NON-MAJORS GRAPHIC DESIGN

Art 3930c  |  Spring, 2014
03 Credit Hours
FAC RM. 112 & ARCH 120
T/R 4:05 - 6:00 PM

Jarred Elrod, Instructor
University of Florida
jaelrod@ufl.edu
Office: FAC 313 A
Office Hours: Wednesday, 9 a.m. – 12 p.m.
(or by appointment)

“Design is not a thing you do. It’s a way of Life.”
—ALAN FLETCHER

COURSE DESCRIPTION:
Graphic Design is as much about the study of culture and history as it is about creating visual experiences. At its core this course is about learning to communicate ideas with words and images. Perhaps more importantly though, it’s about understanding the power of communication with words and images. Students will explore the act of communication through creative projects in which they are the creator and through projects in which they are the audience. By the end of this course, students will be expected to thoughtfully create and recognize well-executed ideas expressed through the language of Graphic Design.

COURSE STRUCTURE:
Students will complete a total of four evenly weighted projects over the course of the semester. Each project will embody elements of Graphic Design history, student research + case study presentations, in class design workshops, and project based creative work. Emphasis will be placed on four essential pillars of Graphic Design:

1) Identity generation
2) Typographic message + concept
3) Image based message + concept
4) Information design systems

LEARNING OBJECTIVES:
Overall Goal: To gain a holistic understanding and respect of what Graphic Design can be at its best through the following:

1) The study of Graphic Design history and applied contemporary design through lens of the cultures that inspired the work.
2) To develop a visual and intellectual vocabulary to allow for the recognition and analysis of successful / unsuccessful applied design strategies through case studies.
3) To collaborate during in class workshops.
4) To gain an understanding of applied concept / ideas through sound planning and use of industry standard software and hardware (Adobe Creative Suite and Mac OS platform).
5) To actively provide sincere feedback during in-class critiques and discussions.
6) To create, output and present well crafted project based work on time for final critiques.

TEXTS / REFERENCES:
• “The Art of Looking Sideways” Alan Fletcher, Phaidon Press
• Class Website: http://www.jetpilotdesignsablog.com

ATTENDANCE
This is a studio course; hence attendance is vital. You are permitted 3 absences during the semester without consequence to your final grade. More than 3 absences will result in the loss of one letter grade per absence. 7 absences will result in automatic failure of the class. Students are expected to arrive on time and remain until class is dismissed. 3 tardies (more than 10 min. late) or early departures equal one absence. Students over 30 minutes late to class will be counted absent for that class day. 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 his/her final project grade will be reflected accordingly.
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CONTACT
It is the student’s responsibility to frequently check their UFL e-mail, as this is the instructor’s primary method of reaching students outside of class.

DEADLINES
All deadlines will be announced in class and students will be given a project brief for each project outlining critical dates in detail. 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 projects will be marked down one full letter grade for each late day, for up to 3 days. Projects will not be accepted beyond this 3 day period. If you are absent or tardy it is your responsibility to obtain missed information from another student in the class.

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 finished project—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...

COMPUTER LAB USE & TECHNOLOGY
Time in class will be split between RM. 112, FAC and the ARCH 120 mac lab. Refer to project briefs for class meeting locations and dates. Students with laptops and appropriate software may use their own equipment only during designated times as indicated by the instructor.

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.

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 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.

MATERIALS
Black ink pens & sharpie markers / pencils / metal ruler with cork backing / x-acto knife with no. 11 blades / tracing paper / masking tape / access to a digital camera. Black foam board & ATG Tape (for mounting, no toxic substances, please?) Note: presentation specs will be specified for each project.

STUDIO NOTES
• Please eat before or after class or during the break—not during class.
• Clean up after yourself.
• Critique ideas, not people. Be courteous and respectful during critiques and discussions.
• Be honest. Dishonest y in any form (lying, cheating, plagiarizing, etc.) will not be tolerated.
• Exit quietly if you need to use the restroom—you do not need to ask.

The use of cell phones, pagers or other personal and group distraction sources (including social networking and entertainment sites, such as Facebook, YouTube, etc.) are completely prohibited during class time. Do not text in class. Anyone found texting during a critique will be asked to leave.
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GRADING & EVALUATION
The purpose of grading is to clearly and accurately pinpoint the strengths and weaknesses of your progress in this course. You will earn your grade through hard work, attention to details, and discipline. 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.

Final grade breakdown:
• 80% — Sum of 4 projects each weighted equally at 20%
• 20% — Professionalism (participation, motivation, attendance, ability to meet deadlines)

GRADING SCALE
Grades will be assigned in accordance with University definitions; plus or minus indicate performance relative to the letter grade definition, for more information on uf grading policies log on to: https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

A 100-95   |  A- 94-90
B+ 89-87  |  B 86-83  |  B- 82-80
C+ 79-76  |  C 75-73  |  C- 72-70
D 69-65  |  D- 64-60
F 59 and lower

PLEASE NOTE: A grade of C- or below will not count toward major requirements.

GUIDELINES FOR CRAFT
Be able to answer yes to the following:
Are all corners cut square and sides cut straight? Are the measurements correct? Are the edges clean, no nicks cuts or dings? Have stray marks been removed? Would I feel comfortable presenting this work to a professional working in the field?

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.
For more, visit the Dean of Students Office: http:/www.dso.ufl.edu/.

HONESTY POLICY
As a result of completing the registration form at the University of Florida, every student has signed the following statement: “I understand that the University of Florida expects its students to be honest in all of their academic endeavors and understand that my failure to comply with this commitment may result in disciplinary action up to and including expulsion from the University.” 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 the above mentioned policies is available at the following links:

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
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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 provide this documentation to the instructor when requesting accommodation. Disability office: http://www.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:

UF COUNSELING & WELLNESS CENTER
3190 Radio Rd. | Gainesville, FL 32611
352-392-1575 | www.counsel.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 at http://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 items or when working. This is a violation of fire codes.
• Do not store any thing 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 CONTAINER 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.
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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.
JANUARY:

Week 01:
- 01.07) Syllabus + Health & Safety
- 01.09) Launch Project 01—Identity

Week 02:
- 01.14)
- 01.16)

Week 03:
- 01.21)
- 01.23)

Week 04:
- 01.28)
- 01.30)

FEBRUARY:

Week 05:
- 02.04) Project 01 Due
- 02.06) Launch project 02—Typographic Message

Week 06:
- 02.11)
- 02.13)

Week 07:
- 02.18)
- 02.20)

MARCH:

Week 09:
- 03.04) NO CLASS—Spring Break
- 03.06) NO CLASS—Spring Break

Week 10:
- 03.11) Launch Project 03—Image Based Communication
- 03.13)

Week 11:
- 03.18)
- 03.20)

APRIL:

Week 13:
- 04.01)
- 04.03) Project 03 Due, Launch Project 04—Information Design

Week 14:
- 04.08)
- 04.10)

Week 15:
- 04.15)
- 04.17)

Week 16:
- 04.22)
- 04.24) NO CLASS—Reading Day

FINAL EXAMS: April 26–May 02
Final Project + Digital Portfolio due for final

GRADES POSTED: MAY 07

*SCHEDULE SUBJECT TO CHANGE
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COURSE CONTRACT

I, ___________________________, have read the syllabus, understand what is written, intend to abide by these policies, and will earn the appropriate grade according to my work, efforts and attendance for the spring semester 2014.

signature ____________________________________ date _________________