SYLLABUS GD SENIOR PROJECT

ABOUT THIS COURSE
This course emphasizes the development of a personal website to showcase the student’s professional portfolio, design philosophy, and credentials. Students enrolling in this course will be required to launch a website with a proprietary URL on a commercial server prior to completion of the course. Students are evaluated based on the appropriateness and level of completion of the website, and on their conceptual, formal, and technical development to these ends.

1 credit; Co-requisites: GRA 4186C and GRA 4187C

MEETING TIMES/LOCATIONS
TBA, FAC 314

COURSE OBJECTIVES
Students will demonstrate an understanding of the following:
- Portfolio Building/Strategies
- Information Architecture
- Web-based technologies

TOPICS
- Information Architecture
- Portfolio Development
- Relationship of off-line to on-line portfolios
- Writing concept statements

INSTRUCTOR
Maria Rogal, Associate Professor of Graphic Design, UF School of Art + Art History  
email mrogal@ufl.edu | course website mariarogal.com/teaching
office hours Wednesdays 3–4PM & by advance appointment / office 313D Fine Arts Building C

COURSE STRUCTURE
This course requires individual work to develop your online portfolio presence. The instructor’s role is to facilitate and advise to this end. You are expected to work consistently during the semester and schedule meetings with the instructor if you need more guidance. Expect interim individual and group progress critiques. A live comprehensive website portfolio is due at the end of the semester.

REQUIRED MATERIALS
- Adobe CS Design Suite 5–cc
- Join the Facebook Group
- Find more materials and useful links on the course website: www.mariarogal.com/teaching

The purpose of grading is to clearly and accurately pinpoint the strengths and weaknesses of your progress. You will receive grades on all assignments and receive a progress report at midterm. This report will evaluate progress, note strengths and areas for improvement. Your overall grade will be based on your understanding of the information and ideas discussed, and your formal, technical, and conceptual progress as demonstrated in projects and exercises, and professionalism during the course.
GRADING SCALE (listed on 100%, then in parenthesis 20 pt scale, followed by 10 pt scale)

A  100–95: exceptional work, all criteria surpassed in a distinguished manner (20–19 or 10)
A– 94–90: superior work, all criteria surpassed in a distinguished manner (18 or 9)
B+  89–87: very good work, all criteria have been surpassed (17 or 8.5)
B   86–83: above average work (16 or 8)
B–  82–80: slightly above average work (15 or 7.5)
C+  79–77: adequate, average work (14 or 7)
C   76–73: average work, bordering on inadequate (13 or 6.5)
C–  72–70: below average work – not meeting expectations (12 or 6)
D+  69–67: barely meeting criteria (11 or 5.5)
D   66–63: meeting criteria (10 or 5)
D–  62–60: not meeting criteria (9 or 4.5)
E   59–0: failure to meet most criteria (8–0 or 4–0)

DISTRIBUTION OF GRADES

%  Criteria
10  Complete one to two page résumé, designed & typeset, no typos
10  Functioning, navigable website under proprietary URL
50  10 projects on your website with photographic details and descriptions, no typos
10  Résumé and portfolio image files uploaded to ufdesigners ftp
10  Portfolio presence on microsite: 2012.ufdesigners.com
10  Complete page or spread in bfa2012 portfolio book, no typos

DEADLINES

All deadlines and due dates will be announced in advance. The website is due on April 30, 2012 at noon. There are no late submissions.

EXPECTATIONS FOR CLASS PARTICIPATION

Participation by all members is critical to the success of this studio. Excellent participation is a given and includes contributing to ongoing discussions and critiques, suggests alternative ways of approaching projects, along with a thoughtful process and strong work ethic.

ATTENDANCE + PARTICIPATION

You will work independently and in the concurrently enrolled Design Workshop. Be prepared to present your work — deadlines will be announced in advance.

BEST PRACTICES

- Be open and constructive.
- Critique ideas, not people.
- You are all colleagues—friendship is a bonus.
- Design requires intensive work. If you do not make enough sketches, design iterations, or just do the minimum, your work will reflect that, and this will be reflected in your grade.
- See Graphic Design Studio Notes for studio policies. The studio is a creative, professional workplace. It is not your home.

FEES + EQUIPMENT USE

- Lab and equipment fees support some, but not all, printing and production for projects undertaken in your graphic design courses.
- If you are absent or tardy it is your responsibility to obtain missed information from another student in the class.
- 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
GRAPHIC DESIGN STUDIO NOTES applies to all studio and shared spaces

- DIAL 911 FOR MEDICAL + POLICE EMERGENCIES.
- 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 at all. If you must, there is a professional and safe spray booth on the 2nd floor for your use.
- Do not eat during class except during break time. After class you may eat in the studios but not in the MINT room. 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 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 SA+AH 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.
UNIVERSITY POLICIES
For detailed UF policies see www.dso.ufl.edu

- ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES www.dso.ufl.edu/drc
  Anyone requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide you, the student, with the necessary documentation, which you must then provide to me, the instructor, when requesting accommodation.

- UNIVERSITY COUNSELING SERVICES
  www.counseling.ufl.edu/cwc Includes personal, academic, crisis and career services.

- 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:
  - Academic Honesty: www.registrar.ufl.edu/catalog/policies/students.html#honesty
  - Honor Code: www.dso.ufl.edu/sccr/honorcodes/honorcode.php
  - Student Conduct: www.dso.ufl.edu/sccr/honorcodes/conductcode.php

- DISRUPTIVE BEHAVIOR 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 & ABSENCES FOR RELIGIOUS HOLIDAYS
  The course absence policy is described in the body of the syllabus. The university policy is here: 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 absence policy. The Florida Board of Education and state law govern university policy regarding observance of religious holidays, available at the link above.

SA+AH HEALTH AND SAFETY (see attached)
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 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. Graphic Design risks are the following: 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. 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 studios are not equipped for this type of storage. Knowingly storing these in the studio may result in disciplinary action and loss of studio space.
Appendix J: 
Area Specific Information: Graphic Design 

1. Hazards of Materials 
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. 

2. Best Practices 
Though not much is generated, the Graphic Design technician is certified for handling Hazardous Waste by the University of Florida. For installations or sculptural elements, please cross-reference with other area specific information as needed. 

3. Links 
 n/a 

4. Area Rules 
All users of the studio classrooms are expected to follow studio area rules at all times. If you have any questions, ask your instructor. 

- Follow all SA+AH Health and Safety handbook guidelines (the handbook should be reviewed by your instructor and can be found at: www.arts.ufl.edu/art/healthandsafety) 
- Follow the SA+AH Satellite Waste Management Chart in the classroom and other health & safety guidelines posted for your media. 
- In case of emergency, call campus police at 392-1111 
- File an incident report (forms may be found in the SAAH H&S handbook, the SAAH faculty handbook and in the main office.) Turn completed forms into the SAAH Director of Operations within 48 hours of the event. 
- Alcohol is forbidden in studios 
- Students not in the Graphic Design program are not allowed to use the studio facilities without permission from instructor. 
- Be community-minded and collegial. 
- 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 paint spray booth in FAC-211A for your use. 
- Shoes must be worn at all times. 
- Protective equipment must be worn for hazardous work. 
- Do not block aisles, halls or doors with stored items or when working. This is a violation of fire codes. 
- Do not store anything on the floor. This impedes cleaning and creates a hazard. 
- Clean up spills immediately. 
- Take items which do not fit into the trash to the dumpster, follow dumpster guidelines. 
- Follow the SA+AH CONTAINER POLICY (see policy below) 

There are 2 types of labels used in the SA+AH-- yellow and 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. 

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 (top). 
- 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 (top).
- 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 and room number 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.