

## SYLLABUS

# GRA3138C: Graphic Design Practice

3 credits | Spring 2026 | January 11th - April 21st, 2025

## CONTEXT

This is an essential course towards the graphic design certificate program. Students will learn to create and integrate concept, form, processes, and technologies while developing systems-based, practice-oriented solutions to a range of problems.

## INSTRUCTOR

Narayan Das Ghiotti  
narayan@ufl.edu

## MEETING TIME

Monday/Wednesday FAC 310  
11:45am-1:40pm

## OFFICE HOURS

M from 2pm-3pm + by appointment—Please reach out to me, I'm here for you!

## COURSE OBJECTIVES

- Synthesize and apply previous graphic design learning; integrate typography & visual methods
- Organize and visually articulate complex information in a meaningful manner
- Learn key issues in contemporary design thinking discourse
- Design visual/interactive/environmental systems using design research

## COURSE STRUCTURE

This course is composed of lectures, readings, discussions, design projects, presentations, critiques and feedback. The deliverables for this course are as follows:

80%	2 design projects and 1 portfolio + résumé
	Résumé- 15 points
	Portfolio- 25 points
	Project 1- 20 points
	Project 2- 20 points
20%	Reading, writing, and group discussion of relevant articles + media
	12 reflections at 2 points each

## PROJECTS

All projects final deliverables will include a process book and self assessment. See more about self assessments under grading. All projects will be submitted in Microsoft Teams. See general semester outline on last page for tentative schedule.

## GRADING

Your grade in this class is based on earning points through your engagement with projects and reflections. 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. Projects will be evaluated based on research, concept, ideation, iterative process, conceptual development, attention to detail, and formal resolution.

### 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

## MEETINGS

This is a synchronous in-person class, meaning we will meet together every week on Monday and Wednesday from pm, unless otherwise stated by the instructor.

### Cameras/Profiles

Please put video on when possible. Please upload a photo to your account for when cameras are off, either of yourself or of your favorite historical poster design. If there are any privacy concerns feel free to use appropriate backgrounds.

## PLATFORMS

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

**Canvas:** For storing the syllabus, maintaining student grades, and communication.

**Microsoft Teams:** For facilitating synchronous class meetings, group discussions, messages, managing course assignments, files, & schedules.

**Microsoft Sharepoint:** This is our course web home page.

**Zoom:** We will use Zoom for facilitating synchronous class meetings when necessary.

## GENERAL CONDUCT

We are trying to create an open space to discuss issues and topics that matter to each of us individually, and collectively, as people and as designers. We may not always hold each other's views, but we must always hold each other with respect. If you have an issue with or are offended by a certain comment or topic, please come to me and we will work it out together.

## MATERIALS & DEVICES

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.

- Adobe Creative Cloud Suite or comparable software (will discuss in first class) [\(UF Student Discount available\)](#)
- Laptop that meets the requirements on the SA+AH tech requirements page.

## TEXTS & REFERENCES

There are no required texts for this course. All assigned readings will be provided to you.

## LATE WORK

If work is not turned in by the due date, you must set up a meeting with me within one week of the original due date to discuss the state of your project, why you weren't able to turn it in, and how I can help you.

## ATTENDANCE POLICY

In class time is critical. If you anticipate missing class, please send me an email at your earliest notice. If you miss class unexpectedly, send me an email as soon as possible. If you miss more than 2 classes, you will need to setup a meeting with me to discuss your progress. If you miss 2 classes or more, points will be deducted for each class missed.

### Religious Holidays

If you know that you will miss class time due to religious holidays, please inform me before the holiday (whether recognized by the university or not).

### Sickness

I do not require doctors notes, but please let me know if you are sick, so we can make arrangements.

## SYLLABUS CHANGES

Due to the changing nature of the COVID-19 pandemic, 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.

## 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.

## MENTAL HEALTH + WELLNESS

I am here for you! This is a difficult school year for everyone and we are all adjusting. If you need/want to talk about your mental health, please reach out! If you would like to speak with a mental health professional, which I highly recommend for every student, the school information is as follows:

### 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](#).

[University Police Department](#): Visit [UF Police Department website](#) or call 352-392-1111 (or 9-1-1 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](#).

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## UF POLICIES

### 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](#) 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/](http://ufl.bluera.com/ufl/). Summaries of course evaluation results are available to students [here](#).

### ACADEMIC INTEGRITY

Academic integrity means that if you use words, images, or ideas that are not your own, you must 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.

### UF VIDEO RECORDING GUIDELINES

Our class sessions may be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded [if the blinking red record light is on]. If you're unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and don't use a profile image [of yourself].

Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded [if the blinking red record light is on]. If you aren't willing to consent to have your voice recorded during class, you'll need to keep your mute button activated and communicate exclusively using the "chat" feature [during recordings], which allows students to type questions and comments live. The chat won't be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

## GENERAL SEMESTER OUTLINE

<i>January</i>	<b>WEEK 1</b>	MON 1/12	Syllabus
		WED 1/14	Sharing Past Work & Interests
<b>WEEK 2</b>	MON 1/19	<b>HOLIDAY   NO CLASS</b>	
	WED 1/21	P1	
<b>WEEK 3</b>	MON 1/26	P1	
	WED 1/29	P1	
<i>February</i>	<b>WEEK 4</b>	MON 2/2	P1
		WED 2/4	P1
<b>WEEK 5</b>	MON 2/9	<b>P1 Presentation</b>	
	WED 2/11	P2	
<b>WEEK 6</b>	MON 2/16	P2	
	WED 2/18	P2	
<b>WEEK 7</b>	MON 2/23	P2	
	WED 2/25	P2	
<i>March</i>	<b>WEEK 8</b>	MON 3/2	P2
		WED 3/4	P2
<b>WEEK 9</b>	MON 3/9	P2	
	WED 3/11	<b>P2 Presentation</b>	
<b>WEEK 10</b>	MON 3/16	<b>SPRING BREAK   NO CLASS</b>	
	WED 3/18	<b>SPRING BREAK   NO CLASS</b>	
<b>WEEK 11</b>	MON 3/23	P3	
	WED 3/25	P3	
<b>WEEK 12</b>	MON 3/30	P3	
	WED 4/01	P3	
<i>April</i>	<b>WEEK 13</b>	MON 4/6	P3
		WED 4/8	P3
<b>WEEK 14</b>	MON 4/13	P3	
	WED 4/15	P3	
<b>WEEK 15</b>	MON 4/20	P3	
	WED 4/22	<b>P3 Presentation</b>	