SYLLABUS FALL 2022   *design better, live better* .

GRA 4196C:	**Graphic Design: Ideas & Styles** *From the catalog:* Special emphasis on history and theories of graphic design including innovations and contemporary issues. *Credits: 3; Prereq: GRA 3112C and GRA 3194C*
TL; DR	I commit to fostering a respectful learning environment. My goal is for you to continue your growth as designers and leave this course better than when you entered. Growth and change are unique to and as each individual. Feel free to reach out to me with questions, comments, concerns, etc. and remember that I'm not a mind reader.
Meeting Times	→ **studio 316** course n° 28762 meets T&R periods 5–7 / 11:45 AM – 2:45 PM → **studio 314** course n° 28761 meets T&R periods 8–10 / 3:00 – 6:00 PM
Instructor Information	Maria Rogal, MFA (she, her) Professor, Graphic Design/ e mrogal (at) ufl.edu o FAC 313D
	Graduate Teaching Assistant for course n° 28761 ONLY Santana Nyanje (she, her) MFA candidate, Design & Visual Communications e santana.nyanje (at) ufl.edu
Office Hours	Wednesdays 2:15 – 3:45 PM via Zoom – See Canvas for the link to drop in to Zoom office hours or to schedule an appointment. I intentionally scheduled my office hours to bridge the Wednesday design courses. However, if your course schedule conflicts with these, email me to schedule a non-urgent appointment.
Communication	I read and respond to emails daily, Monday — Friday, usually in the afternoon. UF Teams (quickest way) and email (regular or Canvas) are the best ways to reach me when I am not in class with you.
Course Objectives	Continue learning to: 1. Develop and produce contextually relevant solutions to design and visual communication problems, including the skills of problem identification, research and information gathering, analysis, generation

	of alternative solutions, prototyping, evaluation of outcomes, and reflection.
	2. Design for context, including researching, articulating, and developing deliverables that respond to physical, cognitive, cultural, environmental, and social factors.
	3. Use contemporary design tools, technologies, and language appropriate for the context.
	4. Use terminology appropriately.
	5. Develop and produce design deliverables that function respectfully within their intended communities and contexts.
	6. Prepare for professional practice.
Semester Schedule	Draft Weekly Schedule with Major Deadlines at the end of this document. Specific details about each week's activities will be announced in advance, as well as any changes in the semester scheduling.
Required Resources	→ Adobe Creative Cloud (Education Discount Available) → Free Education Accounts provide access to industry-standard software we will use in class: Figma, Miro, Notion, and Trello (see instructions on Canvas) → All readings, viewings, and other materials will be provided by the instructor. → Students studying in the Graphic Design BFA program are required to have appropriate hardware and software for use in and outside of class time. See this website for more details regarding hardware, software, specifications, and some purchasing options, including discounts for UF students.
Understanding Design in Context	Students are encouraged to employ critical thinking and to rely on data and verifiable sources to interrogate all assigned reading, materials, and subject matter in this course as a way of determining whether they agree with their classmates and/or their instructor. No lesson is intended to espouse, promote, advance, inculcate, or compel a particular feeling, perception, viewpoint, or belief.
UF Grading Pollicies	Current UF grading policies for assigning grade points. Work produced in this course should demonstrate your potential as a designer. Use all the tools in your toolkit, develop these through practice, and create new tools when needed. All work produced in this course should be directly applicable to your final graduation portfolio and showcase your tools and interest. Sustained attention is required throughout the semester. Participation, iteration, communication, and radical creativity will be critical to everyone's success.

Course Grading

The purpose of grading and evaluation is to pinpoint the strengths and weaknesses of your work. To this end, we (me, your peers, external reviewers) can only respond to what is observable. This means that you must play an active role in communicating during the semester.

Individual assignments with details are provided on Canvas. Because the project activities build on one another other, if you do not complete one part (ex: the research), you will not be permitted to move on to the next because there will be nothing to base your next steps on — this is not intentionally punitive, just that there are multiple steps within an interactive design process.

Semester Grade Distribution

35%   Project 1
35%   Project 2
30%   Professionalism + activities, including exercises, writing, quizzes, participation, active engagement, active listening, civility, fostering a positive learning environment, inclusion, constructive critique — activities to support a healthy studio.

LTR	Common grading scales Project defined criteria	0–5	100% Scale	GPA
A	Exceeds ALL	**5**	95 – 100%	4.0
A-	Exceeds MOST, Meets ALL	**4.5**	90 – 94%	3.67
B+	Exceeds SOME, Meets ALL	**4**	87 – 89%	3.33
B	Meets ALL	**3.5**	84 – 86%	3.0
B-	Meets ALMOST ALL	**3**	80 – 83%	2.67
C+	Meets MOST	**2.5**	77 – 79%	2.33
C	Meets SOME	**2**	74 – 76%	2.0
C-	Meets LESS THAN SOME	**1.5**	70 – 73%	1.67
D+	Meets FEW	**1**	67 – 69%	1.33
D	Meets VERY FEW	**.5**	64 – 66%	1.0
D-	Meets HARDLY ANY	**.25**	60 – 63%	.67
E	Meets NONE	**0**	<60%	0

Course Structure	This course includes a combination of readings, research, writing, presentations, analysis and critique of 'found' design, in-class workshops, and studio design production. You are expected to attend all classes and participate in a critique of your own and others' work. Work that isn't presented at critique will be considered late. Critiques will provide an opportunity to speak in detail about concepts and ideas, to identify mistakes and discuss possible alternative solutions, and to recognize what is working well in a project. Not being prepared when required will negatively impact your grade.
Attendance	Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies. See the UF Attendance Policy. The university recognizes the right of the instructor to make attendance mandatory and require documentation for absences (except for religious holidays), missed work, or inability to fully engage in class. After due warning, an instructor can prohibit further attendance and subsequently assign a failing grade for excessive absences.

This is a residential course designed to build design competencies. Physical attendance in this course is mandatory, and counted from the first day of class. You may miss two 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 two cost –5 points each from the final grade (on a 100 point scale) in the course. More than six unexcused absences and more than eight of any kind may result in 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 if you will not be able to attend class due to an emergency situation.
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. Note it is also important that you keep track of your attendance record in Canvas.

Make-up Work	→ 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.

	↳ Only if you turn something in on time would you have the chance to refine it during the semester for a higher grade. ↳ 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 or your return to class.
Accommodations	Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. Click here to get started 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 (or let me know if something is pending). You may also let me know informally if there is something that I can do to aid your performance and functioning in this course.
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. Guidance on how to give feedback in a professional and respectful manner is available at https://gatorevals.aa.ufl.edu/students/. 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 https://ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/.
M&S Fees	$170 — this supports the studio learning environment and more.
UF Help Desk	Reach out to the UF Helpdesk to technical issues with UF communications: [helpdesk website](#) or call 352-392-4357
Class and Studio Expectations	1. This is an interactive class where iteration and discussion are key. Be an active participant through the semester by contributing critically and respectfully during critiques and discussions, aiming to build a substantial and smart analysis of the problems at hand and demonstrating divergent thinking. 2. You are expected to come prepared to class, with the required materials, always. Being prepared includes having done all the readings, completed all assignments and homework, demonstrated enough practice, sketching, and visual explorations when needed, and proposed/completed research and documentation activities with motivation and enthusiasm.

3. 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.

4. Don't fear failure. If one idea or approach doesn't work, ask for help and/or move on. Become a better thinker and catch up as fast as possible prioritizing quality and innovation.

5. You are practicing for the real world. For this reason, respect deadlines (final and during the development of projects).

6. Last-minute solutions and a weak or poorly-iterated design process are easily identifiable. You can't mask lack of substance. This sort of approach will inevitably result in a low grade.

UNIVERSITY POLICIES .

In-Class Recording

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session. Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

	Note the instructor or TA may also record the course. This instructor finds recording a helpful memory aid to improve the student experience, the course itself, and to inform both her teaching and research. Assume this course is being recorded for her notes.
University 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 in this class.
Emergencies	Call the University Police Department at 352-392-1111 or 911 for emergencies.
UF Health and Wellness Resources	→ 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. → 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. → GatorWell Health Promotion Services: For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-4450.
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.

→ Library Support: Various ways to receive assistance with respect to using the libraries or finding resources.

→ Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

→ Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

→ Student Complaints On-Campus: Visit the Student Honor Code and Student Conduct Code webpage for more information.

→ On-Line Students Complaints: View the Distance Learning Student Complaint Process.

DESIGN STUDIO NOTES .

Technology, Course Fees, and Equipment Use

- With questions related to your computer system and technology (network, printers) in the graphic design studio(s), you can contact the program's Senior Teaching Lab Specialist — Michael Christopher (mchristo@ufl.edu). He can help diagnose problems and recommend solutions.

- Lab fees are used to supply the printers with ink and paper. Be conservative in your use of these materials not only because they cost money, but because they create waste. We care about the environment. Keep a balance between what you need to do your work and resource use. Reuse and recycle whenever possible. I recommend making sketchbooks with scrap paper.

- Note that your GD lab fees do not cover the printing of materials or use of supplies for other courses, even those which are art-related. Printing for non-GD courses or activities (even if your own) must be done elsewhere. Misuse of equipment will result in heavy monitoring of everyone and/or the loss of privileges for those who don't think policies apply to them. Paper is only supplied for the color and black laser printers. Plan to purchase your own paper for the Epson inkjet and plotter printers. Toners and ink are covered for all printers.

Excellent Practices

1. Be open and constructive.
2. Critique ideas, not people.
3. You are all colleagues—friendship is a bonus.
4. Be community-minded.
5. Work hard to guarantee that the studio and graphic design area are safe spaces for all. Respect personal differences, elevate and celebrate diversity.

6. The studio is a creative, professional workplace. It is not your home. Respect and maintain this space.

7. Respect each other by listening to your music on headphones during individual design sessions and by keeping your desk, row, and the community areas clean.

8. Recycle paper, cans, and reuse other materials.

9. Throw away trash.

10. Do not leave food lying around. We ask that you be attentive to cleaning up and throwing away food remains—preferably in the hallway trash cans.

11. Do not use spray adhesive in the studios or in the building. There is a professional and safe spray booth on the 2nd floor for your use.

12. Never use or harm animals or the environment in your projects. Use of animals in your design projects is strictly regulated and prohibited unless you have UF approval. Keep in mind I will never authorize this for a design project. For more information, see http://www.arts.ufl.edu/resources/forms/forms1.html

13. When working in the evening or when few students are present, you should keep the studio door closed. Do not reveal the door pass-code to anyone outside of the program. Never leave the studio open and unattended.

14. Cell phones should be turned to vibrate or low ring mode during class times. If you must take a phone call, do so in the hallway to minimize disruption.

15. Access to individual classrooms, laboratories and the studio facilities is limited to those enrolled in the program. If you 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. Let's take care of each other!

16. If you encounter other problems in the classroom or studio, first speak with your instructor outside of class or talk with any graphic design area faculty member. If the concern is not resolved, contact the SAAH undergraduate student advisor.

PROPOSED SEMESTER SCHEDULE .

Using two projects as our point of departure, we explore topics, concepts, theories, practices, concerns, and issues relevant to communication design and allied fields as a discipline and contemporary design practice practice. Students are encouraged to be active contributors to the course and share what is important, meaningful, or of interest.

Weeks	Topics & Assignments
1	Thursday 8/25/22: Course introduction, People introduction, Semester Goals, Introduce Project 1, Shared Values, Critique practices, What happens when..., Design Trends; Exercise Due
2 – 6	Assignment — begin Project 1: The Artifact Project Exploration of Topics — Design process; impact of designed objects; theory: semiotic and cultural theory; globalization and diaspora; design methods: ethnography; horizontality; values; strengths; speculative design; futures Wk 4: Clifton Strengths Unpacking (in-class presentation) Exercises Due Weekly
7	Project 1 Due / Project Presentation; Introduce Project 2; Exercise Due
8–12	Assignment — begin Project 2: Belonging Exploration of Topics — belonging, inclusion, diversity/neurodiversity/pluriversity; semiotic and cultural theory; globalization and diaspora; design methods: ethnography; horizontality; values; speculative design; futures Exercises Due Weekly
13	Project 2 Due / Project Presentation; Exercise Due
14	Reflections in progress + Holiday; Exercise Due
15	Revise all semester materials for portfolio and case study purposes
16	All semester work due, including revisions to previously completed or drafted work. Exercise Due