

## SYLLABUS

# GRA3138C: Graphic Design Practice

3 credits | Spring 2021 | January 11th - April 21st, 2021

### INSTRUCTOR

Victoria R. Gerson, *she/her/hers*  
vgerson@ufl.edu

### MEETING TIME

Monday/Wednesday  
6:15pm-8:10pm

### OFFICE HOURS

Fridays from 12pm-2pm + by  
appointment—*Please reach out  
to me, I'm here for you!*

### CONTEXT

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. A resume + portfolio will be created and the results of research and design work will be synthesized for presentation + portfolio.

### COURSE OBJECTIVES

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

### COURSE STRUCTURE

This course is composed of lectures, readings, discussions, design projects, presentations, critiques and feedback. The deliverables for this course are as follows:

- 80%      2 design projects and 1 portfolio + résumé
  - Résumé- 15 points
  - Portfolio- 25 points
  - Project 1- 20 points
  - Project 2- 20 points
- 20%      Reading, writing, and group discussion of relevant articles + media
  - 12 reflections at 2 points each

### PROJECTS

All projects final deliverables will include a process book and self assessment. See more about self assessments under grading. All projects will be submitted in Microsoft Teams. *See general semester outline on last page for tentative schedule.*

### REFLECTIONS

There will be a reading, podcast, or video (almost) every week, with a reflection post due on the following Monday before class. Each reflection is two points, you can miss 2 reflections without penalty. Whenever there is an additional optional reading/podcast/lecture etc, you may respond to it in your reflection for an extra half a point. We will use the class notebook (accessible through Teams or Sharepoint) for submitting reflections.

### GRADING

Your grade in this class is based on earning points through your engagement with projects and reflections. There will be feedback from me and your classmates every step of the way. You will be invited to participate in your grading by completing self assessments after activities and projects. Projects will be evaluated based on research, concept, ideation, iterative process, conceptual development, attention to detail, and formal resolution.

### Scale:

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

### MEETINGS

This is a synchronous class, meaning we will meet together (virtually) every week on Monday and Wednesday from 6:15pm-8:10pm, unless otherwise stated by the instructor.

### Cameras/Profiles

Please put video on when possible. Please upload a photo to your account for when cameras are off, either of yourself or of your favorite historical poster design. If there are any privacy concerns feel free to use appropriate backgrounds.

## PLATFORMS

You will all be required to set up and have immediate access to these platforms during the semester:

**Canvas:** For storing the syllabus, maintaining student grades, and communication.

**Microsoft Teams:** For facilitating synchronous class meetings, group discussions, messages, managing course assignments, files, & schedules.

**Microsoft Sharepoint:** This is our course web home page.

**Zoom:** We will use Zoom for facilitating synchronous class meetings when necessary.

## GENERAL CONDUCT

We are trying to create an open space to discuss issues and topics that matter to each of us individually, and collectively, as people and as designers. We may not always hold each other's views, but we must always hold each other with respect. If you have an issue with or are offended by a certain comment or topic, please come to me and we will work it out together.

## MATERIALS & DEVICES

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](#))
- Laptop that meets the requirements on the SA+AH tech requirements page.
- Webcam (should already be pre-installed on your computer, if not get an external webcam)

## TEXTS & REFERENCES

There are no required texts for this course. All assigned readings will be provided to you.

## LATE WORK

If work is not turned in by the due date, you must set up a meeting with me within one week of the original due date to discuss the state of your project, why you weren't able to turn it in, and how I can help you.

## ATTENDANCE POLICY

In class time is critical. If you anticipate missing class, please send me an email at your earliest notice. If you miss class unexpectedly, send me an email as soon as possible. If you miss more than 2 classes, you will need to setup a meeting with me to discuss your progress. If you miss 3 classes or more, points will be deducted for each class missed.

### Religious Holidays

If you know that you will miss class time due to religious holidays, please inform me before the holiday (whether recognized by the university or not).

### Sickness

I do not require doctors notes, but please let me know if you are sick, so we can make arrangements.

## SYLLABUS CHANGES

Due to the changing nature of the COVID-19 pandemic, please note that the instructor may need to make modifications to the course syllabus and may do so at any time. Notice of such changes will be announced as quickly as possible through email & Canvas.

## ACCOMMODATIONS

I will make every effort to accommodate students who request and require assistance, in accordance with the American Disabilities Act. If you have accommodations through the university, please let me know.

## MENTAL HEALTH + WELLNESS

I am here for you! This is a difficult school year for everyone and we are all adjusting. If you need/want to talk about your mental health, please reach out! If you would like to speak with a mental health professional, which I highly recommend for every student, the school information is as follows:

### **Campus Resources**

**U Matter, We Care:** If you or someone you know is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu), 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.

**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.

**Student Health Care Center:** Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the [Student Health Care Center website](#).

**University Police Department:** Visit [UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).

**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; Visit the [UF Health Emergency Room and Trauma Center website](#).

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## UF POLICIES

### **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. [Click here](#) 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/](http://ufl.bluera.com/ufl/). Summaries of course evaluation results are available to students [here](#).

### **ACADEMIC INTEGRITY**

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.

### **UF VIDEO RECORDING GUIDELINES**

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.

## GENERAL SEMESTER OUTLINE

<i>January</i>	<b>WEEK 1</b>	MON 1/11	Syllabus
		WED 1/13	Résumé
	<b>WEEK 2</b>	MON 1/18	Résumé, <i>Reflection 1 Due</i>
		WED 1/20	Résumé
	<b>WEEK 3</b>	MON 1/25	Résumé, <i>Reflection 2 Due</i>
		WED 1/27	<b>Résumé Due, Intro to Portfolio</b>
<i>February</i>	<b>WEEK 4</b>	MON 2/1	Portfolio, <i>Reflection 3 Due</i>
		WED 2/3	Portfolio
	<b>WEEK 5</b>	MON 2/8	Portfolio, <i>Reflection 4 Due</i>
		WED 2/10	Portfolio
	<b>WEEK 6</b>	MON 2/15	Portfolio, <i>Reflection 5 Due</i>
		WED 2/17	Portfolio
	<b>WEEK 7</b>	MON 2/22	Portfolio, <i>Reflection 6 Due</i>
		WED 2/24	<b>Portfolio Due</b>
<i>March</i>	<b>WEEK 8</b>	MON 3/1	<b>Intro to Project 1, Reflection 7 Due</b>
		WED 3/3	Project 1
	<b>WEEK 9</b>	MON 3/8	Project 1, <i>Reflection 8 Due</i>
		WED 3/10	Project 1
	<b>WEEK 10</b>	MON 3/15	Project 1, <i>Reflection 9 Due</i>
		WED 3/17	Project 1
	<b>WEEK 11</b>	MON 3/22	<b>Project 1 Due, Intro Project 2</b>
		WED 3/24	<b>Spring Recharge Day</b>
	<b>WEEK 12</b>	MON 3/29	Project 2, <i>Reflection 10 Due</i>
		WED 3/31	Project 2
<i>April</i>	<b>WEEK 13</b>	MON 4/5	Project 2, <i>Reflection 11 Due</i>
		WED 4/7	Project 2
	<b>WEEK 14</b>	MON 4/12	Project 2, <i>Reflection 12 Due</i>
		WED 4/14	Project 2
	<b>WEEK 15</b>	MON 4/19	Project 2,
		WED 4/21	<b>Project 2 Due, Last day of Class</b>