

design + belonging + (.....)

GRA 6930 Seminar Syllabus

We all belong in the circle of human concern. Othering is the problem of our time. Belonging is the solution.

— Othering and Belonging Institute, UC Berkeley

Description

3 credits.. Contemporary issues pertaining to design and visual communications and related areas. Discussion of literature, development of research questions, and framing methodologies. Corequisite: 6931C: Research and Practice or instructor permission

Meets

M 5–7 (11:45 AM – 2:45 PM) in MxD studio, Infinity Hall

Instructor

Professor Maria Rogal , MFA, UXC (she, her) | mrogal@ufl.edu | FAC 313D

Office Hours: Mondays 10:30–11:30 AM — Infinity Hall and by appointment

I read and respond to emails daily, Monday — Friday, usually in the afternoon. UF

Teams is the quickest way to reach me when I am not in class with you. You may also

email me, but expect a slower response.

Course Objectives

This course fosters knowledge building and skill development in the MxD areas as listed below. To note, it serves as a companion course to GRA 6931C Research & Practice, so students should actively seek connections between these two courses

1. Design: Develop a body of work(s) which includes visual communications artifacts, design systems, and design strategies and reflects original, creative, and innovative contributions.
2. Research: Identify and apply research concepts, methods. and activities that are contextual, respectful, and advance a co-design framework. Pursue visual

research in the form of process-driven iterations and informed by a literature review.

3. Communication: Creates a portfolio that organizes and communicates research, findings, proposals, and work products at a professional level with their intended audience using visual, verbal, and written skills. Disseminate research findings in public to further participate in disciplinary discourse.
4. Working with People: Collaborates and works effectively in interdisciplinary and multidisciplinary teams to develop approaches and solutions to complex problems. This may include using materials or content from collaborations.
5. Specialization: Develops expertise in an area of one's choosing to support professional goals (the "and" in "Design and _____").

Point of departure

A sense of belonging – the subjective feeling of deep connection with social groups, physical places, and individual and collective experiences – is a fundamental human need that predicts numerous mental, physical, social, economic, and behavioural

outcomes. source; [Aust J Psychol. 2021 Mar 10; 73\(1\): 87-102.](#) Published online 2021 Apr 30. doi: [10.1080/00049530.2021.1883409](https://doi.org/10.1080/00049530.2021.1883409)

Required Materials

- Adobe Creative Cloud (Education Discount Available)
- Free Education Accounts provide access to industry-standard software we will use in class: Figma, Miro, Notion, One Drive, Teams, and GSuite
- All readings, viewings, and other materials will be provided by the instructor.
- Students studying in the MxD program must have appropriate hardware and software for use in and outside of class time. See [this website](#) for more details regarding hardware, software, specifications, and purchasing options, including discounts for UF students.

Understanding Design in Context

You are encouraged to employ critical thinking and to rely on data and verifiable sources to interrogate all assignments, 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.

Style Manual

All written work for this course should use US punctuation and follow standards in Chicago Manual of Style, accessible online at UF libraries. Resources and quotes should be properly cited, and references listed as described in The Chicago Manual of Style Author-Date system. Written materials should be uploaded onto CANVAS in

Word documents (not PDF), unless images or figures require other formats. Please include your name in the document title.

Course Structure

This course includes a range of interactive activities common to design research and practice, including academic + field research, reading responses, discussion leadership, academic/public writing, process posts, event participation, reflection, diagramming, and making.

Schedule

This is the draft semester overview. Specific details on activities will be announced in advance, as well as any changes in scheduled activities. The shared course calendar will be accessible through the UF Teams platform.

Weeks	Topics & Assignments	
1-2	MODULE 1: INTRODUCTION & FIELDWORK	20%
3 - 9	MODULE 2: BELONGING	25%
10	Spring Break	
11-16	MODULE 3: VISUALIZING FIELDWORK	25%
17	Final Presentation	20%
TBD	Deliverables	10%

Grading

The grading scale for this course is consistent with the current UF policy for assigning grade points which can be viewed at

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>.

LTR	Project defined criteria	100% Scale	GPA
A	Exceeds ALL, portfolio ready	95 - 100%	4.0
A-	Exceeds MOST, Meets ALL	90 - 94%	3.67
B+	Exceeds SOME, Meets ALL	87 - 89%	3.33
B	Meets ALL	84 - 86%	3.0
B-	Meets ALMOST ALL	80 - 83%	2.67
C+	Meets MOST	77 - 79%	2.33
C	Meets SOME	74 - 76%	2.0
C-	Meets LESS THAN SOME	70 - 73%	1.67
D+	Meets FEW	67 - 69%	1.33
D	Meets VERY FEW	64 - 66%	1.0
D-	Meets HARDLY ANY	60 - 63%	.67
E	Meets NONE	<60%	0

Active Participation

While there are different activities throughout the semester, your participation is usually a gauge of your progress. If you have ways you prefer to participate, please see me after the first class meeting to discuss accommodations and options for you to fully participate and benefit. This can accommodate introverts, extroverts, different learning styles, and levels of comfort.

Iterations

Both research and design are iterative processes, that allow you to build on your ideas. It is good practice to work consistently, to obtain feedback from instructors and peers, and to learn in this environment. To come to class prepared and put maximum sustained effort into your work leaves everyone at an advantage. We depend on each other for growth and development, for critical insight and feedback, so we get what we give when put in the work.

Communication

You are responsible for emails sent to your ufl.edu account and messages to you via Teams. It is a good practice to check both at least once per day between Monday and Friday. I check emails once daily between Monday and Friday and Teams more frequently.

Program Visibility

Unless otherwise requested, 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 or journals. We will make every attempt to credit your work to you where appropriate. You retain copyright of your work.

Attendance

Being present for class allows you to participate in the co-design community that supports the MxD. Check in via email ahead of time to make specific and mutually agreeable arrangements if you must miss class without anticipate official documentation. Excused absences follow university guidelines and include religious holidays, a verifiable death in the immediate family, illness with a doctor's note, a court or legal obligation, or participation in official university activities. Please notify the instructor in advance if you know you will be absent. Students observing a religious holy day of their faith must notify the instructor in advance.

Each unexcused absence will reduce the final course grade by 5/100 points, or half a letter grade. Two late arrivals (5 minutes or more late) or early departures (before class is dismissed) will equal one unexcused absence. Arriving more than 20 minutes

after the start of class is no longer considered tardy and will count as an unexcused absence.

More than five absences results in automatic failure of the course, unless we've made arrangements ahead of time to accommodate ongoing, documented situations.

Other requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Deadlines + Makeup Work

All work is due on the day and time given. Work handed in on time is eligible for revision and a change in grade. Students may be given the option to rework a project for a higher grade at the instructor's discretion. Beyond that, 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 a week of the absence. If you are absent or tardy it is your responsibility to obtain missed information from another student in the class.

Accommodations

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center by visiting <https://disability.ufl.edu/students/get-started/> It's important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester. (If there's something I/we can do that you know to be helpful and functional for you, feel free to let me know informally.)

Make-up work

Missed work can be made up in the case of documented emergencies or for university approved reasons such as military/university travel, illness, or religious observances; contact me ahead of time to make arrangements. Read the full university policies regarding attendance, excused absences, and make-up exams at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Academic integrity

If you use words, images, or ideas that are not your own, 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. View the Honor Code online: <http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

Course evaluations

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last 2-3 weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

UF in-class recording policy

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.