SYLLABUS

GRA4186c Senior Studio  
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03 Credits, Section 9596  
University of Florida  
MW 8-10, Spring 2014  
School of Art and Art History

Description
This senior-level studio design course is composed of three major creative projects. Also included are frequent critiques as well as small group and individual feedback on your projects. Project One involves translating real-world data into a creative "mapping" project. Project Two involves designing a corporate annual report which is cotutored with your other design studio course. Project Three is a rebrand and menu design for a local, independent restaurant. The research and discovery behind each project should be documented in a three-ring binder "process book".

Evaluation & Grading
After intermediate feedback, final presentations and review of the process binder, the design projects will be graded on a standard UF 4.0 scale (including "minus" grades). On this scale a "B" runs from 83 to 86.99, for example. In order to calculate a final letter grade, the three major projects will be averaged together equally. Specific grading criteria will be listed on each assignment sheet but will broadly cover the areas of research and conceptual development, formal resolution, and technical craft. Projects will not be accepted after their due date without prior approval.

Attendance & Participation
Overall good attendance and active participation is assumed necessary for the successful completion of the course. You are allowed three unexcused absences. A fourth unexcused absence will result in a failing grade for the course. 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. Active engagement in the small group feedback sessions is also expected. This means listening to the suggestions of other students and offering constructive comments of your own.

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.

Resources
There is no required textbook. We will use materials available through the World Wide Web and our free campus access to Lynda.com tutorials.

Contact and Office Hours
Outside of class, you can contact me by email — 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

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/

SAAH Health and Safety
In the graphic design area, batteries, old monitors, lamps from digital projectors may release mercury if broken. There are no known health hazards from exposure to lamps that are intact. Website: http://www.arts.ufl.edu/art/healthandsafety/

Contacts for University Counseling Services

Contacts for Student Healthcare Center

Safety and Security
University Police Department — http://police.ufl.edu/

Reading Days
The two days prior to the start of examinations in the fall and spring semesters, generally a Thursday and Friday, are designated reading days. No classes or exams are held on these days. Instead, students are encouraged to use these days for study and review.

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/sccr/honorcode.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://training.helpdesk.ufl.edu/computing.shtml

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/

Important Dates on the University Calendar

https://catalog.ufl.edu/ugrad/current/Pages/home.aspx

Graphic Design Studio Notes

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.

Because of limited custodial services in the design studios, trash cans should be put out in the hallway every evening.

Do not use spray adhesive in the studios or in the building. A spray booth which may be used for aerosols is located on the 2nd floor of FAC.

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

As a student, your use of software and the Internet is governed by university policies, see…
http://www.cio.ufl.edu/policies/aupolicy.html

With questions related to your computer system and technology (network, printers) in the graphic design studio, you can contact our technical assistant — 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.

The shared classroom iMac is intended for short-term use for scanning, demos and so on. It is not a substitute for your own system. Any extraneous data stored on the machine may be deleted during maintenance.

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.

Lab fees are used to supply the printers with ink and paper. Be conservative in your use of these materials.

If you encounter other problems in the classroom or studio, first speak with your instructor outside of class, talk with any graphic design area faculty member, or contact the SAAH undergraduate student advisor, Dana Myers. After consulting faculty and the art advisor, the other authority to contact is Richard Heipp, Interim Director of the SAAH. He can be reached in 101 FAC.