

GRA 4186c Senior Studio

Tuesday & Thursday, Periods 8-10
Room 316 Fine Arts C
Spring 2021

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SYLLABUS

Course Description

This is a studio-based design course based on advanced projects in visual communication and graphic design that belong in a senior year portfolio of creative work. There are three creative projects, that are somewhat self-defined in order to match your own outlook and trajectory after design school. Each with a planning “workshop” phase to help define them thinking about your trajectory after UF.

Project One- Concept. The intent here is to show off your “big brain” through complexity and depths of research.

Project Two- Form. Sometimes I say your design projects need only be “small, but beautiful.” The emphasis of this project is visual form.

Project Three- Craft. By this I mean demonstrating mastery of materials or technology.

Topics and Objectives

The projects and activities during this class will provide opportunities to engage with topics such as: typography, digital and traditional illustration and photography, applications to print and motion and interactive media, visual narrative, and more.

Readings and Canvas Submissions

This course has no required books. At UF we have free access to the tutorial site, Lynda.com, which can be used in the course. We will use the UF e-Learning site, Canvas, to access course materials and submit all assignments.

Required Materials

Various Adobe software will be our technical focus but you may also explore many other traditional mediums. You may need to buy additional art materials to complete some projects.

Grading & Creative Feedback

This course has three creative projects each with a checklist/rubric of required items. Full points are awarded if the work is sufficiently complete and uploaded on time. This functions similar to a pass/fail mode.

Clearly understanding how projects will be graded is important. The process is very performance-based as opposed to subjective. Associated with each assignment is a checklist/rubric of required items. Full points are awarded if the specific work is sufficiently complete and uploaded on time.

Below is the weighting of each of assignments...

Project One- 33.3%
Project Two- 33.3%
Project Three- 33.3%

Critical feedback is provided verbally during small group discussions (with the instructor as well as your peers) and during final project presentations. This feedback is information on how to improve your work in concept, form, and craft – particularly with the intent of assembling a professional

portfolio of design work. The mid-project reviews are the most important days to gather feedback from peers and also my view of your project progress and work quality. This qualitative feedback does not impact the project points, it is intended to improve your direction as you move through the work.

This course follows a standard UF campus grade point scale (example, B is 3.0, B+ is 3.33 points) and follows the overall UF Grading Policy:

<https://catalog.ufl.edu/UGRD/academicregulations/grades-grading-policies/>

Standard UF grading scale...

A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
100% to 94%	< 94% to 90%	< 90% to 87%	< 87% to 84%	< 84% to 80%	< 80% to 77%	< 77% to 74%	< 74% to 70%	< 70% to 67%	< 67% to 64%	< 64% to 61%	< 61% to 0%

*Projects and assignments are not accepted after the due date without prior approval by the instructor. This means **you must be very focused** on the checklist of required items and meet the deadline – be careful not to forget or to click submit 20 seconds too late.*

Details about Absences and Assignment Due Dates

Excused absences follow university guidelines and may include illness, serious family emergencies, special curricular requirements, military obligation, severe weather conditions, religious holidays and participation in official university activities or court-imposed legal obligations. If you have a delay, please contact me by email or via Canvas prior to the class.

Other Strategies for Success

Here is general advice that, I think, will help you get the most from your university education. Active engagement in the intermediate small group sessions is more valuable than at the end of the project. This means listening to the suggestions of other students, instructor, and offering constructive comments of your own. Often informal performance will influence your creative outcomes...

Timeliness: Meet all final and intermediate deadlines. Arrive Early.

Quantity/Quality: Exceed the minimum, Seek critique.

Innovation: Seek difference, not similarity.

Community: Collaborate, listen and share.

Contact and Office Hours

Outside of class, you can contact me by email — slawson@ufl.edu — or through the UF School of Art and Art History at 352-392-0201. My office is 313c FAC and office hours will be posted on my door (likely Tuesday at Noon). You can also use the messaging system within Canvas (preferred).

Course Evaluations

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Notifications are sent via email and Canvas.

Health and Safety

The UF School of Art and Art History is concerned about the safe use of art materials. Notes related to the design area: Batteries, old monitors, lamps from digital projectors if broken may release mercury. There are no known health hazards from exposure to lamps that are intact. A complete handbook is provided at — <http://arts.ufl.edu/site/assets/files/37319/saahhealthandsafetyhandbook.pdf>

COVID-19 Notes

If you are experiencing COVID-19 symptoms, please use the UF Health screening system and follow the instructions on whether you are able to attend class.

<https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html>

<https://coronavirus.ufhealth.org/screen-test-protect-2/frequently-asked-questions/covid-19-exposure-and-symptoms-who-do-i-call-if/>

Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work.

<https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>

End-of-Semester Course Evaluation

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals (in Canvas). Students will be notified when the evaluation period opens.

<https://gatorevals.aa.ufl.edu/students/>

<https://gatorevals.aa.ufl.edu/public-results/>

Technology Help

If you need assistance with technology access you can ask the instructor for advice, talk with our teaching lab specialist, or contact the UF Help Desk.

<https://helpdesk.ufl.edu/> or call 352-392-4357

Students with Disabilities

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

<https://disability.ufl.edu/students/get-started/>

Online Course Privacy

Zoom video gives the instructor the capability to record meetings. There are NO PLANS for our class sessions to be audio visually recorded. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

Health and Wellness

U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, to refer or report a concern and a team member will reach out to the student in distress. <https://umatter.ufl.edu/>

Counseling and Wellness Center: Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services. <https://counseling.ufl.edu/>

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need. <https://shcc.ufl.edu/>

University Police Department: Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies). <https://police.ufl.edu/>

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; <https://ufhealth.org/emergency-room-trauma-center>

Academic Resources

E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu

Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services. <https://career.ufl.edu/>

Library Support: Various ways to receive assistance with respect to using the libraries or finding resources. <https://cms.uflib.ufl.edu/ask>

Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring. <https://teachingcenter.ufl.edu/>

Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers. <https://writing.ufl.edu/writing-studio/>

UF Student Code of Conduct

Please adhere to the code of conduct while a student at this university...

<https://sccr.dso.ufl.edu/policies/student-honor-%20code-student-conduct-code/>

UF 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 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.

<https://sccr.dso.ufl.edu/process/student-conduct-code/>