Cover Sheet: Request 11396

GRA3XXXC Graphic Design Practice

Info

Process	Course|New|Ugrad/Pro
Status	Pending
Submitter	Rogal, Maria mrogal@ufl.edu
Created	1/9/2017 11:45:52 PM
Updated	1/24/2017 7:58:44 AM
Description of request	In this course, students will learn to create and integrate concept, form, processes, and technologies in order to develop systems-based practice-oriented solutions to a range of problems. The resulting of research and design will be synthesized to develop a final presentation and portfolio.

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	CFA - Art and Art History 011302000	Rogal, Maria	Faculty approved this course with majority vote.	1/17/2017
No document changes					
College	Approved	CFA - College of Fine Arts	Schaefer, Edward E		1/20/2017
No document changes					
University Curriculum Committee	Comment	PV - University Curriculum Committee (UCC)	Case, Brandon	Added to the February agenda.	1/24/2017
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			1/24/2017
No document changes					
Statewide Course Numbering System					
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

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Submitter: Rogal, Maria mrogal@ufl.edu
Created: 2/13/2017 1:15:27 AM
Form version: 6

Responses
Recommended PrefixGRA
Course Level 3
Number XXX
Category of Instruction Intermediate
Lab Code C
Course Title Graphic Design Practice
Transcript Title Graphic Dsn Practice
Degree Type Baccalaureate

Delivery Method(s) On-Campus
Co-Listing No

Effective Term Earliest Available
Effective Year Earliest Available
Rotating Topic?No
Repeatable Credit?No

Amount of Credit3

S/U Only?No
Contact Type Regularly Scheduled
Weekly Contact Hours 4
Course Description In this course, students will learn to create and integrate concept, form, processes, and technologies in order to develop 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.
Prerequisites GRA 2111C (B) & GRA 2208C (B) & enrollment in Graphic Design Certificate
Co-requisites None
Rationale and Placement in Curriculum This course is specifically designed for students enrolled in the Certificate in Graphic Design. Students who have learned basic principles of graphic design in prerequisite courses will be able to work on more advanced problems by integrating the materials taught in this course into their practice. This is one of the two advanced courses required for the Graphic Design Certificate.
Course Objectives Synthesize and apply previous graphic design learning;

Organize and visually articulate complex information in a meaningful manner;

Learn key issues in contemporary design thinking discourse; and

Design visual/interactive/environmental systems using design research

Course Textbook(s) and/or Other Assigned Reading Ellen Lupton, Graphic Design: The New Basics, 2015

IDEO, Human-Centered Design Toolkit: An Open-Source Toolkit To Inspire New Solutions in the Developing World, 2011

The d.school, The d.school Bootcamp Bootleg, 2010
Weekly Schedule of Topics Weeks 1–3: Visualizing Design Research

Weeks 4–7: Designer as Author

Weeks 8–11: Design Synthesis

Weeks 12–14: Portfolio and Presentation Development

Week 15: Final Portfolio Presentation
Links and Policies Attendance
You can miss two class days without penalty. Unexcused absences for 7 or more class periods will result in an "E". Arriving late/tardy after class has commenced means that attendance is not awarded on that day. Excused absences follow university guidelines and may include illness, serious family emergencies, special curricular requirements, military obligation, severe weather conditions, religious holidays and participation in official university activities or court-imposed legal obligations. If you have a delay, please contact me by email prior to the class. Projects and assignments are not accepted after the due date without prior approval by the instructor.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

Health and Safety
The UF School of Art and Art History is concerned about the safe use of art materials. Notes related to the design area: Batteries, old monitors, lamps from digital projectors if broken may release mercury. There are no known heath hazards from exposure to lamps that are intact. A complete handbook is provided at —
http://arts.ufl.edu/site/assets/files/37319/saahhealthandsafetyhandbook.pdf

General University Policies and Services
This resource covers most policies and procedures important to students.
http://www.dso.ufl.edu/

Accommodations for Students with Disabilities
Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. Disability Office —
http://www.dso.ufl.edu/drc/

Contacts for University Counseling Services
Includes personal, academic, crisis and career services.
Dial 352-392-1575. http://www.counseling.ufl.edu/cwc/

Contacts for Student Healthcare Center
Dial 911 for medical emergencies.
Dial 352-392-1161 for urgent after-hours medical questions.
Dial 352-392-1171 for after-hours mental health assistance.
http://shcc.ufl.edu/

Safety and Security
University Police Department — http://police.ufl.edu/
The building number of Fine Arts C is 0599.
Dial 911 for emergencies.
Dial 352-392-1111 otherwise.

Twelve-Day Rule
Students who participate in official athletic or scholastic extracurricular activities are permitted twelve (12) scholastic day absences per semester without penalty. In any case, it is the student's responsibility to maintain satisfactory academic performance and attendance.

Absences for Religious Holidays
Students, upon prior notification of their instructions, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. A student
who believes that he/she has been unreasonably denied an education benefit due to religious beliefs or practices may seek redress through the student grievance procedure.

Honesty Policy
An academic honesty offense is defined as the act of lying, cheating, or stealing academic information so that one gains academic advantage. As a University of Florida student, one is expected to neither commit nor assist another in committing an academic honesty violation. Additionally, it is the student's duty to report observed academic honesty violations. These can include: cheating, plagiarism, bribery, misrepresentation, conspiracy, or fabrication.
https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/

Computer Use and Acceptable Use Policy
All faculty, staff, and students of the University of Florida are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate.
http://www.it.ufl.edu/policies/acceptable-use/acceptable-use-policy/

Disruptive Behavior
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. A detailed list of disruptive conduct may be found at — http://regulations.ufl.edu/regulations/uf-1-general/

Evaluations
Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at https://evaluations.ufl.edu. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results/.

Grading Scheme Grading
The purpose of grading and evaluation is to pinpoint the strengths and weaknesses of your work. To this end, we can only respond to what is observable in your work and in-class performance. Meeting criteria merits a C+, if you want to earn higher you must surpass minimum criteria and expectations for work at your level of study. Information

on current UF grading policies for assigning grade points
is available at https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx.

Specific grading criteria will be listed with each assignment as a rubric but will generally cover depth of research, conceptual development, and written/verbal presentation
This course has a total of 100 points.

80%: Projects (4)
20% Collaborative, Visualizing Design Research
Use graphic design and other methodologies to investigate a primary question. Depending on the methodologies and results, determine ways to visualize findings. Students are encouraged to be experimental and determine their communication objective – to inform, persuade, change behavior, etc.

20% Individual, Designer as Author
In this project, the client is the self. Students will identify a topic, issue, activity, etc. of interest and research in order to generate ideas and develop new content. The resulting communication vehicle is open as long as the student can effectively explain its appropriateness.

20% Individual, Identity Systems
Using an existing entity of interest to you, redesign its identity mark and demonstrate its functionality by applying it to three or more appropriate collateral materials you will also design. The collateral must demonstrate the following but how you do it is up to you: Environmental (in space), Instructional (didactic), Interactive (transactional), and Dimensional (have body, form)

20% Portfolio and Presentation
This project emphasizes the development of a portfolio to showcase the student's professional work, design philosophy, and credentials. Students are evaluated based on the appropriateness and level of completion of the portfolio and collateral materials, and on their conceptual, formal, and technical development to these ends.

Projects and exercises are assessed on the following criteria:
50% discovery + definition: research, concept development, and iterations, articulation of ideas;
50%

design + delivery: strength of design solution, appropriateness of solution, attention to production of deliverables

20%: Participation
Present in the studio, on time, actively participate, provide constructive feedback, asks questions, uses time wisely, display a professional attitude, are helpful. Each class period you are awarded the following: 1pt: Excellent: 0.5 pt: Good; 0: Needs Improvement.

Examples of Participation:
Excellent: Demonstrates excellent quality and quantity of progress with sketches or prototypes, contributes in a very significant way to discussions and critiques, contributes to class progress, knows assigned materials very well, and exceeds overall course requirements.

Good: Demonstrates good quality and quantity of progress with sketches or prototypes, contributes to discussions and critiques, knows assigned materials well, and exceeds many, but not all, course requirements.

Needs Improvement: working on another project much of the time, heading out for a break without getting much work done, not participating in required feedback/crit, or not

being prepared with sketches or prototypes due, i.e., slowing the class down.

GRADING
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 or below
Instructor(s) TBD