

MEETING TIMES

tues & thurs
9 – 11:30 am
IFH 110

12 – 2:30 pm
IFH 110

PROFESSOR

myda iamiceli
myda@ufl.edu

OFFICE HOURS

by appt only

MINT DESIGN STUDIO

IAMICELI / MYDA@UFL.EDU

COURSE DESCRIPTION

Mint is an experiential professional practice studio with an emphasis on the design process, including research, discovery, definition, design and realization of real-world communication design projects.

Students work in collaboration with peer design teams and selected client-partners to apply design and other knowledge respectfully and responsibly. The projects we take on have a pedagogical function and are diverse in concept, content, media and scope.

Public dissemination of final projects will be an important aspect of the course. All the work produced in this class should demonstrate a high level of refinement, originality, creativity and competitiveness. Your work may be used to promote the graphic design program at the University of Florida, in faculty teaching portfolios and as educational examples in academic conferences, journals or other publications. We will make every attempt to credit your work to you where appropriate. You retain copyright of your work.

COURSE OBJECTIVES

- Learn about impact and potential through design research, methods, strategy and production
- Codesign: How to design with people based in real world contexts and constraints
- Work in a team and with client-partners
- Apply research to design
- Further develop your abilities to work with ambiguity and develop resilience, which are key assets to designers and artists

COURSE TOPICS

As an advanced graphic design course using an iterative and non-linear process, the topics below will be incorporated into assignments and project work throughout the semester. Additional content will be incorporated as needed, for example content specifically important to the design or a project.

RESEARCH

- methods
- ethnography
- interviewing
- research presentation
- visualizing research

COMMUNICATION

- presentation
- documentation
- collaboration/teamwork
- reflection
- exchange/participation

PROFESSIONAL PRACTICE

- planning
- outreach
- agreements
- studio life
- building networks
- production

PROCESS + DESIGN

- design systems
- design strategy
- IRB + ethical engagement
- user experience
- codesign
- inclusive design

COURSE STRUCTURE

This is an interactive course where participants learn through a range of interactions. Our activities will be a combination of individual and collaborative graphic design and related activities — including client meetings, presentations, ideation sessions, feedback, lectures, interviews and related design research/fieldwork in and outside of class. **Active participation, humility, kindness and a collaborative attitude is vital to the success of the class.**

EXPECTATIONS OF MINT STUDENT DESIGNERS

- **Students are expected to devote approximately 10–12 hours per week, outside of class, to Mint.**
- Students will take responsibility for organizing projects, researching to find data/sources of information, documenting and sharing information, and working together with the client-partner and key stakeholders to complete project work.
- Class sessions focus on the work at hand and establish an environment to do this in a respectful, creative, and efficient manner.
- Our main goal is to be agile and flexible in order to meet project/work needs, acknowledging these may change based on interactions, the design process, and research findings.
- In taking on a project, we make an agreement with the client- partner and a commitment to finish what we agree to, within reason and with respect.
- We work to establish a relationship of trust. To do this, we treat everyone with whom we interact with the respect that we want for ourselves, keeping in mind that respect may look and act different in different contexts.

REQUIRED MATERIALS

- *Graphic Design Thinking: Beyond Brainstorming* by Ellen Lupton. ISBN: 9781568989792
- *A Designer's Research Manual*, 2nd Edition, by Jenn Visocky O'Grady and Ken Visocky O'Grady
- 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.

RECOMMENDED MATERIALS

- *Designing Brand Identity*, 4th Edition, by Alina Wheeler

EQUIPMENT USE

Please consider how you use Mint materials and be conservative.

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.

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/masks 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.

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.
- Note that we will sometimes Zoom with client-partners and stakeholders, so the image you project also reflects the team.
- 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.
- Dress: think SMART CASUAL — we aim to present ourselves as professionals.
- 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, including client meetings, 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.

HOW I TEACH

This is a professional practice class. My goal is to facilitate a highly interactive environment similar to a professional design studio. You will work on real world projects and assignments with a particular structure. This should also be flexible enough to allow you to thrive and succeed individually and as a group, prioritizing

responsibility, professionalism, independent thinking, autonomy, and a proactive client-designer relationship. I will provide extensive feedback and support. My goal is to expose you, both theoretically and practically, to the current and future needs and expectations of the design profession. One goal I have is to identify and maintain standards of excellence in all aspects of interactions.

// A MINT PRIORITY //

We only deliver successful projects. They are achieved by meeting all deadlines, actively participating in critique sessions, following instructions, providing and receiving feedback in a professional manner and delivering excellent final project presentations. No projects are left unfinished, and you are expected to engage with their development until the end.

GRADING SCALE

100-93.4	A
93.3-90.0	A–
89.9-86.7	B+
86.6-83.4	B
83.3-80.0	B–
79.9-76.7	C+
76.6-73.4	C
73.3-70.0	C–
69.9-66.7	D+
66.6-63.4	D
63.3-60.0	D–
59 or less	F

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>.

Grades are based on your overall performance in Mint although specific project assignments and roles factor into this evaluation. To aid in the assessment process, each student will write and submit his/her/their own thoughtful self-assessment and meet with the instructor twice during the semester to discuss your class experience and performance.

Your final grade will be assigned based on a combination of self, peer, client and instructor assessments of your performance in the following categories:

25%	design process	included, but not limited to) research, concept, ideation, collaboration, inventiveness, preparedness and proactiveness
25%	deliverables	final resolution to problem, attention to detail, craftsmanship and production
25%	professionalism	including active participation, motivation, ability to meet deadlines, professional demeanor with client, peers and instructor, group work dynamics, leadership, ability and openness to identify and learn new tools, techniques or styles needed for project at hand
25%	documentation	contributing weekly to any activities for class, documenting your own design process, documenting the project processes and meetings, reading responses, quality of short assignments, other project-related writing and delivery of process book

EXPECTATIONS FOR PARTICIPATION + INTERACTIONS

EXCELLENT TEAM MEMBER: 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, contributes to cooperative argument-building, suggests alternative ways of approaching material and helps class analyze which approaches are appropriate, etc. Demonstrates consistent active involvement.

A GOOD TEAM MEMBER: B+, B

Demonstrates good preparation: knows readings and other materials well — 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 PARTICIPANT: 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. You have not earned the confidence of the community.

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. You do not have the confidence of the community and aren't contributing to the studio.

UNACCEPTABLE: D-, W

Student is barely present or disruptive. Does not respond or does not offer much. Rare involvement in discussion. Is not prepared. You do not have the confidence of the community and aren't contributing to the studio.

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. 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. If unsure, ask me. 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/> Students attending class unprepared for a discussion, critique or exercise will be considered absent.

*****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.

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.ua.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.bluer.com/ufl/. Summaries of course evaluation results are available to students at <https://gatorevals.ua.ufl.edu/public-results/>.

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 _____