Visual Systems in Design
SYLLABUS FALL 2013 | UNIVERSITY OF FLORIDA

COURSE INFORMATION
GRA4197C, section 9609
3 credits; prerequisites: GRA3209C, GRA3193C

INSTRUCTOR INFORMATION
INSTR Maria Rogal
OFFICE 313D Fine Arts C
EMAIL mrogal@ufl.edu

THE MOST EFFECTIVE WAY TO REACH ME MONDAY–FRIDAY IS BY EMAIL.

DESCRIPTION
This is an advanced graphic design course comprised of self-directed and integrated design projects. Emphasis is placed on understanding how visual systems operate within societies as responses to complex real-world problems and designing for similar situations. Students will explore the semantic, syntactic and pragmatic issues in visual communication and further to develop visual systems that are meaningful and transcend the ordinary.

OBJECTIVES
To effectively synthesize research, design processes (including concept development and audience understanding), design, and production in the development complex, multi-component design projects.

TOPICS
Design systems  Brand identity  Design research
Creative brief development  Audience profiling  Audiences
Writing for design  Competitive landscapes  Brand positioning
Competitive analysis  Professional practices  Brand books
Design vocabulary  Strategic analysis  Visual language

REQUIRED MATERIALS
· Adobe CS6 Creative Suite or Cloud software appropriate to produce your work.
· Adobe Font Folio collection of typefaces (or equivalent). You must have the license for all typefaces you use in this course.
· Dropbox account and membership to Flickr Group

STRUCTURE
This course is based on lectures, readings, research, writing, critiques, presentations, and design work. You will be given class time to work on projects but expect to devote at least an equal amount of time outside of class for your coursework, i.e., 6 hours per week.

IMPORTANT DATES
PROJECT 1: 08.22—10.08  Mid-project Critique: 09.17  Final Critique: 09.26  Due: 10.08
PROJECT 2: 10.08—12.03  Mid-project Critique: 11.05  Final Critique: 11.19  Due: 12.03
A detailed calendar is provided with the course materials
COMMUNICATION

- You are responsible for emails I send to your ufl.edu account. It is a good practice to check your ufl.edu email at least once per day between Monday and Friday.
- 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.
- Get in the habit of writing professional emails, even if they feel informal. For example, use “Maria” instead of “Hey Maria”.

GRADING + EVALUATION

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.

Expectations for grades are as follows (guideline only):

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage Range</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>100-95</td>
<td>Superior; consistently above and beyond criteria</td>
</tr>
<tr>
<td>A–</td>
<td>94-90</td>
<td>Excellent; room for further improvement</td>
</tr>
<tr>
<td>B+</td>
<td>89-87</td>
<td>Very good; surpassed all criteria</td>
</tr>
<tr>
<td>B</td>
<td>86-83</td>
<td>Good; surpassed all criteria</td>
</tr>
<tr>
<td>B–</td>
<td>82-80</td>
<td>Above average; surpassed all criteria</td>
</tr>
<tr>
<td>C+</td>
<td>79-77</td>
<td>Average; met criteria</td>
</tr>
<tr>
<td>C</td>
<td>76-73</td>
<td>Average; improvement needed</td>
</tr>
<tr>
<td>C–</td>
<td>72-70</td>
<td>Slightly below average; further improvement needed</td>
</tr>
<tr>
<td>D+</td>
<td>69-67</td>
<td>Below average; much improvement needed</td>
</tr>
<tr>
<td>D</td>
<td>66-63</td>
<td>Below average; poor and/or incomplete work</td>
</tr>
<tr>
<td>D–</td>
<td>62-60</td>
<td>Below average; very poor and/or incomplete work</td>
</tr>
<tr>
<td>E</td>
<td>59 or below</td>
<td>Failing; deserves no credit</td>
</tr>
</tbody>
</table>

Your overall grade will be based on your performance on two systems projects, each with multiple components: Project 1 & 2 are worth 50 points each. All activities that take place in this course fall under one or the other project. Each project is evaluated on the following criteria:

**20 DISCOVERY + DEFINITION**
- research, concept development, and iterations, articulation of ideas;

**20 DESIGN + DELIVERY**
- strength of design solution, appropriateness of solution, attention to production of deliverables

**10 PROFESSIONALISM**
- participation, motivation, collaboration, and consistency, all written components, including summaries, project briefs, etc.

You must earn at least a C in this course for it to count as credit towards your major in Graphic Design.

DEMONSTRATION OF SUFFICIENT PROGRESS

**WHY IS THIS IMPORTANT?** When working professionally, you will have various deadlines—not only at the end—and will build on your ideas. This is called **ITERATIVE DESIGN**. It is good practice to work consistently, to obtain feedback from your instructor and your peers, and to learn in this studio environment. To come to class unprepared or to put minimal effort into your work is unacceptable. Establishing a high standard in the classroom ensures that you learn to manage your time to meet deadlines, foster your own design process, obtain appropriate feedback, and develop to the best of your abilities.

If, at the mid-point review of a project, as indicated on the semester calendar, the instructor determines your work does not indicate you have made sufficient progress or meet the commonly expected standards you will not be permitted to move to the next stage. You will have one additional class period after that meeting to meet standards. If not demonstrated then, you will automatically earn a zero as your grade for the project.

If a project changes drastically at the last minute—without input from the instructor during class time—the instructor reserves the right to determine the project did not meet the requirements of sufficient progress and may assign a zero grade.
PROCESS BOOK & PROJECT FOLDERS
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. You may include original pages or copies of pages from your process books in folders, along with project briefs, in-class handouts, quizzes, etc...

MAKE-UP WORK
· 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 a week of the absence.

DEADLINES
· All deadlines will be announced in advance in class or via email.
· Work is due on time and will be considered late after work has been called for.

ATTENDANCE POLICY
· Beginning with the first day of class for the semester, only 2 unexcused absences are permitted. To be clear, there is no reason to accommodate Drop/Add for this required course in this selective major.
· Every unexcused absence beyond this will lower your grade by a whole letter grade (A to B, not A to A–).
· Late arrivals (more than 10 minutes after class start time) will be marked tardy; 3 tardies will be counted as 1 unexcused absence
· Excused absences follow university guidelines and include religious holidays, a verifiable death in the immediate family, illness with a doctor’s note, a court or legal obligation, or participation in official university activities. Please notify the instructor in advance if you know you will be absent. Students observing a religious holy day of their faith must notify the instructor in advance.
· Leaving early (any time prior to class dismissal) without permission is considered an absence.
· Arriving more than 20 minutes after the start of class is no longer considered tardy and will count as an absence.
· A total of 5 absences, excused or unexcused, will result in an “E” for your final grade. It is your responsibility to see that the instructor’s attendance record is corrected from an absence to a tardy if you are late.
POLICIES
Graphic Design Studio
APPLIES TO ALL STUDIO AND COMMON SPACES

- Be community-minded and collegial.
- Respect each other by listening to your music on headphones and by keeping your desk, row and the community areas clean.
- Recycle paper, cans, and reuse other materials. Throw away trash. Do not leave food lying around.
- Do not use spray adhesive in the studios or in the building. There is a professional and safe spray booth on the 2nd floor for your use.
- Cell phones should be turned to vibrate or low ring mode during class times. If you must take a phone call — doing so in the hallway will minimize disruption.
- Food and drink is allowed in the classroom. We ask that you be attentive to cleaning up and throwing away food remains — preferably in the hallway trash cans.
- 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
- With questions related to your computer system and technology (network, printers) in the graphic design studio, you can contact our technical lab technician— Michael Christopher, mchristo@ufl.edu. Mike can help diagnose problems and recommends solutions.
- When working in the evening or when few students are present, you should keep the studio door closed. Do not reveal the door pass-code to anyone outside of the program. Never leave the studio open and unattended.
- Access to individual classrooms, laboratories and the studio facilities is limited to those enrolled in the program. If you 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.
- Lab fees are used to supply the printers with ink and paper. Be conservative in your use of these materials not only because they cost money, but because they create waste. Keep a balance between what you need to do your work and resource use.
- If you encounter other problems in the classroom or studio, first speak with your instructor outside of class or talk with any graphic design area faculty member. If the instructor cannot resolve your concerns, contact the SAAH undergraduate student advisor. After consulting faculty members and the art advisor, the other authority to contact is the Director of the SA+AH in 101 FAC.
POLICIES

SA+AH Health & 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 at www.arts.ufl.edu/art/healthandsafety.

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, 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 classtime as well as loss of storage space.

- Batteries, some monitors, and lamps from digital projectors, if broken, may release mercury.
- There are no known health hazards from intact materials.
- Follow Graphic Design Studio Rules as found in your syllabus.
- Do not use spray adhesives. Ever.
- Do not do hazardous work in the studios.
- Do not block aisles, halls or doors with stored items or when working—a violation of fire codes.
- 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 attachment)

SA+AH CONTAINER POLICY (Note: 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)

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 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.

NOTE: Hazardous Waste labels should include all constituents in the waste mixture as well as an approximate percentage of the total for that item and must add up to 100%. Labels should also include the Bldg. & room # of the shop generating the waste along with the Waste Manager for your area; this is located on the SWMA sign posted at the sink or at the Waste Management Area.
Policies
University of Florida see www.dso.ufl.edu

Accommodations for Students with Disabilities www.dso.ufl.edu/drc
I will make every attempt to accommodate students with disabilities. At the same time, anyone requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide you with the necessary documentation, which you must then provide to me when requesting accommodation.

Contacts for University Counseling Services www.counseling.ufl.edu
Includes personal, academic, crisis and career services. Dial 352-392-1575. 3190 Radio Road.

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

University Police Department police.ufl.edu Dial 911 for emergencies or 392-1111 otherwise.

Academic Honesty Policy
The university's policies regarding academic honesty, the honor code, and student conduct related to the honor code will be strictly enforced. Full information regarding these policies is available at the following links below. Plagiarism, including copying someone else's work, will not be tolerated:
Academic Honesty: http://www.registrar.ufl.edu/catalog/policies/students.html#honesty
Honor Code: http://www.dso.ufl.edu/sccr/honorcodes/honorcode.php
Student Conduct: http://www.dso.ufl.edu/sccr/honorcodes/conductcode.php

Disruptive Behavior http://regulations.ufl.edu/chapter1
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.

Important Dates on the University Calendar www.registrar.ufl.edu/catalog/adhub.html

Absences, Including for Religious Holidays
The absence policy is described in the body of the syllabus. The university policy is here: http://www.registrar.ufl.edu/catalog/policies/regulationattendance.html. Because instructors are allowed to require attendance and attendance and participation are critical to learning there is a strict attendance policy.