

# Graphic Design Practice

## Course Information

GRA3138C (3 credits)  
Class # 14104  
Sections 1588  
T 6:15–8:10 pm (ARCH 120)  
R 6:15–8:10 pm (FAC 112)

## Instructor

DANIEL LEONARDOS  
danleonardos@ufl.edu

## Office hours

T 1:45–2:45 pm at Mint (Infinity Hall 110)  
Or by appointment

## COURSE DESCRIPTION

This is the final course towards the graphic design certificate program. Students will learn to create and integrate concept, form, processes, and technologies while developing systems-based, practice-oriented solutions to a range of problems. The results of research and design work will be synthesized to develop a final presentation and portfolio.

## COURSE STRUCTURE

In this class, we will do three advanced design projects, one of which is proposed by you based on the needs of your portfolio. Lastly, we will focus on producing a professional resumé and web-based portfolio to represent your creative work.

## COURSE OBJECTIVES

- › Synthesize and apply previous graphic design learning;
- › Organize and visually articulate complex information in a meaningful manner;
- › Learn key issues in contemporary design thinking discourse; and
- › Design visual/interactive/environmental systems using design research.

## TEXTS & REFERENCES

We will use materials available through Canvas (UF eLearning) and our free campus access to Lynda.com tutorials. Although not required, the following texts are recommended for this course:

- › *Graphic Design: The New Basics* (Chronicle Books)  
*by Ellen Lupton & Jennifer Nicole Phillips*
- › *Human-Centered Design Toolkit: An Open-Source Toolkit To Inspire New Solutions in the Developing World* (IDEO)  
*by IDEO*
- › *The d.school Bootcamp Bootleg* (The d.school)  
*by The d.school*

## REQUIRED SUPPLIES

In this course, students must provide their own laptops with access to the Adobe Creative Cloud Suite. Additional supplies may be needed as semester progresses, and if so, students will be informed in advance.

## ATTENDANCE

This course is a studio class where attendance is vital. You are permitted 3 unexcused absences during the semester without consequence to your final grade. **FOR EACH UNEXCUSED ABSENCE OVER 3, YOUR OVERALL LETTER GRADE WILL BE DECREASED BY ONE** (i.e. from A to A- with 4 absences, to B+ with 5). More than 5 absences will result in automatic failure of the class. 3 tardies (more than 10 min. late) or early departures equal one absence. Students over 30 minutes late to class will be counted absent.

Attendance will be taken promptly at the beginning of each class. If you have extenuating circumstances, inform me via e-mail as soon as possible. A doctor's note will be required in order to excuse an absence due to illness.

Because critiques will be conducted as if you are presenting work to a client, any student who is late to a final critique will not be permitted to show their work, and their final project grade will be reflected accordingly.

University guidelines for excused absences:

[catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx](http://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx)

## ABSENCES FOR RELIGIOUS HOLIDAYS

Students will be excused from class or other scheduled academic activity to observe a religious holiday of their faith with prior notification to the instructor. Students shall be permitted a reasonable amount of time to make up for the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances.

## 12-DAY RULE

Students who participate in athletic or extracurricular activities are permitted to be absent 12 regular class days per semester without penalty. It is the student's responsibility to maintain satisfactory academic performance and attendance.

## COMMUNICATION

It is the student's responsibility to frequently check the Canvas course page and their UFL e-mail. Those are the instructor's primary methods of reaching students outside of class.

## STUDIO NOTES

- › Cell phones should be silenced before roll is taken.
- › Please eat before or after class or during the break—not during class.
- › Clean up after yourself.
- › Critique ideas, not people.
- › Always contribute with constructive criticism during discussions and critiques.
- › Be honest. Dishonesty in any form (lying, cheating, plagiarizing, etc.) will not be tolerated.
- › Exit quietly if you need to use the restroom—you do not need to ask.

## 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. Late work is not accepted. Be sure to present your work on each critique session and show your progress. If you are absent or tardy it is your responsibility to obtain missed information from another student in the class.

If the reason for lateness falls under the excused absence list, illness or death in the family, there will be no penalty as long as work is completed by the new agreed upon date. But you should always contact me prior to the due date with your explanation.

## GRADING & EVALUATION

Students will receive a detailed project sheet for each project outlining important dates, learning outcomes and evaluation criteria. Specific grading criteria will be listed on each assignment sheet but will broadly cover the areas of research and conceptual development, formal resolution, and technical craft. Projects are due at the beginning of each class period on the assigned due date. Failure to meet deadlines will affect your grade in this class. Projects will not be accepted after their due date without prior approval. You should know that a **"B" IS THE MINIMUM GRADE IN ANY CERTIFICATE CLASS.**

The final grade will result from:

- › **80% — SUM OF 3 CREATIVE PROJECTS + PORTFOLIO**  
(Project 1: 20% / Project 2: 20% / Project 3: 20% / Portfolio & Resumé: 20%)
- › **20% — PROFESSIONALISM**  
(Exercises, quizzes, group presentations, attendance, participation, attitude)

\* Professionalism means that you bring requested supplies to class; complete and bring with you out-of-class assignments, sketches, books and notes; contribute constructive feedback during critiques and during group discussions; be prepared to discuss assigned readings; always act professionally, be punctual and meet project deadlines; Professionalism will also be evaluated individually for each project.

### Other Strategies for Success

- › **TIMELINESS:** meet all final and intermediate deadlines. Arrive early.
- › **QUALITY / QUANTITY:** exceed the minimum, seek critique.
- › **INNOVATION:** seek difference, not similarity.
- › **COMMUNITY:** collaborate, listen and share.

## GRADING SCALE

Grades will be assigned in accordance with University definitions; plus or minus indicate performance relative to the letter grade definition.

A | 100-95    A- | 94-90    B+ | 89-87    B | 86-83    B- | 82-80    C+ | 79-77  
C | 76-73    C- | 72-70    D+ | 69-67    D | 66-63    D- | 62-60    E | 59 and lower

**PLEASE NOTE:** A grade of C- or below will not count toward major requirements.

For more information on uf grading policies log on to:  
[catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx](http://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx)

## **DISRUPTIVE BEHAVIOR**

Be advised that you can and will be dismissed from class if you engage in disruptive behavior. Students 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.

The Dean of Students Office: [www.dso.ufl.edu](http://www.dso.ufl.edu)

## **HONESTY POLICY**

As a result of completing the registration form at the University of Florida, every student has signed the following statement:

“I understand that the University of Florida expects its students to be honest in all of their academic endeavors and understand that my failure to comply with this commitment may result in disciplinary action up to and including expulsion from the University.”

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 the above mentioned policies is available at the following links:

Student Conduct & Honor Code:

[dso.ufl.edu/scrc/process/student-conduct-honor-code](http://dso.ufl.edu/scrc/process/student-conduct-honor-code)

## **STUDENTS WITH DISABILITIES**

Students requesting classroom accommodations must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then deliver this documentation to the instructor when requesting any accommodation.

Disability office: [dso.ufl.edu/drc](http://dso.ufl.edu/drc)

## **COUNSELING SERVICES**

Resources are available on campus for students who experience personal problems or lack clear career and academic goals, which interfere with their academic performance. Find out more here:

University Counseling Center

**ADDRESS:** 301 Peabody Hall **PHONE:** (352) 392 1575 **WEB:** [counseling.ufl.edu](http://counseling.ufl.edu)

## HEALTH & SAFETY

The School of Art + Art History Safety Manual will be reviewed in class. Students and instructors are responsible for following policy and procedures for making art safely at all time. The entire document is available online: [saahhealthandsafety.weebly.com/handbook.html](http://saahhealthandsafety.weebly.com/handbook.html). All students are required to sign and turn in the signature page to the instructor on the first day of class. All users of the studio classrooms are expected to follow studio guidelines at all times. If you have any questions, ask your instructor.

### Area rules

All users of the studio classrooms are expected to follow studio guidelines at all times. If you have any questions, ask your instructor.

- › Follow all SA+AH Health and Safety handbook guidelines.
- › Alcohol is not permitted (open or closed containers)
- › No eating or drinking in the lab.
- › Shoes must be worn at all times.
- › Protective equipment must be worn for hazardous work.
- › Do not block aisles, halls or doors with stored items or when working.  
This is a violation of fire codes.
- › Do not store anything on the floor. This impedes cleaning & creates a hazard.
- › Do not park bikes in the building.
- › Clean up spills immediately.
- › Take items which do not fit into the trash to the dumpster, follow dumpster guidelines.
- › All users must follow the SA+AH Container Policy (see below).

### SA+AH health and safety policy

There are 2 types of labels used in the SA+AH - YELLOW & WHITE. Both labels are found at the red MSDS box and are supplied by the SA+AH. Each is used for a different purpose:

**WHITE:** All new and or used product in containers (hazardous or what might be perceived as hazardous -i.e. watered down gesso, graphite solutions, satellite containers of solvents, powders, spray paints, fixatives, oils, solvents, etc...) must be labeled within the SA+AH to identify their contents. Labels can be found at the MSDS box in each studio and work area. All containers must be marked with your name, contents and date opened. All secondary/satellite containers for hazardous materials must be marked with content, your name and the date opened. All unmarked containers will be disposed of with no notice.

**YELLOW:** When hazardous items are designated as waste. All containers must have a yellow label identifying the contents that are designated as trash for weekly EHS pick up.

- › Flammable solid containers (red flip top) must have a yellow hazardous waste label on the outside.
- › 5-gallon jugs must have a yellow hazardous waste label on the outside.
- › Fibrous containers must have a yellow hazardous waste label on the outside.
- › Each item in the blue bin must have a yellow hazardous waste label.

**NOTE:** Hazardous Waste labels should include all constituents in the waste mixture as well as an approximate percentage of the total for that item and must add up to 100%. Labels should also include the Bldg & room # of the shop generating the waste along with the Waste Manager for your area; this is located on the SWMA sign posted at the sink or at the Waste Management Area.

## TENTATIVE COURSE SCHEDULE

<i>January</i>	<b>WEEK 1</b>	1/7	<b>SYLLABUS &amp; P1</b> Introduction
		1/9	Class Activity
	<b>WEEK 2</b>	1/14	Lab work day
		1/16	Class Activity
	<b>WEEK 3</b>	1/21	Lab work day
		1/23	<b>P2</b> Introduction
	<b>WEEK 4</b>	1/28	<b>P1</b> Presentations Due (Group B)
		1/30	<b>P1</b> Presentations Due (Group A)
<i>February</i>	<b>WEEK 5</b>	2/4	<b>P2</b> Proposal Due / Lab work day
		2/6	Class Activity
	<b>WEEK 6</b>	2/11	<b>P2</b> Intermediate Critique / Lab work day
		2/13	<b>P2</b> Intermediate Critique / Class Activity
	<b>WEEK 7</b>	2/18	Lab work day
		2/20	<b>P3</b> Introduction
	<b>WEEK 8</b>	2/25	<b>P2</b> Presentations Due (Group A)
		2/27	<b>P2</b> Presentations Due (Group B)
<i>March</i>	<b>WEEK 9</b>	3/3	<b>HOLIDAY:</b> Spring Break
		3/5	<b>HOLIDAY:</b> Spring Break
	<b>WEEK 10</b>	3/10	<b>P3</b> Proposal Due / Lab work day
		3/12	Class Activity
	<b>WEEK 11</b>	3/17	Lab work day
		3/19	<b>PORTFOLIO &amp; RÉSUMÉ</b> Introduction
	<b>WEEK 12</b>	3/24	<b>P3</b> Presentations Due (Group B)
		3/26	<b>P3</b> Presentations Due (Group A)
<i>April</i>	<b>WEEK 13</b>	3/31	Lab work day
		4/2	Class Activity
	<b>WEEK 14</b>	4/7	Lab work day
		4/9	Class Activity
	<b>WEEK 15</b>	4/14	Lab work day
		4/16	<b>PORTFOLIO &amp; RÉSUMÉ</b> Presentations
	<b>WEEK 16</b>	4/21	Last class / Recap / Return projects (if needed)