

Spring 2022 Syllabus

GRA 4186C Senior Design Studio

UNIVERSITY OF FLORIDA

Course Information

GRA 4186C Senior Design Studio / Class N° 13287

Meets Tu/Th | periods 8–10 | 3 –6 pm | FAC 118

Final Exam scheduled for: 4/28/2022 5:30 PM—7:30 PM

Course Description

This course emphasizes self-directed design, research, and study leading to the development and realization of one or more complex design projects. Public dissemination of final projects.

Prereq: GRA 4196C and GRA 4197C and a BFA Graphic Design major of senior standing.

Instructor

Maria Rogal — mrogal@ufl.edu

Drop in [Zoom](#) Office Hours – Wednesdays 1:30–2:30pm. Inquire about appointments.

DM me on Canvas or Teams if you need a quick reply. I usually respond to coursework-related questions during business hours between 9am–5pm, Monday – Friday.

Course Learning Objectives

1. Design visual communications solutions, including using contemporary design tools and technologies, that function respectfully within their intended communities and contexts.
2. Produce deliverables that illustrate problem identification and framing, research and information gathering, analysis, generation of alternative solutions, prototyping, evaluation of outcomes, and reflection.
3. Design for context, including researching, articulating, and developing deliverables that respond to the range of physical, cognitive, cultural, environmental, and social factors.

Required Materials

Students studying in the Graphic Design BFA program are required to have appropriate hardware, software, and access to the Internet and perform design and design-related tasks, including access to UF's Canvas, UF GSuite/Google Drive, Teams, OneDrive, and Adobe Creative Cloud. See [this website](#) for more details regarding hardware, software, specifications, and some purchasing options, including discounts for UF students.

All course readings are posted on Canvas. The required book is *Extra Bold* by Ellen Lupton et al, (2021), Princeton Architectural Press, [available at the AFA Library](#). You also have unlimited access to the tutorial site, LinkedIn Learning via UF's eLearning site. We will use the UF eLearning site, Canvas, to access course materials and submit all assignments.

Coursework

Work produced in this course should demonstrate your potential as a designer. As designers, we use all the tools in our toolkit, develop these through practice, and create new tools when needed. All work produced in this course should be directly applicable to your final graduation portfolio and showcase

your tools and interest. Sustained attention is required throughout the semester. Participation, iteration, communication, and radical creativity will be critical to everyone's success.

Grades are based on performance on three projects and your overall professionalism during the semester. The purpose of grading and evaluation is to pinpoint the strengths and weaknesses of your work. To this end, we (me, your peers, external reviewers) can only respond to what is observable. This means that you should play an active role in communicating during the semester. During the first class meeting, we will review a roadmap for this course and rubrics will be forthcoming. Graded coursework includes the following; see individual assignments on Canvas for details:

- 25% Project: Intersectionality (hopes, dreams, contexts, interviews, knowing the field, design trends, project proposal and planning)
- 25% Project: Design Love (designer as author project — framing, development, production)
- 25% Project: Unpacking and Repacking (case study — documenting design research and practice)
- 25% Professional Development (presentations, dissemination of materials, sustained collaborative engagement throughout the semester)

Grading Scale

LTR	GRA 4186C Scale		% Scale	GPA
A	4	Consistently Exceeds ALL expectations	95 – 100%	4.0
A-			90 – 94%	3.67
B+	3	Meets, but does not exceed, ALMOST ALL to ALL expectations	87 – 89%	3.33
B			84 – 86%	3.0
B-	2	Meets MANY to MOST expectations	80 – 83%	2.67
C+			77 – 79%	2.33
C	1	Meets SOME to MANY expectations	74 – 76%	2.0
C-			70 – 73%	1.67
D+	0	Does not meet MOST or ALL expectations	67 – 69%	1.33
D			64 – 66%	1.0
D-			60 – 63	.67
E			<60	0

Attendance & Absences

Attendance is required for this class. You can miss two class days without penalty. Two late arrivals (after class begins) or early departures (before class is dismissed or ends) equal one absence. All unexcused absences after the first two cost –5 points each from the final grade (on a 100 point scale) in the course. More than 6 absences of any kind — missing more than 3 weeks of class — equals automatic course

failure unless we make documented accommodations in advance. To receive an “excused” absence, you must do one of the following:

1. notify me before class begins if you will not be able to attend class due to an [emergency](#) situation.
2. notify us after class begins and provide official documentation of a university-sanctioned reason to receive an excused absence. Military service, varsity sports travel, and illness are common excused absences when documented by a written note from a commanding officer, coach, or doctor.

Regardless of the type of absence, you are still required to complete assignments, so it is vital that you contact us as soon as possible to discuss your options. It is your responsibility to keep track of your attendance record in Canvas. Requirements for class attendance, make-up exams, assignments, and other work in this course are consistent with university policies. Along with more information on how UF assigns grade points, you’ll find these by visiting: <https://catalog.ufl.edu/graduate/regulations/>

UF Policies & Resources

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Students Requiring Accommodation

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the [Disability Resource Center](#). It’s important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester. (If there’s something I can do that you know to be helpful and functional for you, feel free to let me know informally.)

UF In-class Recording Policy

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal

educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor. A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor. A class lecture does not include lab/studio sessions, student presentations, academic exercises involving solely student participation, or private conversations between students in the class or between a student and the faculty or lecturer during a class session.

UF Evaluations Process

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. 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 <https://ufl.bluer.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

University Honesty Policy

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” [The Honor Code](#) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor in this class.

The Writing Studio

The Writing Studio is committed to helping students meet their academic and professional goals by becoming better writers. Visit the writing studio online at <http://writing.ufl.edu/writing-studio/> or in 2215 Turlington Hall for one-on-one consultations and workshops.

Counseling and Wellness Center

<http://www.counseling.ufl.edu>, 352-392-1575

Emergencies

Call the University Police Department at 352-392-1111 or 911 for emergencies.