

MEETING TIMES

mon & wed
11:45 – 2:45
FAC 118

PROFESSOR

myda iamiceli
myda@ufl.edu

OFFICE HOURS

tues & thurs
IFH 110 or virtual
By appt only

IDEAS & STYLES

IAMICELI / MYDA@UFL.EDU

COURSE DESCRIPTION

This senior level course explores graphic design history and theory through studio projects. We will explore the conceptual ideas and visual styles attached to design practice over a range of places and times. Active participation is vital to the success of this class and your individual progress.

COURSE OBJECTIVES

- Gain an understanding of the historical and theoretical aspects of graphic design
- Apply research to design

REQUIRED MATERIALS

- *Graphic Design A New History* by Stephen J Eskilson, 2007 edition or greater
(Options available. Will explain in class.)
- Additional readings will be provided electronically
- Adobe Creative Cloud with Typekit, MS Office, GSuite Software
- Access to UF's Canvas, GSuite, Google Drive, Teams, and OneDrive
- Laptop suitable for graphic design and production with appropriate RAM & HD capacity.
For technology requirements, visit:
<https://arts.ufl.edu/academics/art-and-art-history/programs/design-and-visual-communications/technology/>
- 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. For more details regarding hardware, software, specifications, and some purchasing options, including discounts for UF students, visit: <https://arts.ufl.edu/academics/art-and-art-history/programs/design-and-visual-communications/technology/>
- 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.

COMMUNICATION

Communicate with me via UF email. I check emails daily between Monday and Friday. I am happy to set up a meeting with you during office hours or by appointment.

ZOOM INTERACTIONS (IF APPLICABLE)

- Set up your Zoom account through ufl.zoom.us and create your profile including your name and a professional profile image.
- If you have privacy concerns and do not want to use an image, please typeset your name or use a designed icon.
- Video and Audio are normally turned off for your privacy when you enter the Zoom room so you have to turn them on manually.
- Seeing your live image is comforting and inspiring but let me know if you don't feel the same and need to keep your camera off.
- Keep your microphone on mute unless you are speaking. Pressing the space bar is a great shortcut to unmute temporarily.
- Turn off your camera if you need to step away.
- If you are not able to participate using video and voice, need assistive devices, or have other concerns, please reach out as soon as you are able.

UF ZOOM NOTES ON RECORDING AND PRIVACY (IF APPLICABLE)

- 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 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.
- Students who unmute 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, which allows students to type questions and comments live. The chat will not be recorded or shared.
- As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

GRADING & EVALUATION

The purpose of grading and evaluation is to pinpoint the strengths and weaknesses of one’s performance. Information on current UF grading policies for assigning grade points is online here: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>.

To aid in the assessment process, each student will write and submit his/her own thoughtful self-assessment and meet with the instructor twice during the semester to discuss your class experience and performance.

After intermediate and final critique, the studio design projects will be graded on a standard 4.0 scale. Specific criteria for grading will be listed on each project sheet but will broadly cover the areas of: research and conceptual development, formal resolution, experimentation and technical craft, and presentation. Projects will not be accepted after their due date without prior approval.

EVALUATION

Project One 25%

Project Two 15%

Project Three 30%

Participation (15%) Participation by all members is critical to a positive and productive learning environment

Reading Responses (15%)

Total 100%

EXPECTATIONS FOR PARTICIPATION + INTERACTIONS

EXCELLENT (A, A-)

Consistently demonstrates excellent and exemplary preparation; has analyzed readings and other material (e.g., visual resources, course material, discussions, experiences, etc.). Offers analysis, synthesis, and evaluation of material. Contributes in a very significant way to ongoing discussions and critiques. Responds very thoughtfully to other students’ comments, suggests alternative ways of approaching material and helps class analyze which approaches are appropriate, etc. Demonstrates consistent active involvement.

GOOD (B+, B)

Demonstrates good preparation: knows readings and other materials well and has thought through implications of them. Offers interpretations and analysis of material to class. Contributes well to discussion in an ongoing way: responds to other students’ points, thinks through own points, questions others in a constructive way, offers and supports suggestions that may be counter to the majority opinion. Demonstrates consistent ongoing involvement.

SATISFACTORY (B-, C+, C)

Offers straightforward information (e.g., straight from the case or reading), without elaboration or very infrequently (perhaps once a class). Does not offer to contribute to discussion, but contributes to a moderate degree when called on. Demonstrates sporadic involvement.

NEEDS IMPROVEMENT (C-, D+, D, D-)

Student is present, not disruptive. Tries to respond when called on but does not offer much. Demonstrates infrequent involvement in discussion. Demonstrates basic preparation: knows readings and other materials, but does not show evidence of trying to interpret or analyze them. Proposes very limited ideas during critiques or within a group. Works on outside work during Mint.

UNACCEPTABLE (D-, W)

Student is barely present or disruptive. Demonstrates no or substandard preparation, no involvement in discussions and critiques, does not know assigned materials, and does not meet overall course requirements.

GRADING SCALE

100-93.4	A	exceptional work	76.6-73.4	C	average work
93.3-90.0	A-	superior work	73.3-70.0	C-	below average
89.9-86.7	B+	very good work	69.9-66.7	D+	barely meeting criteria
86.6-83.4	B	above average work	66.6-63.4	D	not meeting much criteria
83.3-80.0	B-	slightly above average work	63.3-60.0	D-	not meeting criteria
79.9-76.7	C+	adequate work	59 or less	E/F	failure to meet criteria

ATTENDANCE

Attendance is required for this class. You can miss three class days without penalty. Two late arrivals (after class begins) or early departures (before class is dismissed or ends) equal one absence. Coming to class unprepared and unable to participate equals an absence. All unexcused absences after the first three cost -5 points each from the final grade in the course. More than 6 absences of any kind — missing more than 3 weeks of class — equals automatic course failure unless we make documented accommodations in advance. **To receive an “excused” absence, you must do one of the following:**

1. Notify me before class begins that you will not be able to attend class
2. Notify me after class begins and provide official documentation of a university-sanctioned reason to receive an excused absence. Military service, varsity sports travel, and illness are common excused absences when documented by a written note from a commanding officer, coach, or doctor

Regardless of the type of absence, you are still required to complete assignments, so it is vital that you contact me as soon as possible to discuss your options. It is your responsibility to keep track of your attendance record in Canvas. Requirements for class attendance, make-up exams, assignments, and other work in this course are consistent with university policies. Along with more information on how UF assigns grade points, you'll find these by visiting: <https://catalog.ufl.edu/graduate/regulations/>

*****If you have Covid-19 or have been exposed and need to isolate/quarantine, please email me immediately** so that we can make arrangements for your work and schedule possible virtual meetings.

Please be respectful of others and **do not come to class if you're sick or have been exposed**. You do not want to infect others.

DEADLINES

All interim and final deadlines will be announced in advance. Work is due on the day and time given and will be considered late after work has been called for. Projects are accepted late at the instructor's discretion and usually only because of extenuating circumstances.

ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES

Students requesting classroom accommodations must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then deliver this documentation to the instructor when requesting any accommodation. Disability office: dso.ufl.edu/drc

DISRUPTIVE BEHAVIOR

Be advised that you can and will be dismissed from class if you engage in disruptive behavior. Students 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. The Dean of Students Office: www.dso.ufl.edu

UF HONOR PLEDGE

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.

Student Conduct & Honor Code: <https://sccr.dso.ufl.edu/process/student-conduct-code/>

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

COVID RELATED GUIDELINES: FACE TO FACE INTERACTIONS (F2F)

- You are required to meet face to face in this course this semester. This may change later due to changes in circumstances.
- In response to COVID-19, the following policies and requirements are in place to maintain your learning environment and to enhance the safety of our in-classroom interactions should you choose to go into the studio or shared space.
- You are expected to wear approved face coverings at all times during class and within buildings.
- If you are experiencing COVID-19 symptoms (<https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html>), please use the UF Health screening system and follow the instructions on whether you are able to attend class.
- Click here for UF Health guidance on what to do if you have been exposed to or are experiencing Covid-19 symptoms:
<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. Find more information in the university attendance policies.
- If you have Covid-19 or have been exposed and need to isolate/quarantine, please email me immediately so that we can make arrangements for your work and schedule possible virtual meetings. Please be respectful of others and **do not come to class if you're sick or have been exposed**. You do not want to infect others.

CAMPUS RESOURCES: HEALTH AND WELLNESS

- U Matter, We Care: If you or someone you know is in distress, please contact 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. <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, or visit the Student Health Care Center website. <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>

CAMPUS RESOURCES: ACADEMIC RESOURCES

- E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu. <https://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://uflib.ufl.edu/find/ask/>
- Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352-392-6420. General study skills and tutoring. <https://umatter.ufl.edu/office/teaching-center/>
- Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers. <https://umatter.ufl.edu/office/writing-studio/>
- Student Complaints On-Campus: Visit the Student Honor Code and Student Conduct Code webpage for more information. <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>
- On-Line Students Complaints: View the Distance Learning Student Complaint Process. <https://distance.ufl.edu/getting-help/student-complaint-process/>

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COURSE CONTRACT

I, _____, HAVE READ THE SYLLABUS, UNDERSTAND THE COURSE TERMS AND CONDITIONS AND AGREE TO ABIDE BY THEM FOR SUCCESSFUL COMPLETION OF THE COURSE.

SIGNATURE _____ DATE _____