



GRA 4923C SYLLABUS | FALL 2025

**“PEOPLE WHO LIVE IN  
FEAR OF OTHERS  
STEALING THEIR IDEAS** GENERALLY  
DON'T **HAVE MANY GOOD  
IDEAS. CREATIVITY  
IS ABUNDANT.  
EXECUTION IS  
SCARCE.** WHAT PREVAILS IS NOT THE  
BEST IDEA, **BUT THE BEST  
IMPLEMENTATION.”**

—ADAM GRANT



## SYLLABUS | GRA 4923C | DESIGN + PROFESSIONAL STUDIO PRACTICE (MINT) | FALL 2025

3 Credit Hours | Location: FAD Room 109 | M/W Periods 2-4 & 5-7 | Aug 21-Dec 03, 2025

**Instructor:** Jarred Elrod | **EM:** jaelrod@ufl.edu | **Pronouns:** He/Him/His

**Meeting Time & Location:** FAD 109 | M/W Periods 2-4 (8:30am-11:30am) & Periods 5-7 (11:45am-2:45pm)

**Office Location:** FAD 239 or via Zoom: <https://ufl.zoom.us/my/jaelrod> (Request meeting via UF Email)

**Office Hours:** Tuesdays 11:30AM-2PM or by appointment | **Required Text:** None

## Let's Make Something Together.

### COURSE DESCRIPTION + PURPOSE

**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 knowledges respectfully and responsibly. The projects we take on have a pedagogical function and are diverse in concept, content, media, and scope.

### COURSE OBJECTIVES

- Learning about impact and potential through design research, methods, strategy, and production
- How to design with people based in real world contexts & 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
- Learn about professional practice and the business of design: including development of contracts, client-partner relations, design strategy, working relationships, and communication.

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**Course Overview:** 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.

The Instructor's primary function is as a facilitator. Class sessions will focus on the work at hand, and establish an environment to do this in the most creative and efficient manner. Classes will begin with a brief studio update meeting—these are more similar to an activity report and not a discussion. This will be followed by either brief lectures, team meetings, discussions about issues or problems, feedback, or new assignments. Participants should learn about all projects been developed at all times to contribute to their development, however, it is likely you will work on one project.

We only deliver successful projects. They are achieved by meeting all deadlines, actively participating in critique sessions, 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.

**Course Structure:** This is an active learning course where participants learn through a range of interactions. Our classes will be a combination of individual and collaborative graphic design and professional development-related activities. Active participation, humility, kindness, and collaborative attitude is vital to the success of everyone. Phases included in our projects are discovery, definition, design, and delivery.

### **Course Objectives:**

*Topics include, but are not limited to the following:*

#### **DESIGN RESEARCH**

methods / visualizing research / IRB (as needed basis) + ethics in professional design studio contexts

#### **COLLABORATION**

communication / presentation / teamwork & co-design

#### **PROCESS & DESIGN**

agreements & contracts / production / documentation / project management / file organization

**Expectations:** 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.

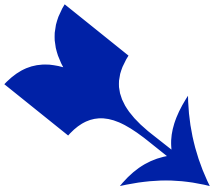
- Class sessions focus on the work at hand and establish an environment to do this in a respectful, creative, and efficient manner.
- Our main goal is to be agile and flexible in order to meet project/work needs, acknowledging these may change based on interactions, the design process, and research findings.

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- 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.



Participation by all members is critical to a positive and productive learning environment. The following descriptors show the relationship between commitment and grades.

**Excellent team member (5)** | Consistently demonstrates excellent and exemplary preparation; has analyzed research findings 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. This is likely to result in the following semester grades: A, A-

**A good team member (4)** | Demonstrates good preparation: knows research findings 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. This is likely to result in the following semester grades: B+, B

**Satisfactory participant (3)** | Offers straightforward information from research, 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. Has not earned the confidence of the community. This is likely to result in the following semester grades: B-, C+, C

**Needs improvement (2)** | 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 research and other materials superficially, 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. Does not have the confidence of the community and aren't contributing to the studio. This is likely to result in the following semester grades: C-, D+, D, D-

**Unacceptable (1)** | Student is barely present or disruptive for team dynamics. Does not respond or does not offer much. Rare involvement in discussion. Is not prepared. Does not have the confidence of the community and is not contributing to the studio. This is likely to result in the following semester grades: D-, W

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**Communication:** While in person communication is preferred, our projects will also need some remote communication throughout the week.

- Email & Teams/Slack | You can always reach out to me before/after class, in office hours and via UF email or Teams/Slack chat. This class requires 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](https://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 may Zoom with client-partners and stakeholders, so the image you project also reflects the team.
- Dress smart casual for presentation days and when meeting with client partners — we aim to present ourselves as professionals.
- Meeting recordings—Some meetings with client partners, whether live or remote, may require recording with the consent of everybody in the room. Unauthorized recording and unauthorized sharing of recorded materials is prohibited.

**Engagement Policy:** You are expected to actively take part in this course in the following ways:

- Attend class meetings on time both in person and online.
- Create things and be prepared to show them on time for crits and discussions.
- Make things thoughtfully, intentionally, and with intensity.
- Meet all deadlines for handing in work and process.
- Actively participate in critiques and discussions both in person and online.
- Be actively curious about making things and the things your classmates make.
- Care about yourself and your work, your classmates and their work, this class, and your profession.

**Grading & Evaluation:** The purpose of grading and evaluation is to pinpoint the strengths and weaknesses of your work. To this end, we can only respond to what is observable in your work and in class performance. This course is composed of lectures, readings, discussions, design projects, presentations, critiques and feedback. The deliverables for this course are as follows:

- 25% design process including research, concept, ideation, collaboration, work, being prepared, proactiveness
- 25% design realization including formal resolution, attention to detail, appropriateness of solution and production
- 25% professionalism, including active participation, motivation, ability to meet deadlines, participation + professional demeanor, with client-partner and peers, proactiveness, and ability attendance and openness to identify and learn new tools, techniques, or styles as needed according to project in hand
- 25% documentation readings + responses, and other project-related writings, process books

### Grading Scale:

- A 100-95 | A- 94-90 | B+ 89-87 | B 86-83 | B- 82-80 | C+ 79-77
- C 76-73 | C- 72-70 | D+ 69-67 | D 66-63 | D- 62-60 | E 59 and lower

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### Late Work Policy:

- 5% will be deducted for every day that an assignment is turned in late.
- 20% for every day that a deliverable for a client is late.

**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 Microsoft Teams and GSuite
- Readings will be provided electronically
- Desired sketching tools

**Projects:** Your grade in this class is based on earning points through your engagement with client projects and class activities. There will be feedback from me and your classmates every step of the way. You will be invited to participate in your grading by completing self assessments after activities and projects. All projects final deliverables will include a process book and self assessment. Projects will be evaluated based on research, concept, ideation, iterative process, conceptual development, attention to detail, formal resolution, and documentation. All projects will be submitted in Canvas. See general semester outline on last page for tentative schedule.

**Reflections:** There will be a reading, podcast, video, or activity assigned based on the topics covered throughout the course, with a reflection/response post due before class. Whenever there is an additional optional reading/podcast/lecture etc, you may respond to it in your reflection for extra credit. All reflections will be submitted in Canvas.

**Required Texts:** There is no class book, although we will be sampling from Paul Wood's "How to Do Great Work Without Being an Asshole" and Koberg + Bagnall's "Universal Traveler." Otherwise, I will provide links to all readings, videos, and case studies.


**Meetings:** This is a face to face in person class, unless otherwise stated by the instructor.

**Attendance Policy:** In class time is critical, and attendance is required. You can miss two class days without penalty. 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. Late arrivals (more than 10 minutes after class start time) will be marked tardy; 3 tardies will be counted as 1 unexcused absence—this does not change for on-line meetings.

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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. Students, upon prior notification of their instructions, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. A student who believes that he/she has been unreasonably denied an education benefit due to religious beliefs or practices may seek redress through the student grievance procedure: <http://www.registrar.ufl.edu/catalog/policies/regulationattendance>



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/>

**Platforms:** You will all be required to set up and have immediate access to these platforms during the semester:

- **Canvas:** For storing any and all course materials and instructions, submitting assignments, grading, and communication.
- **Miro:** For collaboration, feedback, and presentations.
- **Adobe CC:** Discounted for Students \*Adobe CC Discounted for Students is a special UF student pricing on a one-year subscription to the entire Adobe Creative Cloud Suite. To purchase your Adobe CC Discounted for Students subscription, please log in at <https://portal.helpdesk.ufl.edu> and if eligible to purchase click on "Eligible, take me to OnTheHub" button. The service will run for one year from the time the software is activated. Distribution is provided by Kivuto/OnTheHub who is an authorized distributor for Adobe not affiliated with UF Computing Help Desk.

**Technology, Fees, And Equipment Use:** With questions related to your computer system and technology in the Graphic Design area, you can contact our Lab Technician, Michael Christopher ([mchristo@ufl.edu](mailto:mchristo@ufl.edu)). He can help diagnose problems and provide solutions.

**Syllabus Changes:** Please note that the instructor may need to make modifications to the course syllabus and may do so at any time. Notice of such changes will be announced as quickly as possible through email & Canvas.

**Health + Safety:** The goal of the SA+AH Health and Safety Program is to protect the health and welfare of all faculty, staff, and students and to cooperate with the University of Florida's Department of Environmental Health & Safety (EH&S). The SA+AH H&S policy and handbook is online here. Michael Christopher is the Health and Safety administrator for the Graphic Design program. While there are very limited health and safety risks with the materials we typically use for graphic design, be aware that materials used in other areas often carry risks. It is your responsibility to store everything you bring in the studio safely. Do not bring in any materials that are hazardous or combustible as the graphic design studios are not equipped for this type of storage. Knowingly or repeatedly storing such items in the studio may result in disciplinary action and loss of access to studio space outside of class time as well as loss of storage space.

**Health + Safety cont:**

- Batteries, some monitors, and lamps from digital projectors, if broken, may release mercury. There are no known health hazards from intact materials.
- Do not use spray adhesives or do hazardous work in the studios.
- Do not block aisles, halls or doors with stored items or when working.
- Take items which do not fit into the trash to the dumpster, follow dumpster guidelines.
- All users must follow the S+AH Container Policy (see the SA+AH Health and Safety Handbook online here.
- The GD Area policies prohibit use of hazardous materials, this applies to materials used in other areas. They may not be stored, ever, in the GD studios.
- Failure to adhere to these guidelines may affect your ability to use the studio unsupervised outside of regular class times.

**Accommodations:** I will make every effort to accommodate students who request and require assistance, in accordance with the American Disabilities Act. If you have accommodations through the university, please let me know. Students who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center (352-392-8565, <https://disability.ufl.edu/students/get-started/>). Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

**Mental Health + Wellness:** We are here for you! If you need/want to talk about your mental health, I can connect you with professional resources. If you would like to connect with a mental health professional now, here is a list of school resources:

**Campus Resources:**

- U Matter, We Care: If you or someone you know is in distress, please contact [umatter@ufl.edu](mailto: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.
- Dial 911 for medical emergencies. Dial 352-392-1161 for urgent after-hours medical questions. Dial 352-392-1171 for after-hours mental health assistance
- University Police Department: Visit UF Police Department website or call 352-392-1111 (or 911 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.

**General Academic Policies and Resources:** To support consistent and accessible communication of university-wide student resources, please visit <https://go.ufl.edu/syllabuspolicies> for current information regarding all university wide academic policies and resources/ university support services.



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### General Semester Outline *(Subject to Change)*

**NOTE:** Detailed weekly schedule will be released in class and via canvas

- |                       |   |   |   |
|-----------------------|---|---|---|
|                       | ▪ Week 01   08/21-08/22:  | } | ▪ Course Introductions                                      |
|                       | ▪ Week 02   08/25-08/29:  |   | ▪ Physical + Digital Space Setup                            |
| (no class 09/01)      | ▪ Week 03   09/02-09/05:  |   | ▪ Team Development/Implementation                           |
|                       | ▪ Week 04   09/08-09/12:  |   | ▪ Professional Development                                  |
|                       | ▪ Week 05   09/15-09/19:  |   | ▪ <i>Mental Resilience</i>                                  |
|                       | ▪ Week 06   09/22-09/26:  | } | ▪ <i>Ethical Considerations</i>                             |
|                       | ▪ Week 07   09/29-10/03:  |   | ▪ <i>Project Scoping</i>                                    |
|                       | ▪ Week 08   10/06-10/10:  |   | ▪ <i>Client Communication</i>                               |
|                       | ▪ Week 09   10/13-10/17:  |   | ▪ <i>Creating Presentation Decks</i>                        |
|                       | ▪ Week 10   10/20-10/24:  |   | ▪ <i>Verbal Presentation Techniques</i>                     |
|                       | ▪ Week 11   10/27-10/31:  | } | ▪ Client project reveal + team project assignments          |
|                       | ▪ Week 12   10/06-10/10:  |   | ▪ Fully scoping projects for client approval                |
|                       | ▪ Week 13   11/03-11/07:  |   | ▪ Initial research + ideation                               |
|                       | ▪ Week 14   11/10-11/14:  |   | ▪ Research findings and proposed direction meetings         |
|                       | ▪ Week 15   11/17-11/21:  |   | ▪ Final direction sign off                                  |
|                       | ▪ Week 16   11/24-11/28:  | } | ▪ Project production  |
| (no class full week)  | ▪ Week 17   12/01-12/03:  |   | ▪ Mid project client check-in, informal studio visit        |
| (12/3 last class day) |   |   | ▪ Soft final presentation with client—final formal feedback |
|                       |   |   | ▪ Final presentation development                            |
|                       |   |   | ▪ Prepare work for formal implementation or hand-off        |
|                       | ▪ <b>FINAL: Final project documentation uploaded per spec via Canvas/OneDrive by 11:59 PM, Date TBD</b> |   |   |



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### **Course Contract:**

I, \_\_\_\_\_, have read the syllabus and heard the verbal introduction, understand what is written, intend to abide by these policies, and will earn the appropriate grade according to my work, efforts and attendance for the Fall semester, 2025.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Please sign and return a hard copy to instructor within one week of our first day of class**