

**Professor: Gaby Hernández**

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/ Office Hours: Wednesday 1-2 pm, or by appointment

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## general course description

**GRA4186c** EMPHASIZES SELF-DIRECTED DESIGN, RESEARCH, AND STUDY LEADING TO THE DEVELOPMENT AND REALIZATION OF COMPLEX DESIGN PROJECTS. IN THIS COURSE, YOU ARE EXPECTED TO IMPROVE MENTAL RESILIENCY IN PREPARATION FOR ENTRANCE INTO THE PROFESSIONAL DESIGN JOB MARKET THROUGH CRITICISM, SHOW EVIDENCE OF ABILITY TO IDEATE + DESIGN AT A PROFESSIONAL LEVEL, REFINE INDIVIDUAL GRAPHIC DESIGN PROCESSES, AND IMPROVE TIME MANAGEMENT SKILLS.

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.

This course is composed of **two major creative projects and a self-reflective presentation**. For all activities, there will be frequent (weekly) class, small group, and individual feedback sessions. For the main projects, you are expected to learn and implement design research methodologies, design thinking techniques, writing about design and process, and document your activities and outcomes. This class will work in conjunction with the objectives and assessment of Senior Workshop class, including the final portfolio showcase.

## evaluation & grading

Each project is graded using a 100/pt evaluation based on specific criteria. This grade will be adapted to a % equivalence according to the total value assigned to each project. **A successful project is only achieved by meeting intermediate and final deadlines, actively participating in critique sessions, providing and receiving feedback in a professional manner, and delivering excellent final project presentations and design outcomes.** Online and in-class feedback sessions along with assessment from the professor on issues related to concept, form, craft, content, and rigor of methods employed will be announced and scheduled on a weekly basis.

*E-Learning (Canvas)* will be used to record the class grades throughout the semester. It will also be used to publish all course materials (project descriptions and criteria, lectures, handouts, readings, etc), to collect final deliverable files, and to schedule and report on activities through the semester.\* You are required to check the class' Canvas often every week.

### / DISTRIBUTION OF CLASS GRADE

Your final course grade will not only consider your general design work. It will also include your professionalism and collegiality, thinking and discussion capabilities, punctuality and organization, your active involvement with the greater design community, and your proactive professional advancement.

- Reflective Presentation & Main Projects: **75%** (15% + 30% + 30%)
- Professionalism throughout the semester: **10%**
- Thinking & Discussions throughout the semester: **10%**

\*- Involvement with design & professional practices outside of class throughout the semester (demonstrable attendance to, at least, two activities or events): **5%**

**/ 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 and 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

>> You must earn a C or better in this course for it to count towards your Graphic Design major.

**main class expectation: sustaining and demonstrating progress**

**/ WHY IS THIS IMPORTANT?**

When working professionally, you will have various deadlines—not only at the end—that 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. At this point in your studies, 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.

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.

**how i teach + class methods**

This is a **capstone course**. Therefore, I will provide 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, and independent thinking. I will provide extensive professional and theoretical support with issues not only related to good design practices, typography, and/or composition, but also design research methodologies, diversity, equity, 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.

As explained before, 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. They must be followed in order to achieve the course objectives, deadlines, and general expectations. There may be changes in the schedule or activities, which will be announced promptly in class or via email. **All required readings, reports, scheduling of activities or events, and reminders will be posted on Canvas.**

## **materials and technology needs**

For this class you will need:

- Adobe CC design suite
- A cloud-based storage platform or an external drive
- Your own laptop or desktop computer as required by the program, suitable for graphic design and production with appropriate RAM and storage capacity
- Access to a digital camera
- A dedicated sketchbook, letter size or bigger
- Other materials according to your own particular needs and projects

At UF, we have free access to LinkedIn Learning (a tutorial site, formerly known as Lynda.com), which you may use to expand your knowledge of software for the course as needed, at your own pace (<https://training.it.ufl.edu/linkedin/>).

## **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.

## **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 time. 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.

### **common technology, course fees, and equipment use**

With questions related to your computer system and technology (network, printers) in the graphic design studio(s), you can contact our technical lab technician— Michael Christopher ([mchristo@ufl.edu](mailto:mchristo@ufl.edu)). He can help diagnose problems and recommend 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. I recommend making sketchbooks with scrap paper.

Note that your GD lab fees do not cover the printing of materials or use of supplies for other courses, even those which are art-related. Printing for non-GD courses or activities (even if your own) 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.

### **aim for success: class expectations**

- This is an interactive class where iteration and discussion are key. Be an active participant through the semester by contributing critically and respectfully during critiques and discussions, aiming to build a substantial and smart analysis of the problems in hand and demonstrating divergent thinking.
- You are expected to come **prepared** to class, with the required materials, **always**. Being prepared includes having done all the readings, completed all assignments and homework, demonstrated enough practice, sketching, and visual explorations when needed, and proposed/completed research and documentation activities with motivation and enthusiasm.
- **Good design requires intensive and constant work**. Therefore, you are expected to demonstrate progress at all times. Build upon your work in order to improve and explore further. Be curious! Find ways to approach your methods differently whenever needed.
- **Don't fear to fail**. If one idea or approach doesn't work, move on. Become a better thinker and catch up as fast as possible prioritizing quality and innovation.
- **You are practicing for the real world**. For this reason, respect deadlines (final and during the development of projects). Note that a project will be accepted up to one calendar day after it is due and, as a late project, will be automatically marked one grade lower in all areas of evaluation. 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.
- **Last-minute solutions and weak process are easily identifiable**. You can't mask lack of substance. This sort of approach will inevitably result in a low or zero grade.

### **best 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 are safe spaces for all. Respect personal differences, elevate and celebrate diversity.**

- The studio is a creative, professional workplace. It is not your home. Respect and maintain this space.
- Respect each other by listening to your music on headphones during individual design sessions 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. 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 2nd floor for your use.
- 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>
- 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.
- 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.
- Access to individual classrooms, laboratories and the studio facilities is limited to those enrolled in the program. 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 your instructor outside of class or talk with any graphic design area faculty member. If the concern is not resolved, contact the SAAH undergraduate student advisor.

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## 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, they may release mercury.
- There are no known health hazards from intact materials.

- Follow Best 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 codes.
- Take items which do not fit into the trash to the dumpster, and follow dumpster guidelines for trash and recycling.
- All users must follow the SA+AH Container Policy (see 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/](http://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**

UF provides an educational and working environment that is free from sex discrimination and sexual harassment for its students, staff, and faculty.

<http://www.hr.ufl.edu/eo/sexharassment.htm>

**university counseling services**

Includes personal, academic, crisis and career services.

[www.counseling.ufl.edu/cwc](http://www.counseling.ufl.edu/cwc); (352)392-1575

**student healthcare center**

Dial (352)392-1161 for urgent after-hours medical questions.

Dial (352)392-1171 for after-hours mental health assistance.

<http://shcc.ufl.edu/>

**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>

**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.

<http://www.registrar.ufl.edu/catalog/policies/regulationattendance>

**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. — <http://www.dso.ufl.edu/judicial/academic.php>

**class evaluations (GATOR EVALS)**

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.ua.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.ua.ufl.edu/public-results/>.

**dial 911 for medical + police emergencies!**

The building number for Fine Arts C is 0599.

**use this space for other class notes**

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**tentative semester schedule**

*Specific details about each week's activities will be announced in advance, as well as any changes in the semester scheduling, including the inclusion or cancellation of free work days, new events, or relevant speakers.*

- > Your presence is required at all "In-Studio" sessions and critiques.
- > In-Studio work sessions may include lectures or reading discussions.
- > "Free" work sessions can take place at the studio or other locations where you can achieve your highest productivity.

	<b>week 1</b>	T 01/07 R 01/09	Revision of syllabus, Q&A + intro to self-reflective presentation project. General discussion/revision of presentation topic proposal + in-studio work session.
	<b>week 2</b>	T 01/14 R 01/16	Revision of presentation draft, contents, flow + in-studio work session. In-studio presentation practice session and final review (in groups).
	<b>week 3</b>	T 01/21 R 01/23	<b>Self-Reflective Presentation Day</b> (public event). Info about Design Project 1 will be shared + support resources. In-studio work session.
	<b>week 4</b>	T 01/28 R 01/30	Discussions + revision of Design Project 1 proposals. In-studio work session. In-studio work session.
	<b>week 5</b>	T 02/04 R 02/06	Critique 1, Design Project 1 (in groups) + in-studio work session. In-studio work session.
college art association conf.	<b>week 6</b>	T 02/11 R 02/13	Critique 2, Design Project 1 (with professor) + in-studio work session. <i>Free work session. &gt;&gt; You are expected to produce substantial work this day. It is not a break.</i>
ligature 29	<b>week 7</b>	T 02/18 R 02/20	Critique 3, Design Project 1 (in groups) + in-studio work session. Critique 4, Design Project 1 (with professor: progress assessment) + in-studio work session.
visiting designer, eric benson	<b>week 8</b>	T 02/25 R 02/27	In-studio work session: preparing for final project presentations. <b>Design Project 1 Deadline + Presentations</b> (public event). Introduction to Design Project 2.
	<b>week 9</b>	T 03/03 R 03/05	<i>Spring Break, no class.</i> <i>Spring Break, no class. &gt;&gt; Project 2 Proposals to be submitted via Canvas.</i>
	<b>week 10</b>	T 03/10 R 03/12	Critique 1, Design Project 2 (with professor: project proposals + research plan). In-studio work session.
	<b>week 11</b>	T 03/17 R 03/19	Critique 2, Design Project 2 (in groups) + in-studio work session. In-studio work session.
	<b>week 12</b>	T 03/24 R 03/26	Critique 3, Design Project 2 (with professor) + In-studio work session. In-studio work session.
aiga ntl. design conf.	<b>week 13</b>	T 03/31 R 04/02	<i>Free work session. &gt;&gt; You are expected to develop a substantial amount of work during this week. This is not a break week. Email professor as/when needed.</i> <i>Free work session.</i>
	<b>week 14</b>	T 04/07 R 04/09	Critique 4, Design Project 2 (with professor: progress assessment) + in-studio work session. In-studio work session.
	<b>week 15</b>	T 04/14 R 04/16	(Final) Critique 5, Design Project 2 (in groups) + in-studio work session. In-studio work session: preparing for final project deadline and presentations.
final day of class	<b>week 16</b>	T 04/21	<b>Design Project 2 Deadline + In-Studio Presentations</b>
	<b>FINALS WEEK</b>	TBD	<b>All-semester project presentations (Portfolio Showcase, public event)</b>