

SYLLABUS

GRA3193C Visualization & Creativity (3 credits)

Meets Tuesdays & Thursday 11:45–2:45pm in FAC 316

INSTRUCTOR

Maria Rogal
Professor
Graphic Design
School of Art + Art History
University of Florida

OFFICE HOURS

Tuesdays 10:35–11:35am
& by appointment
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The most effective way to reach me is by email. I respond to emails during the week, between 8am–6pm. Expect a 24–36 hour response time.

COURSE DESCRIPTION

Graphic Design is an interdisciplinary and dynamic professional practice. In response to this premise, Visualization and Creativity emphasizes visual invention and form giving, 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 for you to successfully visualize processes that inform design and formulate solutions that respond to the problems in hand. This course prioritizes the study of people and their contexts, aiming to build respectful and socially/culturally/environmentally conscious design. At the same time, you are expected to expand your skills conceptually, formally, technically, and theoretically in support of professional, and personal, growth.

COURSE OBJECTIVES

- Develop a stronger understanding of systems, processes, and methods in design.
- Gain practical knowledge in research, design thinking, and people-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.

REQUIRED MATERIALS

- Adobe Creative Cloud suite
- Computer (as required by the program)
- IDEO's *Human-Centered Design Toolkit* (<https://www.ideo.com/post/design-kit>).
- Class resources, including readings and handouts, will be provided.
- Cloud-based storage platform (iCloud, Dropbox, Google Drive)
- Access to a digital camera
- Sketchbook, pens
- At UF we have free access to the tutorial site, LinkedInLearning.com, which you can use to expand your knowledge of software for the course.

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.
- *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.

COURSE STRUCTURE

This course consists of lectures, readings, discussions, writing, design sprints, analytical exercises, research, field work, critiques, presentations, and design projects. Active participation is vital to both the success of this class and your success. Students will take responsibility for organizing discussions, researching to find answers and sources of information, documenting and sharing information, completing project

work and meeting deadlines. Work will be both individual and collaborative. During class meeting times, you will be given time to work on your projects and assignments, receive feedback and participate in critiques. Often learning, and practicing design, because it is iterative and complex, is slow. 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. Studios are the pedagogical foundation of the UF Graphic Design program, where you build community, collaborate, and experience interactions which set you up for success now and after you graduate. Your interaction in the studios, as one of 20 members, contributes to a dynamic and vibrant community and to your general success as a design student in this program.

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 design process design methods, audience and user analysis, critical thinking, design thinking practices, collaborative design, research and information visualization, communication design general design principles, typography, visual systems, composition, materiality, production professional and technical, contemporary issues, professional standards, and terminology.

COURSE SCHEDULE

This is the semester overview. Specific details on each week's activities will be announced in advance, as well as any changes in previously scheduled activities.

Weeks 1–3 / 8.20 to 9.05

Module 1: Introduction to Design Research – Mindset

8.20	Program and course overview, review and discussion of syllabus, readings and upcoming activities
8.22–9.3	Design Research concepts and methodologies, Exercise 1 Activities
9.5	Exercise 1 due, presentation; Introduce Exercise 2

Weeks 4–6 / 9.10 to 9.26

Module 2: Applying Design Research – Learning to Look

9.10	Exercise 2. Observations, Problem Identification
9.12–9.24	Fieldwork, research, design, critiques, readings, responses, discussion
9.26	Exercise 2 due, presentation; Introduce Project 1

Weeks 7–10 / 10.1 to 10.24

Module 3: Design Action, Researching Culture

10.1	Project 1. Problem Identification
10.3–10.22	Fieldwork, research, design, critiques, readings, responses, discussion
10.24	Project 1 due, presentation; Introduce Project 2

Weeks 11–14 / 10.28 to 11.21

Module 4: Design Action, Local Challenges

10.28	Project 2. Problem Framing
10.30–11.19	Fieldwork, research, design, critiques, readings, responses, discussion
11.21	Project 2 due, presentation; Introduce final reflection exercise

Weeks 1–16 / 8.20 to 12.5

Module 5: Curating + Reflection = Process Book

8.20	Introduction to Process Book
11.26	Research day, focus on process book
11.28	Thanksgiving, no class
12.5	Final presentation, semester materials, process book due

COMMUNICATION

- You are responsible for emails sent to your ufl.edu account. It is a good practice to check your ufl.edu email at least once per day between Monday and Friday.
- I check emails regularly between Monday and Friday. Expect up to a 36 hour turnaround. 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.

GRADING + 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 overall grade will be based on your performance in the following:

5 Modules, 15 points each	75 points
Participation	15 points
Extracurricular Activities	10 points (must attend Saki Mafundikwa, October 1st)

You must earn at least a C in this course for it to count as credit towards your major in Graphic Design.

The chart below outlines criteria for “A” work, the highest level, with qualifiers for all work below that. Work earning an “A” demonstrates the best of the UFGD program, work that we would use to promote the program to the broader design community, and is work that is portfolio-ready upon submission, with no revisions necessary. Craft is perfect, there are no typos, rags are balanced, typography is exceptional and all the parts form a cohesive whole.

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

DEMONSTRATION OF SUFFICIENT PROGRESS

why is this important? When working professionally, you will have various deadlines—not only at the end—and will build on your ideas. This is called **iterative design**. It is good practice to work consistently, to obtain feedback from your instructor and your peers, and to learn in this studio environment. To come to class unprepared or to put minimal effort into your work is unacceptable. Establishing a high standard in the classroom ensures that you learn to manage your time to meet deadlines, foster your own design process, obtain appropriate feedback, and develop to the best of your abilities. You must be proactive, not reactive.

If, at the mid-point review of a project, as indicated on the semester calendar, the instructor determines your work does not indicate you have made sufficient progress or meet the commonly expected standards you will not be permitted to move to the next stage. You will have one additional class period after that meeting to meet standards. If not demonstrated then, you will automatically earn a zero as your grade for the project. Likewise, if a project changes drastically at the last minute—without input from the instructor during class time—the instructor reserves the right to determine the project did not meet the requirements of sufficient progress and may assign a zero grade. This is because iteration and consistent progress towards completion is key to a solid professional practice. Design is not magic, it does not just happen, it is the product of research, process, and alignment with people’s needs.

ATTENDANCE POLICY

- This is a required class open to graphic design majors only. Beginning with the first day of class for the semester, only 2 unexcused absences are permitted. Attendance is counted from the first day
- Every unexcused absence beyond this will lower your grade by a half letter grade (A to A-, B+ to B).
- Late arrivals (more than 10 minutes after class start time) will be marked tardy; 3 tardies will be counted as 1 unexcused absence
- Excused absences follow university guidelines and include religious holidays, a verifiable death in the immediate family, illness with a doctor's note, a court or legal obligation, or participation in official university activities. Please notify the instructor in advance if you know you will be absent. Students observing a religious holy day of their faith must notify the instructor in advance.
- Arriving more than 15 minutes after the start of class is no longer considered tardy and will count as an absence.
- Leaving early (any time prior to class dismissal) without permission from the instructor is considered an absence.
- A total of 6 absences, excused or unexcused, will result in an "E" for your final grade. It is your responsibility to see that the instructor's attendance record is corrected from an absence to a tardy if you are late.

DEADLINES

- All deadlines will be announced in class.
- All projects and exercises are due on the day and time given and will be considered late when critique has begun or after work has been called for.
- 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. Normally, if a late project is accepted, it is marked one grade lower in all areas of evaluation.

MAKE-UP WORK

- Students may rework a project for a higher grade anytime during the semester, provided it was originally submitted on time. However it must be submitted before the final class meeting (not exam). Feedback should be sought before revising and resubmitting. Resubmission does not automatically guarantee a higher grade.
- Beyond that, 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.

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.

ONLINE COURSE EVALUATION PROCESS

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals or in their Canvas course menu under GatorEvals. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

HEALTH AND SAFETY

The UF School of Art and Art History is concerned about the safe use of art materials. A complete handbook is provided at: <http://arts.ufl.edu/site/assets/files/37319/saahhealthandsafetyhandbook.pdf>

GENERAL UNIVERSITY POLICIES AND SERVICES

This resource covers most policies and procedures important to students.
<http://www.dso.ufl.edu/>

UNIVERSITY HONESTY POLICY

UF students are bound by The Honor Pledge, which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

The Honor Code (<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

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/>

CLASS Demeanor / DISRUPTIVE BEHAVIOR

Students are expected to arrive to class on time and behave in a manner that is respectful to all. Please avoid the use of cell phones and restrict eating to outside of the classroom. Opinions held by other students should be respected in discussion, and conversations that do not contribute to discussion, including side conversations, should be held at a minimum, if at all. 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 or the workplace that is a classroom 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/>

CAMPUS RESOURCES

- U Matter, We Care: If you or a friend is in distress, please contact umatter@ufl.edu or 352 392- 1575 so that a team member can reach out to the student.
- Counseling and Wellness Center: <https://counseling.ufl.edu/>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.
- Sexual Assault Recovery Services (SARS): Student Health Care Center, 392-1161. University Police Department: 392-1111 (or 9-1-1 for emergencies).
- <http://www.police.ufl.edu/> Academic Resources
- E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. <https://lss.at.ufl.edu/help.shtml>.
- Career Connections Center, Reitz Union, 392-1601. Career assistance and counseling. <https://career.ufl.edu/>
- Library Support, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.
- Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <http://teachingcenter.ufl.edu/>
- Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. <http://writing.ufl.edu/writing-studio/>
- Student Complaints On-Campus: <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>
- During the last two or three weeks of the semester, you will be able to evaluate the quality of instruction in this course. You will receive an email message letting you know the exact dates.