

Spring 2022

Graphic Design Practice

Course Information

GRA3138C (3 credits)

Instructor

Shaza Jendi, she/her/hers
s.jendi@ufl.edu

Meeting Time

Tuesday & Thursday
3:00pm - 4:55pm

Office hours

T 2:00pm - 3:00 pm at FAC 313A
and by appointment

COURSE DESCRIPTION

This is the final 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. The results of research and design work will be synthesized to develop a final presentation and portfolio.

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 discourseDesign visual/interactive/environmental systems using design research.

COURSE STRUCTURE

This course is composed of lectures, readings, discussions, design projects, presentations, critiques and feedback. In this class, we will do three advanced design projects, one of which is proposed by you based on the needs of your portfolio. The deliverables for this course are as follows:

- > **85% — SUM OF 3 CREATIVE PROJECTS + PORTFOLIO**
(Project 1: 20% / Project 2: 20% / Project 3: 20% / Portfolio & Resumé: 25%)
- > **10% — READING, WRITING, AND GROUP DISCUSSION OF RELEVANT ARTICLES + MEDIA**
12 reflections at 1 points each
- > **5% — PROFESSIONALISM**
Attendance, and participation

PROJECTS

All projects final deliverables will include a process book and self assessment. All projects will be submitted via canvas. See general semester outline on last page for tentative course schedule

REFLECTIONS

There will be a reading, podcast, or video (almost) every week, with a reflection post due on the following Tuesday before class. Each reflection is one point, you can miss 1 reflection without penalty. We will use discussions via canvas for submitting reflections.

GRADING

Students will receive a detailed project sheet for each project outlining important dates, learning outcomes and evaluation criteria. Specific grading criteria will be listed on each assignment sheet but will broadly cover the areas of research and conceptual development, formal resolution, and technical craft. Projects are due at the beginning of each class period on the assigned due date. Failure to meet deadlines will affect your grade in this class. Projects will not be accepted after their due date without prior approval. Professionalism means that you bring supplies to class; complete and bring with you out-of-class assignments, essays, books and notes; contribute constructive feedback during critiques and during group discussions; be prepared to discuss assigned readings; always act professionally, be punctual and meet project deadlines; Professionalism will also be evaluated individually for each project.

DEADLINES & GRADING SCALE:

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. Late work is not accepted. Be sure to present your work on each critique session and show your progress. If you are absent or tardy it is your responsibility to obtain missed information from another student in the class. If the reason for lateness falls under the excused absence list, illness or death in the family, there will be no penalty as long as work is completed by the new agreed upon date. But you should always contact me prior to the due date with your explanation.

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

For more information on UF grading policies log on to: catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

ATTENDANCE

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 3 classes or more, points will be deducted for each class missed.

Attendance will be taken promptly at the beginning of each class. If you have extenuating circumstances, inform me via e-mail as soon as possible. A doctor's note will be required in order to excuse an absence due to illness.

Because critiques will be conducted as if you are presenting work to a client, any student who is late to a final critique will not be permitted to show their work, and their final project grade will be reflected accordingly.

University guidelines for excused absences:

catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

ABSENCES FOR RELIGIOUS HOLIDAYS

Students will be excused from class or other scheduled academic activity to observe a religious holiday of their faith with prior notification to the instructor. Students shall be permitted a reasonable amount of time to make up for the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances.

12-DAY RULE

Students who participate in athletic or extracurricular activities are permitted to be absent 12 regular class days per semester without penalty. It is the student's responsibility to maintain satisfactory academic performance and attendance.

COMMUNICATION

It is the student's responsibility to frequently check the Canvas course page and their UFL e-mail. Those are the instructor's primary methods of reaching students outside of class.

ACCOMODATIONS

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.

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.

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 t his 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.

- Adobe Creative Cloud Suite (UF Student Discount available)
- Laptop that meets the requirements on the SA+AH tech requirements page
- Sketchbook

TEXTS & REFERENCES

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

DISRUPTIVE BEHAVIOR

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

The Dean of Students Office: www.dso.ufl.edu

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 U F Honor Code specifies a number of other behaviors that are in violation of this code and the possible sanctions. Student Conduct & Honor Code: dso.ufl.edu/sccr/process/student-conduct-honor-code

STUDENTS WITH DISABILITIES

Students requesting classroom accommodations must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then deliver this documentation to the instructor when requesting any accommodation.

Disability office: dso.ufl.edu/drc

COUNSELING SERVICES

Resources are available on campus for students who experience personal problems or lack clear career and academic goals, which interfere with their academic performance. Find out more here:

University Counseling Center

ADDRESS: 301 Peabody Hall **PHONE:** (352) 392 1575 **WEB:** counseling.ufl.edu

HEALTH & SAFETY

The School of Art + Art History Safety Manual will be reviewed in class. Students and instructors are responsible for following policy and procedures for making art safely at all time. The entire document is available online: saahhealthandsafety.weebly.com/handbook.html. All students are required to sign and turn in the signature page to the instructor on the first day of class. All users of the studio classrooms are expected to follow studio guidelines at all times. If you have any questions, ask your instructor.

Area rules

All users of the studio classrooms are expected to follow studio guidelines at all times. If you have any questions, ask your instructor.

- > Follow all SA+AH Health and Safety handbook guidelines.
- > Alcohol is not permitted (open or closed containers)
- > No eating or drinking in the lab.
- > Shoes must be worn at all times.
- > Protective equipment must be worn for hazardous work.
- > Do not block aisles, halls or doors with stored items or when working.
This is a violation of fire codes.
- > Do not store anything on the floor. This impedes cleaning & creates a hazard.
- > Do not park bikes in the building.
- > Clean up spills immediately.
- > Take items which do not fit into the trash to the dumpster, follow dumpster guidelines.
- > All users must follow the SA+AH Container Policy (see below).

SA+AH health and safety policy

There are 2 types of labels used in the SA+AH-YELLOW & WHITE. Both labels are found at the red MSDS box and are supplied by the SA+AH. Each is used for a different purpose:

WHITE: All new and or used product in containers (hazardous or what might be perceived as hazardous -i.e. watered down gesso, graphite solutions, satellite containers of solvents, powders, spray paints, fixatives, oils, solvents, etc...) must be labeled within the SA+AH to identify their contents. Labels can be found at the MSDS box in each studio and work area. All containers must be marked with your name, contents and date opened. All secondary/satellite containers for hazardous materials must be marked with content, your name and the date opened. All unmarked containers will be disposed of with no notice.

YELLOW: When hazardous items are designated as waste. All containers must have a yellow label identifying the contents that are designated as trash for weekly EHS pick up.

- > Flammable solid containers (red flip top) must have a yellow hazardous waste label on the outside.
- > 5-gallon jugs must have a yellow hazardous waste label on the outside.
- > Fibrous containers must have a yellow hazardous waste label on the outside.
- > Each item in the blue bin must have a yellow hazardous waste label.

TENTATIVE COURSE SCHEDULE

January	WEEK 1	1/6	Syllabus & Project 1 Introduction
	WEEK 2	1/11	Project 1
		1/13	Project 1, <i>Reflection 1 due</i>
	WEEK 3	1/18	Project 1
		1/20	Project 1, <i>Reflection 2 due</i>
	WEEK 4	1/25	Project 1 & Project 2 Introduction
		1/27	Project 1, <i>Reflection 3 due</i>
February	WEEK 5	2/1	Project 1 due
		2/3	Project 2, <i>Reflection 4 due</i>
	WEEK 6	2/8	Project 2
		2/10	Project 2, <i>Reflection 5 due</i>
	WEEK 7	2/15	Project 2, Portfolio & Resume Introduction
		2/17	Project 2, <i>Reflection 6 due</i>
	WEEK 8	2/22	Project 2 due
		2/24	Resume, <i>Reflection 6 due</i>
March	WEEK 9	3/1	Resume
		3/3	Resume, <i>Reflection 7 due</i>
	WEEK 10	3/8	HOLIDAY: Spring Break
		3/10	HOLIDAY: Spring Break
	WEEK 11	3/15	Resume due
		3/17	Portfolio, <i>Reflection 7 due</i>
	WEEK 12	3/22	Portfolio, Project 3 Introduction
		3/24	Portfolio, <i>Reflection 8 due</i>
	WEEK 13	3/29	Portfolio
		3/31	Portfolio due , <i>Reflection 9 due</i>
April	WEEK 14	4/5	Project 3
		4/7	Project 3, <i>Reflection 10 due</i>
	WEEK 15	4/12	Project 3
		4/14	Project 3, <i>Reflection 11 due</i>
	WEEK 16	4/19	Project 3 due