

visual systems ONLINE/HYBRID (3 credits)

TIME OF CLASS SESSIONS

Synchronously, Tuesdays + Thursdays, from noon to 2:45 pm (via Zoom)

INSTRUCTOR INFORMATION + OFFICE HOURS

GABY HERNÁNDEZ

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School of Art + Art History

email: ghernandez@arts.ufl.edu

office: FAC 313E (although, this semester you will find me online)

office hours: Mondays around noon. Schedule a meeting here: https://calendly.com/gabyhernandez_ufgd

COURSE DESCRIPTION

Visual Systems in Graphic Design will explore what it means for individuals to **actively build multi-faceted design systems**. Emphasis will be placed on assisting students in developing tools / techniques to move through the design process with a keen sense of intention and purpose. Projects will be largely self-directed, complex, and integrated. Students are encouraged to engage in an open-ended process of creating in which topics / potential outcomes are discovered through thinking, experiencing and making—not given by the instructor. Primary value is placed in the development of visual form and narrative over time.

Individuals will be encouraged to create work rooted in personal interests and push their technical / intellectual boundaries by extending their ideas across multiple media platforms to create complex, branded visual systems. Patience, self motivation, flexibility (an open mind) and the will to explore multiple methods of making are crucial for a complete experience in this course.

COURSE LEARNING OUTCOMES

- To deeply investigate the experience of the design process.
- To develop self direction and time management skills.
- Explore the application of cohesive ideas across media platforms to create robust and timely visual systems.
- To develop the ability to choose media platforms that most effectively deliver ideas to an audience.
- To determine when a body of work is portfolio ready and how to present it accordingly.
- Re-focus on digital craft, tactile craft, and sound project documentation via photography and custom crafted digital mock-ups that move away from easily acquired on-line templates.
- Begin the process of selecting and documenting work for a design portfolio.
- To cultivate a supportive and collaborative creative environment.

COURSE STRUCTURE

This course is composed of lectures, readings, discussions, in-class exercises, small assignments, critiques, and presentations, all in support of two main design projects.

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 and sources of information, documenting and sharing information, completing project work, and meet deadlines. This semester, all your final design outcomes will be individual but the process is heavily based on team work and peer support. For more information about class dynamics and expectations, please visit the class Canvas ('Work Dynamics' page).

All the main course activities will occur online, via Zoom or using the other UF-approved platforms (including Microsoft Teams and Google Suite).

GENERAL CLASS TOPICS

This is an advanced graphic design course, and as such, it follows an iterative and non-linear process. This semester, you will learn and practice on topics such as,

design process

design methods / understanding audience and users / critical thinking / designing in favor of messages and contents / collaborative design / building and maintaining momentum

visual communication design

traditional design principles / typography / composition / materiality / production / multi-platform cohesiveness

professional and technical

flexibility and responsibility of design / contemporary issues / professional standards / terminology / design in context / design for online, screen based, and mobile media

These topics will be introduced through readings, discussions, and case studies, homeworks, in-class exercises and critiques. They will also be integrated to the main assignment and project work throughout the semester.

MATERIALS AND READINGS

You are required to have:

- Adobe CC design suite
- Access to a cloud-based storage platform
- Your own laptop or desktop computer as required by the program, suitable for graphic design and production with appropriate RAM and storage capacity
- Access to a digital camera
- A dedicated sketchbook, letter size or bigger

At UF we have free access to the tutorial site, Lynda.com, which you can use to expand your knowledge of software for the course. For more information about technology use, please visit the class Canvas ('Work Dynamics' page).

There is no class book. I will provide links to readings and case studies. We will use some contents from the following reading list:

- *Graphic Design Thinking: Beyond Brainstorming.* Ellen Lupton, Editor. Princeton Architectural Press, 2011.
- *Designing Brand Identity: An Essential Guide for the Whole Branding Team.* Alina Wheeler & Debbie Millman
- *A Designer's Research Manual: Succeed in Design by Knowing Your Clients and Understanding What They Really Need (Second Edition).* Jen + Ken Visocky O'Grady, 2017.

GRADING CRITERIA + EVALUATION

The purpose of grading and evaluation is to pinpoint the strengths and weaknesses of your work and performance. This semester, you will have multiple opportunities to evaluate and get feedback on your process and results, individually or as part of a group. I encourage you to take advantage of this all the time. In order to aid in your assessment, each student will write his/her/their own self-assessment after each project delivery and at the end of the semester, and is required to meet at least once with me during the semester to exclusively discuss performance.

Your final grade will be assigned based on assessments of your performance on projects, exercises, and other activities using several categories. For assignments and projects, there is a potential of 5 points per applicable category, and each represents a specific percentage of the total project grade. Evaluation criteria of design projects may include general and specific steps during your process, realization, documentation, and presentation components, as well as your engagement in your peers' processes. Meeting criteria merits a C+. If you want to earn a higher grade you must surpass minimum criteria and expectations for work at your level of study.

Your final course grade will also take into consideration your professionalism, collegiality, performance, thinking and discussion participation, your active involvement with the greater design community, and a proactive professional advancement. In sum, your grade book will include:



- MAIN SEMESTER PROJECTS (2): **60%**
- HOMEWORKS, READING DISCUSSIONS, AND IN-CLASS EXERCISES: **5%**
- PROFESSIONALISM AND ABILITY TO MEET DEADLINES AND OBJECTIVES: **15%**
- ENGAGEMENT WITH CRITIQUES & TEAM WORK: **10%**
- INVOLVEMENT WITH DESIGN AND PROFESSIONAL PRACTICES AND TRAINING OUTSIDE OF CLASS DURING THE SEMESTER (AT LEAST 2 ACTIVITIES OR EVENTS): **5%**
- PROCESS FOLDER (CUMULATIVE AND GENERAL): **5%**

You are required to keep a process book to document your progress throughout the semester. At the conclusion of each project, I will ask you to submit a project folder in addition to your final work—evidence of adequate notes and design process in process folders will be factored into overall project grades. I may ask you to convert this folder into a designed, formal e-book. You may include original pages or copies of pages from your process books in folders, along with briefs, in-class handouts, exercises, etc.

GRADING SCALE; GPA EQUIVALENCE

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 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; 0.00	Failing; work did not meet most to any criteria or below you submitted no work

Information on current UF grading policies for assigning grade points is available online, here: <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>

ATTENDANCE POLICY

Good attendance and punctuality in joining all the sessions are expected. Roll will be taken at each class.

absences

- Absences count starting from the first class meeting.
- Only two (2) unexcused absences will be allowed.
- Every unexcused absence beyond this will lower your grade by a letter grade.
- Leaving the sessions early without permission or excuse will be considered an absence.
- A total of six unexcused absences will result in you receiving a grade of “E” for the final course grade.
- Excused absences include religious holidays, a verifiable death in the immediate family, a doctor’s note due to illness, or documentable jury duty.
- All missed work and/or assignments after an excused absence should be addressed and discussed with the instructor in order to guarantee that class expectations are met.

tardies

- Late arrivals (more than 10 minutes after class start time) will be marked tardy.
- Arrivals after one hour will be marked absent if no verifiable reason is presented.
- Three tardies will be counted as one (1) unexcused absence.
- It is your responsibility to see that the record is corrected on Canvas from an absence to a tardy if you are late.

other course policies

- Changes to the course calendar, individual and team meetings, demonstrations, or critiques demand your presence. Compensatory work of another kind cannot be accepted in lieu of missed instructions in this area.
- Please, if you have extenuating circumstances, inform your instructor or the SA+AH advisor as soon as possible so we can work with you.

MAKE-UP WORK

Based on the previous attendance policy, 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 3 calendar days of the absence.

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). He can help diagnose problems and provide solutions.

Due to the current CoVid-19 pandemic, lab and equipment fees are not being charged this semester. BUT, if you decide to make some use of our graphic design labs, be very conservative with the materials available. Always reuse and recycle paper and other materials, at your home and at the studios. Do not print materials for other courses in our graphic design labs.

COMMUNICATION

You are responsible for emails sent to your UFL account, messages via chat on Microsoft Teams (abilitated by UF), and messages on Canvas. It is a good practice to check your UFL email several times per day between Monday and Friday.

Communicate with me whenever you need! 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. I don't usually check email on the weekends. So, please plan ahead and avoid class emergencies.

a few reminders

- This is an interactive class where iteration and discussion are key. Be an active participant through the semester by contributing critically and respectfully during live and online critiques and discussions through the week. Prioritize all the activities that allow you to build a substantial and smart analysis of the problems in hand and to demonstrate divergent thinking.
- You are expected to come prepared to class, with the required materials, always.
- Good design requires intensive and constant work. Therefore, you are expected to demonstrate progress at all times. Build upon your work in order to improve and explore further. Be curious! Find ways to approach your methods differently whenever needed.
- You are practicing for the real world. For this reason, respect deadlines. Note that a project will be accepted only up to one calendar day after it is due. And, as a late project, it 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.
- Be open and constructive.
- Critique ideas, not people.
- Be community-minded.
- Work hard to guarantee that we work and share in a *brave space* for all. Respect personal differences, elevate and celebrate diversity.
- 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>
- Cell phones should be turned to vibrate or low ring mode during class sessions. If you must take a phone call, step away from the session and mute your microphone.
- Although use of our studios is limited this semester, they can only be accessed by those enrolled in the design programs. If you are ever at the studio and 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.**

- If you encounter other problems, first speak with your instructor outside of class time or contact any graphic design area faculty member. If the instructor(s) cannot resolve your concerns, contact the SAAH undergraduate student advisor.

please visit our course Canvas pages for more important information

SAAH + UF POLICIES

HEALTH AND 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:

<http://arts.ufl.edu/site/assets/files/37319/saahhealthandsafetyhandbook.pdf>

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 (and even more so this semester, as all our courses are online or hybrid), 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.

Also,

- Batteries, some monitors, and lamps from digital projectors, if broken, may release mercury. There are no known health hazards from intact materials.
- Follow Best Studio Practices as found in your syllabus and Canvas.
- 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: <http://arts.ufl.edu/site/assets/files/37319/saahhealthandsafetyhandbook.pdf>)
- 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 FOR STUDENTS WITH DISABILITIES

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.

HARASSMENT

UF provides an educational and working environment that is free from sex discrimination and sexual harassment for its students, staff, and faculty (<http://www.hr.ufl.edu/eeo/sexharassment.htm>).

COUNSELING & 'YOU MATTER, WE CARE'

Counseling services include personal, academic, crisis and career advice (www.counseling.ufl.edu/cwc). If you or someone you know is in distress, please contact umatter@ufl.edu, call 352-392-1575, or visit umatter.ufl.edu.

DISRUPTIVE BEHAVIOR

All 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

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THIS SYLLABUS, ITS CONTENTS (INCLUDING ADDITIONAL INFORMATION ON CANVAS & ALL ADDENDA IN THE NEXT PAGES) COMPRISE THE ITEMS OF THE COURSE CONTRACT

PLEASE SIGN AND SEND THIS PAGE TO GABY HERNANDEZ, VIA CANVAS MESSAGE, BY 6PM ON 09/02/2020.

If, before the sign and submission deadline, you have any questions or concerns about the syllabus and course information on Canvas, please send an email to Gaby explaining your inquiry. Any changes in the syllabus require time and will affect the class as a whole. Therefore, express your concerns as soon as we have discussed this document and contents on Canvas the first day of class, on 09/01/2020. ~Thanks!

I, _____, have read the syllabus and all the additional information facilitated by the instructor on the course's Canvas pages, 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, 2020.

Signature _____ Date _____

addendum 1: tentative schedule

Specific details on each week's activities will be announced in advance, as well as any changes in scheduled activities. Notice that all class activities will take place online, either during our live sessions or in discussions on Canvas, chat on Microsoft Teams, and other platforms as specified in this document and on Canvas.

There will be a number of AIGA workshops, conferences, and trainings, visiting lecturers, and/or professional development-related dates and events that will be announced throughout the semester. Please use the lines in the next page for those extra notes and scheduling changes and additions. Attendance to those events will count toward your final grade.

» : Marks dates that need special attention and/or planning.

Ok, here we go...

week 1	TUE 09/01	• Course overview Revision and discussion of syllabus and Canvas Discussion related to Vox & AIGA activities Reflection & expectations Week readings and upcoming activities
	» WED 09/02	• Signed syllabus is due by 6 pm. Send via Canvas
	THU 09/03	• LECTURE or INVITED SPEAKER • Homework discussion • In-class exercise #1, in groups • Weekend homework ('Mini case study presentation'), week readings, and upcoming activities
week 2	» TUE 09/08	• LECTURE or INVITED SPEAKER • Homework discussion ('Mini case study presentation,' to class). Submit files to Canvas, by EOD • In-class exercise #2, in groups
	» THU 09/10	• INTRODUCTION— Project 1 >>>> Ideation & exploration stage start now! • In-class ideation and writing activity: 'Chosen Album & Rationale.' Post on Canvas (by EOD, 09/12) • Weekend homework ('Listen, Interpret, Doodle'), week readings, and upcoming activities
week 3	TUE 09/15	• Re:PROJECT 1—Homework discussion in groups (first creative development activity: 'Listen, Interpret, Doodle'), post results on Canvas • Brainstorming/Mind Mapping activity: 'Album Lyrics' (individually). Post on Canvas
	THU 09/17	• Re:PROJECT 1—Narrowing down inspiration and ideas; 'Mood Boarding' • Weekend homework (finishing mood board), weekend readings, and upcoming activities
week 4 »	TUE 09/22	• Re:PROJECT 1—Homework revision ('Mood Board'), general critique #1. Post on Canvas • Reflection on feedback
	THU 09/24	• Re:PROJECT 1— work on formal development of a 'Visual Language' • Weekend homework (finishing visual language) and upcoming activities
week 5	TUE 09/29	• Re:PROJECT 1—Sharing visual language in groups + post on Canvas >>>> Sketching stage starts now!
	THU 10/01	• Re:PROJECT 1—Sketch session • Weekend homework: prepare for formal team critique #1
week 6 »	TUE 10/06	• Re:PROJECT 1—Group critique #1: primary Sketches. Reflect and refine based on feedback
	THU 10/08	• Re:PROJECT 1—Sketch session: refining ideas, combine with visual language • Weekend homework: prepare for group critique #2
week 7 »	TUE 10/13	• Re:PROJECT 1—Group critique #2: refined sketches; final design direction. >>>> Final design work starts now!
	THU 10/15	• Re:PROJECT 1—Design session: final designs • Weekend homework: prepare for individual critique # 1

EVENT DATE / TIME	EVENT NAME / SPONSOR / SERIES	EVENT CATEGORY / LOCATION / COST / OTHER INFO
October 20–22, 2020	Adobe Max Conference	Professional development / Online and Free! / https://max.adobe.com
October 21–24, 2020	AIGA National Leadership Retreat (AIGA UF group)	Professional development + Networking / Online and Free! / *ask Gaby*

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week 8 »	TUE 10/20	• Re:PROJECT 1—Individual critique #1: progress on final designs. Reflection and design session
	THU 10/22	• Re:PROJECT 1—Design session: final designs • Weekend homework: prepare for individual critique #2
week 9 »	TUE 10/27	• Re:PROJECT 1—Individual critique #2: progress on final designs. >>>> Prepare for project 1 deadline & presentation!
	THU 10/29	• Re:PROJECT 1—Design session. Finalizing project, prepare for presentation
week 10 »	TUE 11/03	• PROJECT 1 DEADLINE + PRESENTATIONS (upload all materials and process folder to One Drive, by 11:45 am) • INTRODUCTION— Project 2 >>>> Design development starts now! • Week homework: reserch and develop Project Proposal, submit on Canvas (by EOD, Thu 11/05)
	THU 11/05	• Re:PROJECT 2—Design session: Brainstorming + Mood Boarding • Individual meetings as needed • Weekend homework: finish Brainstorm + Mood Board. Submit on Canvas (by EOD, Mon 11/09)
week 11 »	TUE 11/10	• Re:PROJECT 2—Brainstorming + Mood Board group-sharing. Design session: Visual Language • Individual meetings as needed
	THU 11/12	• Re:PROJECT 2—Design session: Visual Language • Individual meetings as needed • Weekend homework: finish Visual Language. Submit on Canvas (by EOD, Mon 11/16)
week 12 »	TUE 11/17	• Re:PROJECT 2—Visual Language group-sharing. Design session: Design System development • Individual meetings as needed
	THU 11/19	• Re:PROJECT 2—Design session: Design System • Individual meetings as needed • Weekend homework: prepare for individual critique on design progress
week 13 »	TUE 11/24	• Re:PROJECT 2—Individual critique on design system progress before Thanksgiving break
	THU 11/26	THANKSGIVING – NO CLASS
week 14 »	TUE 12/01	• Re:PROJECT 2—Final group critique and reflection. Design session: finalizing project
	THU 12/03	• Re:PROJECT 2—Final Individual progress check (required). >>>> Prepare for project 2 deadline & presentation!
week 15 »	TUE 12/08	LAST DAY OF CLASS • PROJECT 1 DEADLINE + PRESENTATIONS (upload all materials and process folder to One Drive, by 11:45 am) • Final semester reflection
	WED 12/09	• Upload of other process materials, self and group evaluations, and mini semester surveys due. Submit by 6 pm via Canvas or on links provided

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