GRA 4196c Ideas & Styles
Monday & Wednesday, Periods 8-10
Room 314 Fine Arts C

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University of Florida
School of Art and Art History
Fall 2013

SYLLABUS

Course Description
This senior-level studio course consists of three advanced project that are built around the study of design history and are intended to be “portfolio-quality.” Project One: Design exhibition based in an airport (naming, branding, curation, collateral). Project Two: Book jacket design. Project Three: Typeface Design. The course also includes a series of eight lectures on design history and the development of a “process book” that documents the research and discovery behind each project.

Readings
In this course we will use the book – Graphic Design: A New History by Eskilson – as the basis of our creative studio projects. Also, at UF we have free access to the tutorial site, Lynda.com, which will be used to assist with the use of software in the class.

Required Materials
Access to a computer and in-class use are required. Lab fees cover basic printing materials but you may need to buy additional art supplies to complete some projects.

Evaluation & Grading
Specific grading criteria will be listed on each assignment sheet but will broadly cover the areas of research and conceptual development, formal resolution, technical craft and verbal presentation. After intermediate feedback and final presentation, the design projects will be graded on a UF standard 4.0 scale (including minus grades). For example, an “A” would range between 4.00 and 3.68.

You can view the general UF Grading Policies at this link — https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

Attendance & Participation
Overall good attendance and participation is assumed necessary for the successful completion of the course. However, you are allowed two unexcused absences during the semester (not including of a final presentation/critiques). Three unexcused absences will reduce your final grade two points (meaning a final grade of 3.8 will become a 1.8). Four unexcused absences result in a failing grade. Arriving more than 15 minutes late to class is considered “tardy” and will be considered the same as an absence. If you have a delay, please contact me by email prior to the class. Projects are not accepted after the due date without prior approval by the instructor. Active engagement in the small group sessions is also expected. This means listening to the suggestions of other students and offering constructive comments of your own. 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.

Other Strategies for Success
Often informal performance will influence your project grades...
Timeliness: Meet all final and intermediate deadlines. Arrive Early.
Quantity/Quality: Exceed the Minimum, Seek Critique.
Innovation: Seek Difference, not Similarity.
Community: Collaborate, Listen and Share.
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 health hazards from exposure to lamps that are intact. A complete handbook is provided at — http://www.arts.ufl.edu/art/healthandsafety

Contact and Office Hours
Outside of class, you can contact me by email (preferred) — slawson@ufl.edu — or through the UF School of Art and Art History at 352-392-0201. My office is 313c FAC and office hours will be Tuesdays from 3-5 pm.

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

Contacts for Student Healthcare Center

Safety and Security

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. http://www.dso.ufl.edu/judicial/academic.php
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.cio.ufl.edu/policies/aupolicy.html
http://www.circa.ufl.edu/computer.htm

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/chapter1/