course GRA 4923C Design and Professional Practice Studio

location Off-campus @ Infinity Lab

professor María del Mar Navarro

office 313A

office hours Wed. 9-11 & by appointment

contact 532-273-30584/mnavarro@arts.ufl.edu (email is preferred, expect 24-36 response time)

graduate assistant Daniel L deSauza

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office hours 2 hrs @ Infinity Lab (subject to change)

course description

This is an experiential professional practice studio with an emphasis on research, discovery, definition, design, and realization of real-world communication design projects in collaboration with peer design teams and selected client-partners. Projects have a pedagogical function and are diverse in concept, content, media, and scope.

objectives

Students will learn to:

- work in a team and with client-partners
- apply research to design
- develop approaches to use design in a real-world context

topical outline

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. The major vertical topics include the following, with specific sub-topics identified below. Additional topics will be incorporated as needed, for example content specifically influencing or important to the design or a project.

research	professional practice	design
· methods	· agreements	· design systems
· interviewing	· budgets/constraints	· design strategy
· user testing	· communications	· production
· research presentation	· project management	· user-experience
· visualizing research	· presentation/documentation	· universal design

required materials

Talent Is Not Enough: Business Secrets for Designers. Author: Shel Perkins.

ISBN: 0321702026

Graphic Design Thinking: Beyond Brainstorming. Author: Ellen Lupton.

ISBN: 9781568989792

Adobe CS as current as possible and office suite

Computer: suitable for graphic design and production with appropriate RAM

& HD Capacity

Additional readings will be provided electronically

course structure

This is an interactive course where participants learn primarily by doing—practicing graphic design and related activities—including ideation sessions, crits, lectures, tours, and design research/fieldwork. Active participation is vital to the success of this class and your success as well. Students will take responsibility for organizing discussions, researching to find answers/sources of information, documenting and sharing information, problem solve, and work together as a group to complete project work and meet deadlines.

The Instructor's primary functions 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. It is likely you will work primarily on one project.

In taking on a project, we make an agreement with the client-partner and it is important that we meet and exceed all expectations. We strive to treat our partner with the respect that we want for ourselves.

grading + evaluation

The purpose of grading and 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: https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx. Grades are based on your overall performance in Mint although specific project assignments and roles factor into this evaluation. To aid in the assessment process, each student will write and submit his/her own thoughtful self-assessment and meet with the instructor once during the semester to discuss your class experience and performance.

Your final grade will be assigned based on a combination of self, peer, client/partner, and instructor assessments of your performance in the following categories:

30%	design process	research, concept, ideation, collaboration, iterations
40%	design realization	formal resolution, appropriateness of solution, attention to detail/craft, and production
30%	professionalism	active participation, motivation, meeting deadlines, professional demeanor with client-partners and peers, professional writing (documents/emails), appropriate follow-up, and commitment to the work at hand

grading scale

A	100–93	exceptional work	C	76-73	average, borders inadequate
A–	92–90	superior work	C–	72-70	below average work
B+	89-87	very good work	D+	69-67	barely meeting criteria
B	86-83	above average work	D	66-63	not meeting criteria
B–	82-80	slightly above average work	D–	62-60	not meeting much criteria
C+	79-77	adequate, average work	E	59–0	failure to meet most criteria

make-up work

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.

deadlines + commitments

Setting interim and final deadlines for project work is the team's responsibility. All members of a team should know in advance when parts of a project are due. However, this might not always be the case, and flexibility will be required. The most important concern here is to meet the project's deadline that you have a hand in setting—no matter what happens in the studio or in other classes. This is the commitment you must take on when working professionally. Unless otherwise planned, there will be NO unfinished projects at the end of the semester.

attendance policy

Good attendance and punctuality are expected for this course.

Absences

Two (2) unexcused absences are allowed.

After your second unexcused absence, the instructor may lower your grade 10 points for each additional absence.

A total of six unexcused absences may result in you receiving a grade of "E" for the final course grade.

Leaving early (before class is dismissed by the instructor) without permission is usually considered an absence.

Excused absences include religious holidays, a verifiable death in the immediate family or with a doctor's note.

Tardies

Late arrivals (more than 5 minutes after class begins) will be marked tardy.

Three tardies will be counted as one unexcused absence.

It is your responsibility to see that the record is corrected from an absence

to a tardy if you are late.

best practices

Be open and constructive.

Critique ideas, not people.

You are all colleagues—friendship is a bonus.

Design requires intensive work. If you do not make enough sketches, design iterations, or just do the minimum, your work will reflect

that, and this will be reflected in your grade.

See Graphic Design Studio Notes for studio policies. The studio is a creative, professional workplace. It is not your home.

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.

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. Lab fees do not cover the printing of materials for other courses, even those which are art-related.

graduate students

In addition to the contents above, graduate students will have the opportunity to either research and present on an issue relevant to the course, or develop some other kind of work product to demonstrate analysis of the work at hand. This will be done in conjunction with the instructor. This will amount to 10% of the professionalism grade. It is the student's responsibility to develop and present this work prior to the end of the semester.

policies: graphic design

- 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

  SA+AH 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.

- Access to individual classrooms, laboratories and the studio facilities is limited to those enrolled in the program. If you notice any strangers or unusual behavior, report it to the University Police. See 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.

- 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 if you have to use it.

- 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.

- Throw away trash. Large items in bins outside. Box glass and wrap blades. Flatten cardboard.

- Do not leave food lying around.

- You may eat in the studios but not in the Mint room. We ask that you be attentive to cleaning up and throwing away food remains—preferably in the hallway trash cans.

- Never use or harm animals or the environment in your projects. Use of animals in projects is strictly regulated. For more information, see

- 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. Mike 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.

- Dial 911 for medical + police emergencies. | SNAP Ride Service (van or walking escort) 352-392-7627|Locket out 352-392-1111|TapShield alert system app.

sa+ah health & safety

The SA+AH H&S policy and handbook is online at http://arts.ufl.edu/site/assets/files/37319/saahhealthandsafetyhandbook.pdf.

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).

Michael Christopher is the Health and Safety administrator for the Graphic Design program. While there are 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.

Graphic Design risks are the following and are minimal: Batteries, old monitors, lamps from digital projectors if broken may release mercury. There are no known health hazards from exposure to lamps that are intact. 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 studios are not equipped for this type of storage. Knowingly storing these in the studio may result in disciplinary action and loss of storage and after-hours studio space.

For detailed UF policies see www.dso.ufl.edu

Accommodations for Students with Disabilities www.dso.ufl.edu/drc

Anyone requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide you, the student, with the necessary documentation, which you must then provide to me, the instructor, when requesting accom-

modation.

University Counseling Services

www.counseling.ufl.edu/cwc Includes personal, academic, crisis and career services.

policies: university|academic honesty policy

The university's policies regarding academic honesty, the honor code, and student conduct related to the honor code will be strictly

enforced. Full information regarding these policies is available at the following links:

Academic Honesty: www.registrar.ufl.edu/catalog/policies/students.html#honesty

Honor Code: www.dso.ufl.edu/sccr/honorcodes/honorcode.php

Student Conduct: www.dso.ufl.edu/sccr/honorcodes/conductcode.php

disruptive behavior regulations.ufl.edu/chapter1

Faculty, students, Administrative and Professional staff members, and other employees [hereinafter referred to as 'member(s)' of the

University], 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 by University authorities for misconduct, as set forth in the applicable

rules of the Board of Regents and the University and state law governing such actions. Be advised that you can and will be dismissed from

class if you engage in disruptive behavior.

important dates: university calendar

https://catalog.ufl.edu/ugrad/current/Pages/dates-and-deadlines.aspx

absences & absences for religious holidays

The course absence policy is described in the body of the syllabus. The university policy is here: www.registrar.ufl.edu/catalog/policies/

regulationattendance.html. Because instructors are allowed to require attendance and attendance and participation are critical to learning

there is a strict absence policy. The Florida Board of Education and state law govern university policy regarding observance of religious

holidays, available at the link above.