

Design Workshop

University of Florida College of the Arts
School of Art + Art History
Spring 2023 | FAC 314, 316

GRA4187C (13006, 29636)
Course Meeting times
M/W 3:00 — 6:00 PM

INSTRUCTORS

Alejandra Silva

Visiting Assistant Professor
asilvauliarte@ufl.edu
Office Hours M 2:00 — 3:00 PM
or by appointment

Maria Rogal

Professor
mrogal@ufl.edu
Office Hours W 2:00 — 3:00 PM
or by appointment

David Clulow

Graduate Teaching Assistant
dclulow@ufl.edu
Office Hours TBA and by
appointment

COURSE DESCRIPTION

This capstone course bridges the study of design and professional practice. Emphasis is placed on

conceptual, professional, and pragmatic design issues applied to likely real-world scenarios.
3 credits; co-requisite: GRA 4186C

COURSE OBJECTIVES

- Encourage advanced study and application of previous graphic design learnings.
- Organize and visually articulate complex information in a meaningful manner.
- Finesse the designer's planner, strategizer, contextual, and form-giver abilities.
- Continue emphasis on identity and systems.
- Learn key issues in contemporary design discourse.
- Increase understanding of the relationship of design to the economy, culture, and society

STUDENT LEARNING OUTCOMES

- Designs visual forms in response to communication problems.
- Exhibits principles of visual organization/composition, information hierarchy, symbolic representation, typography, aesthetics, and the construction of meaningful images.
- Exhibits appropriate use of tools and technology, the creation, reproduction, and distribution of visual messages
- Exhibits the ability to describe and respond to the audiences and contexts that communication solutions must address, including recognition of the physical, cognitive, cultural, and social human factors that shape design decisions.
- Produces solutions to communication problems, including the skills of problem identification, research and information gathering, analysis, generation of alternative solutions, prototyping, and evaluation of outcomes.

COURSE STRUCTURE

This is an active learning course where participants learn through critical thinking, design, and interpersonal connections.

Active participation, humility, kindness, and a collaborative attitude are vital to the success of everyone.

Our classes will combine individual and collaborative graphic design and professional-development-related activities.

Class projects are organized in four iterative phases: portfolio, industry relationships, skill upgrading, and job search readiness, which involve the following competencies:

COURSE ITERATIVE STRUCTURE

PORTFOLIO	INDUSTRY RELATIONSHIPS	SKILL UPGRADING	JOB SEARCH READINESS
1. Post-graduation goals	1. Networking	1. Slide-deck presentations and project pitching	1. LinkedIn workshop
2. Design Work and Portfolio Diagnostic	2. Finding industry mentors	2. Type and editorial design	2. Job search workshop
3. Audience	3. Collaboration	3. Photography and mockups	3. Resume workshop
4. Current state to future state strategy	4. Nourishing relationships	4. UX/UI design	4. Applications and cover letters workshop
5. Portfolio development		5. Motion graphics	5. Mock job interviews workshop
6. Early and ongoing feedback		6. Preparing files for print	6. Market value, salary negotiation, and contracts

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:

- Design systems
- Brand identity
- Design research
- Creative brief
- Audience profiling
- Writing for design
- Competitive landscape
- Interactivity
- Competitive analysis
- Professional practices
- Design vocabulary
- Strategic analysis
- Visual language

EXPECTATIONS OF STUDENT DESIGNERS

- Students will take responsibility for their portfolio readiness and industry connections.
- Class sessions focus on the work at hand and establish an environment to do this respectfully, creatively, and efficiently.
- Our main goal is to be agile and flexible to meet project/work needs, acknowledging that these may change based on interactions, the design process, and research findings.
- In taking on a project, students understand that they are building opportunities after graduation.

REQUIRED MATERIALS

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. Required materials:

- Laptop that meets the requirements on the SA+AH [tech requirements](#) page
- Adobe CC subscription; link to UF [student discount](#) rate
- Accounts on Notion, Miro, Microsoft Teams and GSuite
- Readings will be provided electronically
- Desired sketching tools

COMMUNICATION

While in person communication is preferred, some remote communication is foreseen throughout semester via the following applications

- **Email & Teams** | You can always reach out to Alejandra, Maria, or David before/after class, during office hours, and via UF email or Teams chat. This class requires students to check

emails and Teams daily, preferably twice a day, between Monday and Friday.

- **Zoom** | Meetings can be arranged when needed. 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.

HOW WE TEACH + CLASS METHODS

This is a professional practice class. Our goal is to facilitate a highly interactive environment in close contact with industry members and practices. Students will prepare their work to meet industry job search standards. This course is designed with the purpose of helping students thrive and succeed individually and as a group, prioritizing

responsibility, professionalism, independent thinking, autonomy, and a proactive attitude. Instructors will provide extensive feedback and support, with the goal is to expose students, both theoretically and practically, to the current and future needs and expectations of the design profession maintaining standards of excellence in all aspects of interactions.

EVALUATION

The purpose of 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](#).

Grades are based on students' abilities to communicate their skills and experience within professional standards in a way that they will stand out from other designers with similar experience

GRADING CRITERIA

PORTFOLIO	INDUSTRY RELATIONSHIPS	SKILL UPGRADING	JOB SEARCH READINESS
60%	10%	20%	10%

GRADING SCALE

The grading scale for this course is consistent with the current [UF policy](#) for assigning grade points,

written below as Letter grade / GPA points / Percent/ Qualitative scale.

Letter	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
GPA	4.00	3.67	3.33	3.00	2.67	2.33	2.00	1.67	1.33	1.00	0.67	0.00
Percent	100 - 95%	94 - 90%	89 - 87%	86 - 83%	82 - 80%	79 - 77%	76 - 73%	72 - 70%	69 - 67%	66 - 63%	62 - 60%	59% or below
Work Quality	exceptional	superior	very good	above average	slightly above average	adequate average	average borders inadequate	below average	barely meeting criteria	not meeting criteria	not meeting much criteria	failure to meet most criteria

CLASS ATTENDANCE

An 80% of class attendance and participation is required to pass this course. Specific needs

for absence will be considered consistently with university policies expressed [here](#).

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." - Student Conduct & Honor Code.

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.

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/) <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 [here](#).

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

- 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/>

TENTATIVE SCHEDULE OF ACTIVITIES

WEEK 1

01/09–11 | Personal & Professional purpose. Work and Portfolio diagnostic. Early portfolio project.

WEEK 2

01/16 | NO class – Martin Luther King Holiday
01/18 | Networking. Finding industry mentors. Early feedback on work. Critical skill upgrading.

WEEK 3

01/23–25 | Custom portfolio strategy. Portfolio development. Critical skill upgrading.

WEEK 4

01/30–02/01 | Portfolio development. Pitching and presentation skills. Critical skill upgrading.

WEEK 5

02/06–08 | Pitching and presentation skills. Critical skill upgrading. Networking: niche communities.

WEEK 6

02/13–15 | Portfolio development. Case study. Critical skill upgrading.

WEEK 7

02/20–22 | Portfolio critique. Networking/connecting with industry mentors. Job search readiness workshop.

WEEK 8

02/27–03/01 | Portfolio development. Pitching and presentation skills. Job search readiness workshop.

WEEK 9

03/06–08 | Portfolio development. Job search readiness workshop.

----- SPRING BREAK -----

WEEK 10

03/20–22 | Design masterclass. Job search readiness workshop.

WEEK 11

03/27–29 | Design masterclass. Job search readiness workshop.

WEEK 12

04/03–05 | Design masterclass. Job search readiness workshop.

WEEK 13

04/10–04/12 | Design masterclass. Job search readiness workshop.

WEEK 14

04/17–19 | Portfolio development. Pitching and presentation skills.

WEEK 15

04/24–26 | Semester process reflection. Opportunities for next steps.