begin with a brief studio update meeting—these are more similar to an activity report and not a discussion. This will be followed by either brief lectures, invited speakers, team meetings, discussions about issues or problems, feedback, work sessions, client meetings, or new assignments. Participants should learn about all projects been developed at all times to contribute to their development, however, it is likely you will work on one project at a time.

In taking on a project, we make an agreement with the client-partner and it is important that, in our professionalism, we meet and expect to exceed all expectations. Our client-partners must always think they are our number one priority and by acting professionally, informing the client-partner, and giving them high-quality, smart, and accurate design solutions, we are making them number one.

These aspects assure that Mint maintains the hard-earned respect it has cultivated for the last 17 years, keeping Mint a viable studio.

evaluation & grading

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 in Mint, although specific project assignments and roles factor into the evaluation. To aid in the assessment process, each student will **write and submit his/her own thoughtful self-assessment and meet with the instructor 2 times** during the semester to discuss your class experience and performance. Online and in-class feedback sessions along with assessment from me (the professor) on issues related to concept, form, craft, and rigor of methods used will be announced and scheduled on a weekly basis.

E-Learning will be used to maintain an active record of the class grade throughout the semester. It may also be used to report on project findings and maintain documentation.

/ DISTRIBUTION OF CLASS GRADE

Final grade will be assigned based on projects and activities and your performance in the following four categories:

25% design processes	<i>including (but not limited to) research, concept, ideation, collaboration, preparedness, proactiveness.</i>
25% design realizations	<i>including formal resolution, attention to detail, appropriateness of solution and production</i>
25% professionalism	<i>including active participation, motivation, ability to meet deadlines, professional demeanor, with client-partner and peers, group work dynamics, leadership, ability and openness to identify and learn new tools, techniques, or styles as needed according to project in hand</i>
25% documentation	<i>including contributing weekly to any off/online mediums and activities for class, documenting your own design process, documenting the project processes and meetings, reading responses, quality of short assignments, other project-related writing, and delivery of process book</i>

A MINT PRIORITY >>>

We only deliver successful projects. They are achieved by meeting all deadlines, actively participating in critique sessions, providing and receiving feedback in a professional manner, and delivering excellent final project presentations. No projects are left unfinished and you are expected to engage with their development until the end.

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/ 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	Barely meeting criteria
D	66-63; 1.00	Not meeting criteria
D-	62-60; 0.67	Not meeting much criteria
E	59-0; 0.00	Failure to meet most criteria

means to communicate

The main way to communicate with me is via [UF email](#). No communication will occur using personal email accounts. You are responsible for emails sent to your ufl.edu account. It is a good practice to check your ufl.edu email regularly every day between Monday and Friday. 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. Always plan your communication needs with this policy in mind.

how i teach + class methods

This is a professional practice class. Therefore, I will facilitate highly interactive and real-world projects and assignments with a particular structure but flexible enough to allow you to thrive and succeed individually and as a group, prioritizing responsibility, professionalism, independent thinking, and a proactive client-designer relationship. I will provide extensive professional and theoretical support with issues not only related to good design, typography, and compositional practices, but also design research methodologies, diversity, equality, and respectful audience practices. My goal is to expose you, both theoretically and practically, to the current and future needs and expectations of the design profession. I expect all work produced in this class to be **portfolio-ready** by its deadline.

The course will heavily depend on your ability to deliver and show sufficient progress during all critique and feedback meetings. Work, critique, and lecture sessions will be announced in a weekly basis and may be followed in order to achieve the course objectives, deadlines, and general expectations. Changes in the schedule or activities will be announced in class. **All support readings and visual materials will be provided via email.**

expectations of participation + interactions

Participation by all members is critical to a positive and productive learning environment.

you are an excellent team member, because...

Consistently demonstrates excellent and exemplary preparation; has analyzed readings and other material (e.g., visual resources, course material, discussions, experiences, etc.). Offers analysis, synthesis, and evaluation of material. Contributes in a very significant way to ongoing discussions and critiques. Responds very thoughtfully to other students' comments, contributes to cooperative argument-building, suggests alternative ways of approaching material and helps class analyze which approaches are appropriate, etc. Demonstrates consistent active involvement.

a good participant...

Demonstrates good preparation: knows readings and other materials well—has thought through implications of them. Offers interpretations and analysis of material to class. Contributes well to discussion in an ongoing way: responds to other students' points, thinks through own points, questions others in a constructive way, offers and supports suggestions that may be counter to the majority opinion. Demonstrates consistent ongoing involvement.

a satisfactory participant...

Offers straightforward information (e.g., straight from the case or reading), without elaboration or very infrequently (perhaps once a class). Does not offer to contribute to discussion, but contributes to a moderate degree when called on. Demonstrates sporadic involvement.

participation needs improvement when...

Student is present, not disruptive. Tries to respond when called on but does not offer much. Demonstrates infrequent involvement in discussion. Demonstrates basic preparation: knows readings and other materials, but does not show evidence of trying to interpret or analyze them. Proposes very limited ideas during critiques or within a group.

materials and technology needs

For this class you will need:

- Adobe CC design suite
- A cloud-based storage platform and a flashdrive
- Your own laptop suitable for graphic design and production with appropriate RAM and storage capacity
- Access to a digital camera
- A dedicated sketchbook, letter size or bigger
- Some of you may want to use a drawing tablet or iPad for digital sketching or drawing

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

attendance policy

Good attendance and punctuality are expected for this course. Roll will be taken at each class when your presence is required.

/ 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.
- Leaving early without permission or excuse will be considered an absence.
- A total of five (5) 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.

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.

deadlines + commitments

Setting interim deadlines for project work is the team's responsibility. All members of a work team should know in advance when parts of a project are due. The most important concern here is to meet the project's deadline—no matter what happens in the studio or in other classes. This is the commitment you must take on when working professionally. Projects are accepted on a semester basis, all projects are required to be completed before the end of any given semester.

technology, fees, and equipment use

With questions related to your computer system and technology (network, printers) in the Mint 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. In the Mint Studio, paper is supplied for the color laser printer. We also provide a very limited amount of Epson paper for our inkjet printer that should be used almost exclusively for presentation materials. Toners and ink are covered for all printers. Let me, Professor Hernández, or Michael Christopher know if you notice that ink and/or paper in printers is about to run out.

Our Mint Studio should be used as a production room for all class-related materials for client meetings and presentations. We can store materials in the studio during the week, but all scraps and left-over materials should be removed by the end of the day on Fridays. Always clean after yourselves when printing/trimming and during days of production of presentation materials to avoid chaos and accumulation.

best mint 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.***
- Respect each other by listening to your music on headphones during individual design sessions and by keeping common areas clean.
- 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 second floor of FAC for your use.

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- 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>
- 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.
- Day and night, you should keep the studio doors closed. If you are given a keyfob, don't share it. Each person accessing the Studio should apply for an individual permit.
- Never leave the studio open and unattended. Never agree to open the studio or let people outside the class to enter and use the space without consulting with Gaby Hernández, the course assistant, or other Graphic Design faculty. 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 Gaby Hernández outside of class or talk with any graphic design area faculty member. If the concern is not resolved, contact the SAAH undergraduate student advisor.

/ 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 Mint Studio Practices as found in this syllabus.
- Do not do hazardous work in the studios.
- Do not block aisles, halls or doors with stored items or when working—this is a violation of H&S codes.
- Take items which do not fit 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/eoo/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>

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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.

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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. **There is plagiarism in Graphic Design and we take it very seriously.**

dial 911 for medical + police emergencies!

use this space for other class-related notes or guidelines

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