

Syllabus: Design Workshop

GRA4187C section 3340

Meets Tuesdays & Thursdays 3–6pm in FAC 316

INSTRUCTOR

Maria Rogal
Associate Professor of Graphic Design,
UF School of Art + Art History
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OFFICE HOURS

Thursdays 1:55–2:45pm
& by appointment
office 313D FAC

The most effective way to reach me is by email. I respond to emails during the business week. Expect a 24–36 hour response time.

DESCRIPTION

This 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 AND GOALS

- Provide the opportunity for advanced study allowing for specialized application and synthesis of previous graphic design learning;
- Organize and visually articulate complex information in a meaningful manner;
- Finesse abilities of designer as planner, strategizer, and form giver;
- Continue emphasis on identity and systems;
- Learn key issues in contemporary design discourse; and
- Increase understanding of the relationship of design to the economy, culture and society.

REQUIRED MATERIALS

- *How To Be A Graphic Designer Without Losing Your Soul*. (Second Edition, 2010). Author: Adrian Shaughnessy. ISBN: 1568989830
- *Designing Brand Identity: An Essential Guide For The Whole Branding Team*. Author: Alina Wheeler. ISBN: 0470401427
- Adobe CS Design Suite 5.5, 6 or creative cloud
- Laptop or desktop computer as required by the program
- Handouts provided by instructor

STRUCTURE

This course is based on lectures, readings, research, writing, critiques, presentations, and design work. You will be given class time to work on projects but expect to devote at least an equal amount of time outside of class for your coursework, i.e., 6 hours per week. That being said, our alumni point to “living in the studio” as a major factor in their success. See “Some Honest Advice” for more details.

TOPICS

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

SCHEDULE

The semester is divided into three topical sections with one project each:

- | | | |
|-------------------------|-----------------------|-------------------|
| 1. January 6–February 5 | Professional practice | Due February 5 |
| 2. February 10–March 19 | B2B Communication | Due March 18 & 19 |
| 3. March 24–April 16 | Design research | Due April 16 |

Each section includes project work, readings, quizzes, and presentations. Other deadlines, such as project benchmarks, readings, writing, and presentations will be announced in class and posted on Canvas.

COMMUNICATION

- You are responsible for emails sent to your ufl.edu account. It is a good practice to check your ufl.edu email at least once per day between Monday and Friday.
- I check emails regularly between Monday and Friday. Expect up to a 36 hour turn-around. If, after that period of time, you need a response, forward me the original email with a note that you are waiting for a response.

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. However, you will have the opportunity to evaluate your performance this semester. I encourage you to take advantage of this. Expectations for grades are listed below. **Meeting criteria merits a C+, if you want to earn higher you must surpass minimum criteria and expectations for work at your level of study.**

The chart below outlines criteria for "A" work, the highest level, with qualifiers for all work below that. Work earning an "A" demonstrates the best of the UFGD program, work that we would use to promote the program to the broader design community, and is work that is portfolio-ready upon submission, with no revisions necessary. Craft is perfect, there are no typos, rags are balanced, typography is exceptional and all the parts form a cohesive whole.

A	100–95	4.00	Exceptional or excellent work from process to production. Research is appropriate; process demonstrates design thinking and development of a range of solutions (not just 1–3) that are plausible. Proposal(s) are built on consistently and support an iterative process. Realization is excellent and supports an exceptional concept. You have come to class with new work, are highly engaged in discussions and critiques, and know the materials well. Your final submission is portfolio-ready, with no errors or changes necessary (no typos, craft is excellent).
A–	94–90	3.67	Excellent; surpassed all criteria but still some room for improvement
B+	89–87	3.33	Very good; surpassed all criteria
B	86–83	3.00	Good; surpassed all criteria
B–	82–80	2.67	Above average; surpassed all criteria
C+	79–77	2.33	Average; met criteria
C	76–73	2.00	Average; improvement needed
C–	72–70	1.67	Slightly below average; further improvement needed
D+	69–67	1.33	Below average; much improvement needed
D	66–63	1.00	Below average; poor and/or incomplete work
D–	62–60	0.67	Below average; very poor and/or incomplete work; work well below level of study
E	59 or below	0.00	Failing; work did not meet most to any criteria or you submitted no work

GRADE DISTRIBUTION

Project work

60/100 points of your final grade will be based on your performance on three projects (20 points each). Each project will be assessed using the following criteria, which encapsulates:

- 10 process** research, concept development, and iterations, quality and quantity of visual ideas, exploration, critique, participation, consistency, attention to design principles, context, and detail
- 10 design** appropriateness and strength of design solution, craft, writing, overall quality of work product

note that process and design must be evident to the instructor during class meetings and are evaluated throughout a project, not just at the end.

Professionalism/participation/interactions

40/100 points of your final grade will be based on your performance related to professional activities that parallel those of a design studio but are appropriate to a learning environment:

- 28 participation** are present in the studio, on time, actively participate, provide constructive feedback, asks questions, uses time wisely and efficiently, display a professional attitude, are helpful. **Each class period you are awarded the following:**
1pt: Excellent; 0.5 pt: Good; 0: Needs Improvement
 An example of *Needs Improvement* is working on another project much of the time, heading out for a break without getting much work done, not participating in required feedback/crit, or not being prepared with sketches or prototypes due, i.e., slowing the class down.
- 12 activities** preparation for online conversations with alumni (3), documentation of at least one conversation (3) and contribution to the class book (6).

You must earn a C or better in this course for it to count towards your Graphic Design major.

DEMONSTRATION OF SUFFICIENT PROGRESS

why is this important? When working professionally, you will have various deadlines—not only at the end—and will build on your ideas. This is called **iterative design**. It is good practice to work consistently, to obtain feedback from your instructor and your peers, and to learn in this studio environment. To come to class unprepared or to put minimal effort into your work is unacceptable. Establishing a high standard in the classroom ensures that you learn to manage your time to meet deadlines, foster your own design process, obtain appropriate feedback, and develop to the best of your abilities.

If, at the mid-point review of a project, as indicated on the semester calendar, the instructor determines your work does not indicate you have made sufficient progress or meet the commonly expected standards you will not be permitted to move to the next stage. You will have one additional class period after that meeting to meet standards. If not demonstrated then, you will automatically earn a zero as your grade for the project.

If a project changes drastically at the last minute—without input from the instructor during class time—the instructor reserves the right to determine the project did not meet the requirements of sufficient progress and may assign a zero grade.

ATTENDANCE POLICY

- This is a required class open to graphic design majors only. Beginning with the first day of class for the semester, 2 unexcused absences are permitted.
- Every unexcused absence affects your participation grade (resulting in a 0 (zero) for the class period) and may affect your project grade if your performance is affected by absences and a lack of feedback.
- Late arrivals (more than 10 minutes after class start time) will be marked tardy; 3 tardies will be counted as 1 unexcused absence
- 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.
- Leaving early (any time prior to class dismissal) without permission is considered an absence.
- Arriving more than 15 minutes after the start of class is no longer considered tardy and will count as an absence.
- It is your responsibility to see that the instructor's attendance record is corrected from an absence to a tardy if you are late.

DEADLINES

- All deadlines will be announced in class.
- All projects and exercises are due on the day and time given and will be considered late when critique has begun or after work has been called for.
- A project will be accepted up to one day after it is due and, as a late project, will be automatically marked one grade lower in all areas of evaluation.
- 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.

MAKE-UP WORK

- 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.

PROGRAM PROMOTION

- 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 or other publications.
- We will make every attempt to credit your work to you where appropriate.
- You retain copyright of your work.

FEES + EQUIPMENT USE

- Lab and equipment fees support some, but not all, printing and production for projects undertaken in your graphic design courses.
- Expect to purchase your own paper for printing to anything other than the studio laser printers.
- Note that your GD lab fees do not cover the printing of materials for other courses, even those which are art-related.
- Printing for non-GD courses 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.

POLICIES

graphic design studio

APPLIES TO ALL STUDIO AND COMMON SPACES

- Be community-minded and collegial.
- Respect each other by listening to your music on headphones and by keeping your desk, row and the community areas clean.
- **Recycle paper, cans, and reuse other materials.**
- **Only throw away trash, not recyclables.**
- Do not leave food lying around or in the refrigerator.
- 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.
- 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.
- Food and drink is allowed in the classroom. We ask that you be attentive to cleaning up and throwing away food remains.
- Never use or harm animals or the environment in your projects. Use of animals in projects is strictly regulated. For more information, see <http://www.arts.ufl.edu/resources/forms/forms1.html>
- With questions related to your computer system and technology (network, printers) in the graphic design studio, you can contact our technical lab technician—Michael Christopher, mchristo@ufl.edu. He can help diagnose problems and recommends solutions.
- 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.
- 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.
- 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. **Keep a balance between what you need to do your work and resource use.**
- 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 instructor cannot resolve your concerns, contact the SAAH undergraduate student advisor. After consulting faculty members and the art advisor, the other authority to contact is the Director of the SA+AH in 101 FAC.

POLICIES

sa+ah 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 classtime as well as loss of storage space.*

- Batteries, some monitors, and lamps from digital projectors, if broken, may release mercury. There are no known health hazards from intact materials.
- Follow Graphic Design Studio Rules as found in your syllabus.
- Do not use spray adhesives. Ever.
- Do not do hazardous work in the studios.
- Do not block aisles, halls or doors with stored items or when working—a violation of fire codes.
- Take items which do not fit into the trash to the dumpster, follow dumpster guidelines for trash and recycling.
- All users must follow the S+AH Container Policy (see the [SA+AH Health and Safety Handbook online here](#))

Note: 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.

POLICIES

university of florida

Accommodations for Students with Disabilities

<http://www.dso.ufl.edu>

The Disability Resource Center in the Dean of Students Office provides information and support regarding accommodations for students with disabilities.

Harassment

<http://www.hr.ufl.edu/eo/sexharassment.htm>

UF provides an educational and working environment that is free from sex discrimination and sexual harassment for its students, staff, and faculty.

Twelve-Day Rule

Students who participate in official athletic or scholastic extracurricular activities are permitted twelve (12) scholastic day absences per semester without penalty. In any case, it is the student's responsibility to maintain satisfactory academic performance and attendance.

Absences for Religious Holidays

<http://www.registrar.ufl.edu/catalog/policies/regulationattendance>

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.

Honesty Policy

<http://www.dso.ufl.edu/judicial/academic.php>

An academic honesty offense is defined as the act of lying, cheating, or stealing academic information so that one gains academic advantage. As a University of Florida student, one is expected to neither commit nor assist another in committing an academic honesty violation. Additionally, it is the student's duty to report observed academic honesty violations. These can include: cheating, plagiarism, bribery, misrepresentation, conspiracy, or fabrication.

Online Evaluation

<https://evaluations.ufl.edu> + <https://evaluations.ufl.edu/results>

During the last two or three weeks of the semester, you will be able to [evaluate](#) the quality of instruction in this course. You will receive an email message letting you know the exact dates.

Disruptive Behavior

<http://regulations.ufl.edu/chapter1>

Be advised that you can and will be dismissed from class if you engage in disruptive behavior.