Graphic Design Seminar: SOCIAL DESIGN THEORY
ART6933; 3 credits

COURSE DESCRIPTION
In this seminar we explore a range of theoretical frameworks, concepts, and methods that inform graphic design research and practice, particularly as they relate to social and relational design. By moving our practice away from attention solely to the designed artifact and towards an understanding of the context in which design operates, and theories which surround this, we can expand our design toolkit and learn to design for people in context.

OBJECTIVES
· Research, explore, identify, and articulate your interests relevant to the theme(s) and graduate level study in graphic design;
· Explore and support your research interests relative to the seminar theme;
· Learn to write about design;
· Learn to identify, conceptualize, frame, and articulate problems; and
· Learn to apply relevant theories to design problems;

TOPICS
relational design, co-design, participatory design, ethnography, semiotics, gestalt theory, sustainability, and others related to graphic design research and practice.

STRUCTURE
The class structure consists of readings, writing (responses, proposals), discussion, research, and making. We meet as a group one day per week (Thursdays, periods 5–7, FAC 310) for discussions, presentations, and critique/feedback. Other regular meetings will be scheduled outside of class time (on Tuesdays) to discuss work in progress, including design process, writing, and design development.

TIME ESTIMATE PER WEEK
03 hours class meeting, 09 hours of work outside of class meeting time, including small group/individual session with instructor. This is a minimum, not an average.

REQUIRED MATERIALS
· Additional readings provided electronically.
· Adobe CS Design Suite 5.5, 6 or creative cloud
· Laptop or desktop computer as required by the program

RECOMMENDED TEXTS

COURSE SCHEDULE
To be provided. We will set up individual meeting times during the first week of the semester. Beyond our weekly meetings, participants will regularly meet with the instructor for studio visits.
GRADING + EVALUATION

The purpose of grading and evaluation is to pinpoint the strengths and weaknesses of your work. To this end, I can only respond to what is observable. Expectations for grades are listed below.

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Exceptional or excellent work throughout the process. Your final submission is excellent, with no errors or changes necessary.

Excellent; surpassed all criteria but minor room for improvement.

Very good; surpassed all criteria but some areas can be improved.

Good; met all criteria but more than minimal room for improvement.

Above average; met criteria but needs improvement.

Average; met some criteria but several areas for improvement.

Average; much improvement needed.

Slightly below average; further improvement needed.

Below average; very significant improvement needed.

Below average; poor and/or incomplete work.

Below average; very poor and/or incomplete work; work well below level of study.

Failing; work did not meet any criteria or you submitted no work.

GRADE DISTRIBUTION

Your final grade will be based on your performance on work during the semester. Each of the three projects/phases will have its own grading rubric that will assess your understanding of materials. This understanding will be demonstrated through research, exploration, design, participation, consistency, writing, presentation, and overall quality of work product.

Phase 1 01/09–02/06 35%
Phase 2 02/13 – 03/20 35%
Phase 3 03/27–04/17* 30%

* If necessary, final work product may be due during exam week.

ATTENDANCE POLICY

· Only 1 unexcused absences is permitted. 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 5 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 15 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.

DEADLINES
- All deadlines will be announced in class.
- All work due on the day and time given and will be considered late when critique has begun or after work has been called for.
- No work is accepted late unless there are documented, extenuating circumstances and, even so, how they are handled and evaluated is at the discretion of the instructor.

MAKE-UP WORK
- Students may be given the option to rework a project for a higher grade at the instructor’s discretion.
- Beyond that, 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.
- If you are absent or tardy it is your responsibility to obtain missed information from another student in the class.

PROGRAM PROMOTION
- Your work may be used to promote the graphic design program at the University of Florida, in faculty teaching portfolios, and as educational examples in academic conferences or journals.
- We will make every attempt to credit your work to you where appropriate.
- You retain copyright of your work.

FEES + EQUIPMENT USE
- Lab and equipment fees support some, but not all, printing and production for projects undertaken in your graphic design courses.
- Expect to purchase your own paper for printing to anything other than the studio laser printers.
- Note that your GD lab fees do not cover the printing of materials for other courses, even those which are art-related.
- Printing for non-GD courses must be done elsewhere.
- Misuse of equipment will result in heavy monitoring of everyone and/or the loss of privileges for those who don’t think policies apply to them.
- Paper is only supplied for the color and black laser printers. Plan to purchase your own paper for the Epson inkjet and plotter printers. Toners and ink are covered for all printers.
POLICIES

graphic design studio

APPLIES TO ALL STUDIO AND COMMON SPACES

· 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.
· 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. He 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 graduate 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

Accommodations for Students with Disabilities
http://www.dso.ufl.edu
The Disability Resource Center in the Dean of Students Office provides information and support regarding accommodations for students with disabilities.

Harassment
http://www.hr.ufl.edu/eeo/sexharassment.htm
UF provides an educational and working environment that is free from sex discrimination and sexual harassment for its students, staff, and faculty.

Absences for Religious Holidays
http://www.registrar.ufl.edu/catalog/policies/regulationattendance
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
http://www.dso.ufl.edu/judicial/academic.php
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.

Online Evaluation
https://evaluations.ufl.edu + https://evaluations.ufl.edu/results
During the last two or three weeks of the semester, you will be able to evaluate the quality of instruction in this course. You will receive an email message letting you know the exact dates.

Disruptive Behavior
http://regulations.ufl.edu/chapter1
Be advised that you can and will be dismissed from class if you engage in disruptive behavior.