

GRA 4196c : Ideas & Styles : Fall 2020

leveraging knowledge of the past to solve contemporary problems

course information:

class number: 13998
Meets: M/W 2-4 (8:30–11:30am) | Zoom + FAC316 (studio)
Instructor: Dr. Dori Griffin | email: dgriffin@arts.ufl.edu
office hours: W/Th 3:00-4:00 & Tu 1:00-3:00 (on Zoom) | schedule via Calendly
→ physical office and phone paused for covid-19

appointments & emails:

If needed, we can schedule a Zoom meeting outside office hours. W/F afternoons are usually most flexible. I routinely check/reply to email twice daily, M-F, around 8:00am and 4:30pm. You're also welcome to use the Microsoft Teams chat feature, but I can't always reply immediately.

description:

GRA 4196C: Ideas & Styles places special emphasis on history and theories of graphic design including innovations and contemporary issues. In this class, we'll explore the conceptual ideas and visual styles attached to design practice over a range of places and times. We'll see and analyze some of the key graphic artifacts associated with our discipline and question how these are understood and utilized by designers and audiences. We'll engage these contexts while building your portfolio through a studio-centered, individually-driven process of critical making within a flexible shared framework.

required materials:

- In order for you to fully participate and meet course learning objectives, students taking graphic design courses are required to have appropriate hardware, software and access to the Internet. See [this website](#) for more details regarding hardware, software, specifications, and some purchasing options, including discounts for UF students.
- Because computer access is an institutional requirement, computer costs are designated as allowable costs for students who qualify for Financial Aid. Accordingly, Student Financial Affairs has added costs for access to a computer into budgets. For more information, contact your financial adviser in the Office of Student Financial Affairs directly.
- Adobe Creative Cloud Suite (UF Student Discount available)
- Accounts on Microsoft Teams and GSuite
- Laptop that meets the requirements on the [SA+AH tech requirements](#) page.

grading:

The grades in this class emerge from your active engagement with individual and collaborative activities, which we'll track weekly using the *Assignments* tab. This includes studio process work—individually outside of class; scheduled meetings and critiques—during class; and designed deliverables—uploaded to Canvas. We'll talk about all your studio design deliverables in multiple ways, at multiple points in every project. Feedback

will be written and spoken, in words and images, synchronous and asynchronous, in large and small groups, and individually with peers and with me. But I won't be grading your design projects. Rather, you'll be setting and meeting individual goals for your design work, as well as contributing to your peers' process by giving active feedback, and your course grade will be earned through this process.

points distribution:

- 75pts: 15 weekly activities at 5pts/each (checklists posted each week)
- 15pts: 3 collaborative activities at 5pts/each (checklists posted with activities)
- 10pts: on a 1-10 scale, evaluate your project/coursework portfolio (scale developed collaboratively)

grading scale, consistent with [UF's university policies](#)

- A | 4.00 | 100-93.4% A- | 3.67 | 93.3-90.0%
- B+ | 3.33 / 89.9-86.7% B | 3.00 / 86.6-83.4% B- | 2.67 | 83.3-80.0%
- C+ | 2.33 | 79.9-76.7% C | 2.00 | 76.6-73.4% C- | 1.67 | 73.3-70.0%
- D+ | 1.33 | 69.9-66.7% D | 1.00 | 66.6-63.4% D- | 0.67 | 63.3-60.0%
- F | 0.00 | 59% or below

attendance:

Each week (excepting holidays) you'll attend 2-3 Zoom conferences: with your small group, with your partner, and with me. All of these will happen during regularly scheduled class times, and they're all credit-earning items on the weekly checklist. If you're unable to attend a meeting for reasons listed in the UF attendance policy, be in touch ahead of time (excepting emergencies) to make mutually acceptable alternate plans, or you'll forfeit the points associated with the missed meeting. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with UF's [university attendance policies](#)

covid-19 note:

Global pandemics are difficult and complicated. I'm immune-compromised, so I understand how important it is to be in control of your own risk level. Thus, our required meetings will be 100% virtual. You should turn your video on whenever possible and make sure (absent safety concerns) that your Zoom profile image is either a recognizable icon or a photo of yourself; see the Zoom guidelines below. The FAC316 studio is open for scheduled access. In addition to keeping a social distance of 6+ feet, masks are always required in all campus buildings and you should disinfect surfaces before and after use. I've designed our policies and project work for this course to minimize stress and maximize flexibility as much as possible. There may be things I need to know (eg: internet access challenges, changes in health or living situation—no specifics, obviously). If so, please tell me clearly, as soon as possible, and in a professional way (eg: not "hey, I forgot to come to class last week"). We'll figure out a plan.

zoom guidelines / from me:

- Upload a profile image of yourself to Zoom, preferably a photo, because it helps me to know who's speaking. Use an icon, pet photo, or emoji/cartoon if you have safety/privacy concerns.
- Turn on your video camera when you can during small group and individual meetings; this includes being dressed appropriately and having a neutral background.
- Keep your microphone on mute unless you're speaking or in a 1-on-1 meeting; audio feedback isn't fun.
- Turn your camera off when you need to step away, or eat a power bar, or interact with other people in your physical space.
- Use audio-only and/or chat when you need to. If you need to participate 100% through chat for safety or access reasons, please let me know you'll be chat-only so we can strategize to make sure you get what you need out of course interactions.

zoom guidelines / from UF:

- Our class sessions may be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded [if the blinking red *record* light is on]. If you're unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and don't use a profile image [of yourself].
- Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded [if the blinking red *record* light is on]. If you aren't willing to consent to have your voice recorded during class, you'll need to keep your mute button activated and communicate exclusively using the "chat" feature [during recordings], which allows students to type questions and comments live. The chat won't be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

additional UF policies:

- Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the [DRC](#). It's important to share your accommodation letter with me and discuss your access needs as early as possible in the semester.
- Academic integrity means that if you use words, images, or ideas that are not your own, you must cite them. Claiming the work of others as your own is a serious breach of professional ethics and will result in a failing grade in this class. The [UF Honor Code](#) specifies a number of other behaviors that are in violation of this code and the possible sanctions.
- 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. 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 [UFbluera](#). Finally, [summaries](#) of course evaluation results are available to students.

emergencies:

UF Police: Emergency 911, non-emergency 352-392-1111 or <http://www.police.ufl.edu/>
UF Counseling and Wellness Center: 352-392-1575 or <http://www.counseling.ufl.edu/cwc/>
UF 24/7 Crisis Center: <http://www.counseling.ufl.edu/cwc/Emergency-Services>

contacts for student healthcare center:

Dial 911 for medical emergencies
Dial 352-392-1161 for urgent after-hours medical questions
Dial 352-392-1171 for after-hours mental health assistance, <http://shcc.ufl.edu>

general university policies and services:

Most policies, procedures, and resources important to students are here:
<http://www.dso.ufl.edu/>

GRA 4196c course calendar:

Mon Aug 31, 2020	Calendar / zoom class mtg	8:30am to 11:30am
Wed Sep 2, 2020	Calendar / zoom class mtg	8:30am to 11:30am
Mon Sep 7, 2020	Calendar / zoom class mtg	8:30am to 11:30am
Wed Sep 9, 2020	Assignment Week 1 Calendar / zoom class mtg	due by 8:30am 8:30am to 11:30am
Mon Sep 14, 2020	Assignment activity 1 Calendar / zoom class mtg	due by 8:30am 8:30am to 11:30am
Wed Sep 16, 2020	Calendar / zoom class mtg	8:30am to 11:30am
Mon Sep 21, 2020	Assignment Week 2 Calendar / zoom class mtg	due by 8:30am 8:30am to 11:30am
Wed Sep 23, 2020	Assignment Week 3 Calendar / zoom class mtg	due by 8:30am 8:30am to 11:30am
Mon Sep 28, 2020	Calendar / zoom class mtg	8:30am to 11:30am
Wed Sep 30, 2020	Assignment Week 4 Calendar / zoom class mtg	due by 8:30am 8:30am to 11:30am
Mon Oct 5, 2020	Calendar / zoom class mtg	8:30am to 11:30am
Wed Oct 7, 2020	Assignment Week 5 Calendar / zoom class mtg	due by 8:30am 8:30am to 11:30am
Mon Oct 12, 2020	Calendar / zoom class mtg	8:30am to 11:30am
Wed Oct 14, 2020	Assignment Week 6 Calendar / zoom class mtg	due by 8:30am 8:30am to 11:30am
Mon Oct 19, 2020	Calendar / zoom class mtg	8:30am to 11:30am
Wed Oct 21, 2020	Assignment Week 7 Calendar / zoom class mtg	due by 8:30am 8:30am to 11:30am
Mon Oct 26, 2020	Calendar / zoom class mtg	8:30am to 11:30am
Wed Oct 28, 2020	Assignment Week 8 Calendar / zoom class mtg	due by 8:30am 8:30am to 11:30am
Mon Nov 2, 2020	Calendar / zoom class mtg	8:30am to 11:30am
Wed Nov 4, 2020	Assignment Week 9 Calendar / zoom class mtg	due by 8:30am 8:30am to 11:30am

Mon Nov 9, 2020	Calendar / zoom class mtg	8:30am to 11:30am
	Assignment Week 10	due by 8:30am
Wed Nov 11, 2020	Calendar / zoom class mtg	8:30am to 11:30am
Mon Nov 16, 2020	Calendar / zoom class mtg	8:30am to 11:30am
	Assignment Week 11	due by 8:30am
Wed Nov 18, 2020	Calendar / zoom class mtg	8:30am to 11:30am
Mon Nov 23, 2020	Calendar / zoom class mtg	8:30am to 11:30am
	Assignment Week 12	due by 8:30am
Wed Nov 25, 2020	Calendar / zoom class mtg	8:30am to 11:30am
Mon Nov 30, 2020	Calendar / zoom class mtg	8:30am to 11:30am
	Assignment Week 13	due by 8:30am
Wed Dec 2, 2020	Calendar / zoom class mtg	8:30am to 11:30am
Mon Dec 7, 2020	Calendar / zoom class mtg	8:30am to 11:30am
	Assignment Week 14	due by 8:30am
	Assignment / develop rubric	due by 11:59pm
Wed Dec 9, 2020	Calendar / zoom class mtg	8:30am to 11:30am
Mon Dec 14, 2020	Calendar / zoom class mtg	8:30am to 11:30am
	Assignment Final Portfolio	due by 8:30am
	Assignment Week 15 / final	due by 8:30am
Wed Dec 16, 2020	Calendar / zoom class mtg	8:30am to 11:30am
	Assignment activity 2	
	Assignment activity 3	