

GRA 3193C

visualization and creativity ONLINE/HYBRID (3 credits)

FALL 2020

TIME OF CLASS SESSIONS

Synchronously, Tuesdays + Thursdays, from 3 to 6 pm (via Zoom)

INSTRUCTOR INFORMATION + OFFICE HOURS

GABY HERNÁNDEZ

Assistant Professor of Graphic Design

School of Art + Art History

email: ghernandez@arts.ufl.edu

office: FAC 313E (although, this semester you will find me online)

office hours: Mondays around noon. Schedule a meeting here: https://calendly.com/gabyhernandez_ufgd

COURSE DESCRIPTION

Graphic Design as an interdisciplinary and dynamic professional practice. In response to this premise, the course **Visualization and Creativity emphasizes visual invention and compositional dynamics, 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 to successfully visualize processes that inform design and formulate solutions that respond to the problems in hand. This course prioritizes the study of audiences, users, and their contexts, aiming to build respectful and socially/culturally conscious design. At the same time, you are expected to expand your skills in conceptual drafting, professional design software, printing/production methods, and professional delivery and presentation.

COURSE OBJECTIVES

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

COURSE STRUCTURE

This course is composed of lectures, readings, discussions, writing, quick design and analysis exercises, introductory research methods, critiques, presentations, and design projects.

Active participation is vital to the success of this class and your success as well. Students will take responsibility for organizing discussions, researching to find answers and sources of information, documenting and sharing information, completing project work, and meet deadlines. This semester, all your final design outcomes will be individual but the process is heavily based on team work and peer support. For more information about class dynamics and expectations, please visit the class Canvas (['Work Dynamics' page](#)).

All the main course activities will occur online, via Zoom or using the other UF-approved platforms (including Microsoft Teams and Google Suite).

GENERAL CLASS 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 on topics such as,

design process

design methods / audience and user analysis / critical thinking / design thinking practices / collaborative design / research and information visualization

visual communication design

general design principles / typography / visual systems / composition / materiality / production

professional and technical

the different faces of design / contemporary issues / professional standards / terminology

These topics will be introduced through theory, analysis, and discussion, and will be incorporated into assignments and project work throughout the semester. Additional assignment-specific topics will be incorporated as needed.

MATERIALS AND READINGS

You are required to have:

- Adobe CC design suite
- A cloud-based storage platform
- 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 flashdrive
- A dedicated sketchbook, letter size or bigger

At UF we have free access to the tutorial site, Lynda.com, which you can use to expand your knowledge of software for the course. For more information about technology use, please visit the class Canvas (['Work Dynamics' page](#)).

There is no class book. We will use contents from our recommended reading list, below.

RECOMMENDED READING

- *Universal methods of design: 100 ways to research complex problems, develop innovative ideas, and design effective solutions.* Bruce Hanington and Bella Martin, Rockport, 2012.
- *Graphic Design Thinking: Beyond Brainstorming.* Ellen Lupton, Editor. Princeton Architectural Press, 2011.
- *An Introduction to Information Design.* Kathryn Coates and Andy Ellison. Laurence King Publishing, 2014.
- *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.

GRADING CRITERIA + 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, individually or as part of a group. I encourage you to take advantage of this all the time. In order to aid in your assessment, each student will write his/her/their own self-assessment after each project delivery and is required to meet at least once with me during the semester to exclusively discuss performance.

Your final grade will be assigned based on assessments of your performance on projects, exercises, and other activities using several categories. For assignments and projects, there is a potential of 5 points per applicable category, and each represents a specific percentage of the

total project grade. Evaluation criteria of design projects may include general and specific steps during your process, realization, documentation, and presentation components, as well as your engagement in your peers' processes. Meeting criteria merits a C+. If you want to earn a higher grade you must surpass minimum criteria and expectations for work at your level of study.

You final course grade will also take into consideration your professionalism, collegiality, performance, thinking and discussion participation, your active involvement with the greater design community, and a proactive professional advancement. In sum,



- PROJECT WORK AND ASSIGNMENTS: **65%**
- PROFESSIONALISM AND ABILITY TO MEET DEADLINES AND OBJECTIVES: **20%**
- ENGAGEMENT WITH DISCUSSIONS AND TEAM WORK: **10%**
- INVOLVEMENT WITH DESIGN AND PROFESSIONAL PRACTICES AND TRAINING OUTSIDE OF CLASS DURING THE SEMESTER (AT LEAST 2 ACTIVITIES): **5%**

grading scale; gpa equivalence

A	100–95; 4.00	<i>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).</i>
A–	94–90; 3.67	<i>Excellent—surpassed all criteria but still room for improvement.</i>
B+	89–87; 3.33	<i>Very good—surpassed all criteria.</i>
B	86–83; 3.00	<i>Good—surpassed all criteria.</i>
B–	82–80; 2.67	<i>Above average—surpassed all criteria.</i>
C+	79–77; 2.33	<i>Average—met criteria</i>
C	76–73; 2.00	<i>Average—improvement needed</i>
C–	72–70; 1.67	<i>Slightly below average—further improvement needed</i>
D+	69–67; 1.33	<i>Below average—much improvement needed</i>
D	66–63; 1.00	<i>Below average—poor and/or incomplete work</i>
D–	62–60; 0.67	<i>Below average—very poor and/or incomplete work. Work well below level of study</i>
E	59; 0.00	<i>Failing; work did not meet most to any criteria or below you submitted no work</i>

Information on current UF grading policies for assigning grade points is available online, here: <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>

ATTENDANCE POLICY

Good attendance and punctuality in joining all the sessions are expected. Roll will be taken at each class.

ABSENCES

- Absences count starting 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 grade.
- Leaving the sessions early without permission or excuse will be considered an absence.
- A total of six 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 on Canvas from an absence to a tardy if you are late.

OTHER COURSE POLICIES

- Changes to the course calendar, individual and team meetings, demonstrations, or critiques demand your presence. Compensatory work of another kind cannot be accepted in lieu of missed instructions in this area.
- Please, if you have extenuating circumstances, inform your instructor or the SA+AH advisor as soon as possible so we can work with you.

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.

TECHNOLOGY, FEES, AND EQUIPMENT USE

With questions related to your computer system and technology in the graphic design area, you can contact our Lab Technician— Michael Christopher (*mchristo@ufl.edu*). He can help diagnose problems and recommends solutions.

Due to the current CoVid-19 pandemic, lab and equipment fees are not being charged this semester. BUT, if you decide to make some use of our graphic design labs, be very conservative with the materials available. Always reuse and recycle paper and other materials, at your home and at the studios. Do not print materials for other courses in our graphic design labs.

COMMUNICATION

You are responsible for emails sent to your ufl.edu account, messages via chat on Microsoft Teams (abilitated by UF), and messages on Canvas. It is a good practice to check your ufl.edu email several times per day between Monday and Friday.

Communicate with me whenever you need! 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. I don't usually check email on the weekends. So, please plan ahead and avoid class emergencies.

a few reminders

- This is an interactive class where iteration and discussion are key. Be an active participant through the semester by contributing critically and respectfully during live and online critiques and discussions through the week. Prioritize all the activities that allow you to build a substantial and smart analysis of the problems in hand and to demonstrate divergent thinking.
- You are expected to come prepared to class, with the required materials, always.
- 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.
- You are practicing for the real world. For this reason, respect deadlines. Note that a project will be accepted only up to one calendar day after it is due. And, as a late project, it 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.

- Be open and constructive.
- Critique ideas, not people.
- Be community-minded.
- Work hard to guarantee that we work and share in a brave space for all. Respect personal differences, elevate and celebrate diversity.
- 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 sessions. If you must take a phone call, step away from the session and mute your microphone.
- Although use of our studios is limited this semester, they can only be accessed by those enrolled in the design programs. If you are ever at the studio and 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.

- If you encounter other problems, first speak with your instructor outside of class time or contact any graphic design area faculty member. If the instructor(s) cannot resolve your concerns, contact the SAAH undergraduate student advisor.

please visit our course Canvas pages for more important information

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 (and even more so this semester, as all our courses are online or hybrid), 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.

Also,

- Batteries, some monitors, and lamps from digital projectors, if broken, may release mercury. There are no known health hazards from intact materials.
- Follow Best Studio Practices as found in your syllabus and Canvas.
- Do not use spray adhesives or do hazardous work in the studios.
- Do not block aisles, halls or doors with stored items or when working.
- Take items which do not fit into the trash to the dumpster, follow dumpster guidelines.
- 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 who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center (352-392-8565, <https://disability.ufl.edu/students/get-started/>). 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>).

counseling & 'you matter, we care'

Counseling services include personal, academic, crisis and career advice (www.counseling.ufl.edu/cwc). If you or someone you know is in distress, please contact umatter@ufl.edu, call 352-392-1575, or visit umatter.ufl.edu.

disruptive behavior

All 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, you are 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, copying ideas, plagiarism, bribery, misrepresentation, conspiracy, or fabrication. You can find UF's Student Conduct Code, here: <https://sccr.dso.ufl.edu/process/student-conduct-code>

privacy policy regarding online sessions

There will be occasions when our class Zoom sessions may be audiovisually recorded for student in the class to refer back. Students who participate with their camera, engage or utilize a profile image, are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using

the chat feature. Although, at times, the chat will also be saved for future reference for the class. As in all courses, unauthorized recording and sharing of recorded materials is prohibited.

student health care center + shands emergency room

If needed, you can reach the UF Health Care Center, 24/7. Call 352-392-1161, or visit <https://shcc.ufl.edu>
For immediate medical care, call Shands: 352-733-0111, or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608, Or visit <https://ufhealth.org/emergency-room-trauma-center>

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. Visit this link: <https://gatorevals.aa.ufl.edu/students/> for guidance on how to give feedback in a professional and respectful manner. 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 ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students here: <https://gatorevals.aa.ufl.edu/public-results/>

THIS SYLLABUS, ITS CONTENTS (INCLUDING ADDITIONAL INFORMATION ON CANVAS AND ALL ADDENDA IN THE NEXT PAGES) COMPRISE THE ITEMS OF THE COURSE CONTRACT

PLEASE SIGN AND SEND THIS PAGE TO GABY HERNANDEZ, VIA CANVAS MESSAGE, BY 6PM ON 09/02/2020.

If, before the sign and submission deadline, you have any questions or concerns about the syllabus and course information on Canvas, please send an email to Gaby explaining your inquiry. Any changes in the syllabus require time and will affect the class as a whole. Therefore, express your concerns as soon as we have discussed this document and contents on Canvas the first day of class, on 09/01/2020. -Thanks!

I, _____, have read the syllabus and all the additional information facilitated by the instructor on the course's Canvas pages, understand what is written, intend to abide by these policies, and will earn the appropriate grade according to my work, efforts and attendance for the Fall semester, 2019.

Signature _____ Date _____

addendum 1

TENTATIVE SCHEDULE

Specific details on each week's activities will be announced in advance, as well as any changes in scheduled activities. Notice that all class activities will take place online, either during our live sessions or in discussions on Canvas, chat on Microsoft Teams, and other platforms as specified in this document and on Canvas.

There will be a number of AIGA, workshops, conferences, trainings, visiting lecturers, and/or professional development- related dates and events that will be announced throughout the semester. Please use the lines in the next page for those extra notes and scheduling changes and additions. **Attendance to those events will count toward your final grade.**

» : Marks the dates that need special attention and planning.

ok, here we go...

WEEK 1	TUE 09/01	• Course overview Revision and discussion of syllabus and Canvas Discussion related to Vox and AIGA activities Homework, week readings, and upcoming activities
	» WED 09/02	• Signed syllabus is due by 6 pm. Send via Canvas.
	THU 09/03	• LECTURE—'Critical Overview of Design Thinking' • Homework discussion. • Introduction to Warm-up Assignment, homework and upcoming activities.
WEEK 2	TUE 09/08	• Re:ASSIGNMENT—Homework review (<i>research, sketching</i>), general and team discussions.
	THU 09/10	• Re:ASSIGNMENT—Design critiques, general and team discussions.
WEEK 3	» TUE 09/15	• ASSIGNMENT—Due date + class presentations. • Introduction to Semester Project (<u>Stage 1</u>) + homework
	THU 09/17	• INVITED SPEAKER—'Secondary Research' • Re:PROJECT—Homework review (<i>project proposal</i>), general and team discussions. • Homework, weekend readings, and upcoming activities.
WEEK 4	» SUN 09/20	• Final Project Proposal due date, by 6 pm via Canvas.
	» TUE 09/22	• LECTURE—'Interviews and Other Information Collection Methods' • IN-CLASS EXERCISE—Interview each other, in teams. Reflect and share on Canvas. • Re:PROJECT—Homework submission (<i>secondary research</i>) for review. • Homework and upcoming activities.
	» THU 09/24	• LECTURE—'Observation, Thick Descriptions, and Other Design Research Methods' • IN-CLASS EXERCISE—Observation and Visualization Sprint • Re:PROJECT—Homework submission (<i>tentative methodology</i>) for review. • Homework and upcoming activities.
WEEK 5	» SUN 09/27	• Observation and Visualization Sprint Exercise submission due date, by 6 pm via Canvas. Provide comments!
	TUE 09/29	• Re:PROJECT—Individual meetings about methodology, scheduled in advance. • RESEARCH DAY
	THU 10/01	• RESEARCH DAY • Individual meetings as needed.
WEEK 6	TUE 10/06	• RESEARCH DAY • Individual meetings as needed.
	THU 10/08	• RESEARCH DAY • Individual meetings as needed.

OTHER
EVENT
NOTES

EVENT DATE / TIME	EVENT NAME / SPONSOR / SERIES	EVENT CATEGORY / LOCATION / COST / OTHER INFO
October 20–22, 2020	Adobe Max Conference	Professional development / Online and Free! / https://max.adobe.com
October 21–24, 2020	AIGA National Leadership Retreat (AIGA UF group)	Professional development + Networking / Online and Free! / *ask Gaby*

WEEK 7	TUE 10/13	<ul style="list-style-type: none"> DESIGN DAY—Work on research presentations. Individual meetings encouraged.
	» THU 10/15	<ul style="list-style-type: none"> Re:PROJECT—Research presentations and general class discussion (<i>follow handout</i>). Homework and upcoming activities (Project <u>Stage 2</u> starts today).
WEEK 8	» TUE 10/20	<ul style="list-style-type: none"> Re:PROJECT—Homework revision (design response and general discussion). Add to project doc. DESIGN—Work on project sketches. Upcoming activities.
	THU 10/22	<ul style="list-style-type: none"> DESIGN DAY—Work on project sketches. Individual meetings as needed.
WEEK 9	TUE 10/27	<ul style="list-style-type: none"> DESIGN DAY—Work on project sketches + group critiques Individual meetings as needed.
	» THU 10/29	<ul style="list-style-type: none"> DESIGN DAY—Work on project sketches. Required individual meetings to finalize sketching and prepare for prototyping.
WEEK 10	» TUE 11/03	<p>ELECTION DAY!</p> <ul style="list-style-type: none"> General class critique: show your project prototype 1. Collect feedback, work on improvements for prototype 2.
	THU 11/05	<ul style="list-style-type: none"> DESIGN DAY—Work on project prototype 2, plan design testing. Individual meetings as needed.
WEEK 11	TUE 11/10	<ul style="list-style-type: none"> DESIGN + CRITIQUE DAY—Work on prototype 2 + group critiques Collect feedback, work on improvements for prototype 3.
	THU 11/12	<ul style="list-style-type: none"> DESIGN DAY—Work on prototype 3, plan design testing. Individual meetings as needed.
WEEK 12	» TUE 11/17	<ul style="list-style-type: none"> DESIGN DAY—Work on prototype 3. Required individual meetings to finalize prototyping and prepare for final design.
	THU 11/19	<ul style="list-style-type: none"> DESIGN DAY—Work on final design.
WEEK 13	» TUE 11/24	<ul style="list-style-type: none"> Required individual meetings to before Thanksgiving Break: plan for final design testing!
	THU 11/26	THANKSGIVING — NO CLASS
WEEK 14	TUE 12/01	<ul style="list-style-type: none"> DESIGN DAY—Work on final project presentation. Individual meetings as needed.
	» THU 12/03	<ul style="list-style-type: none"> FINAL CRITIQUE DAY—Required individual meetings to before Final Project Presentation.
WEEK 15	» TUE 12/08	<p>LAST DAY OF CLASS</p> <ul style="list-style-type: none"> FINAL PROJECT PRESENTATION + SUBMISSION (compilation of all materials, Stage 1 & Stage 2)
	» WED 12/09	<ul style="list-style-type: none"> Self and group evaluations and mini semester surveys due, by 6 pm via Canvas.