ART 6933C
# graduate seminar in graphic design: **process**

**instructor information**

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## *process*

1 SOMETHING GOING ON

2 NATURAL PHENOMENON MARKED BY GRADUAL CHANGES THAT LEAD TOWARD A PARTICULAR RESULT

3 CONTINUING NATURAL OR BIOLOGICAL ACTIVITY OR FUNCTION

4 SERIES OF ACTIONS OR OPERATIONS CONDUCING TO AN END

5 CONTINUOUS OPERATION OR TREATMENT ESPECIALLY IN MANUFACTURE

*MIRRIAM WEBSTER DICTIONARY*

**course description**

During the course of this semester we will explore a range of concepts, theories, technical, and research methods to inform our process and practice leading to meaningful and innovative results. While our thinking and process may be divergent, we will use the following as connective threads:

1/ Surfacing and communicating processes, conceived of theoretically and in multiple frameworks. Processes vary. We should think of them broadly, abstractly, tangibly, didactically, and metaphorically: growth process (dependent on subject), scientific process, creative process, story as process, the process of making (…toast), of getting dressed (work vs party), the list continues … what is not a process. Allied to process is ritual, more narrowly defined. We want to think broadly and didactically.

2/ Interactive design (design that is time-based, on the internet, and global).
Throughout this semester we will explore a range of technologies, methods, and forms to communicate while at the same time we consider multiple and diverse audiences, unraveling complex topics. A major objective is to use multimedia and internet technologies in our project work in order to reach a broad, international audience in a way that is compelling, enlightening, and cost-effective.

3/ Design for social good is grounded in the belief that by using design processes and creating subsequent products, we, as designers, can make positive contributions to the world.

**considerations**

• Empowerment through technology

• Passive, active, and interactive communication

• Social entrepreneurship

• Designer as author

• Digital storytelling

• Intercultural communication (considering diverse and multilingual audiences)

**required resources**
Ford, Rob and Julius Wiedemann, Editors. 2008. *Guidelines for Online Success*. New York: Taschen.
(ISBN 978-3822823675; $26.39 on Amazon.com; may be shared; excellent resource)

software: Adobe CS3: Flash, Illustrator, Photoshop, Dreamweaver

**other resources**
Most course resources will be provided electronically at www.mariarogal.com/weblog > "Seminar F08"
menu item. Some will also be emailed. Plan to contribute to a group blog or online journal to docu-
ment your development during the semester.

**how i teach**
Your acceptance to the UF graduate program in graphic design signifies that we believe you are pre-
pared for advanced study of design. To this end, we hope to position you to make positive contribu-
tions to the field and to society. I will provide leadership and direction, mentor you, and work to facili-
tate your learning so that you can excel. You must work diligently and independently, have intellectual
curiosity, be devoted to your work, and be willing to own your education. You should come to me if
you have concerns, problems, or want to discuss course materials or your project.

**structure**
During the course of the semester we will have technology workshops to focus on aspects of software
necessary for web communication, creative project work, and discussion of relevant issues based on
readings and current events. Participation and preparation for each class meeting is vital to the success
of this class.

**work**
We will begin the semester with an introduction to current software available to create interactive
work. The first 1/3 of the semester will focus on exercises to explore possibilities and refine your tech-
nical abilities. Then the other 2/3 we will devote to two projects. The first is to visualize a scientific or
natural process. This will be an external collaboration.

**learning software**
Because we cannot simultaneously address the range of technical possibilities available and develop
creative projects, so we will devote 1/3 of the semester learning appropriate software and concepts. It
is impossible to know everything at once, and as we work on new projects, new technical challenges
arise. To work efficiently, effectively, and maintain a healthy balance, develop a collaborative or team-
based work style, leveraging the skills of your classmates, and take advantage of internet resources,
including the many tutorials online. Consider the use of open source software.

**process**
Maintain a thorough record of your process. Save your ideas, notes, sketches and research materials
for each project. Do this with electronic files as well. Think on paper and with your hands. A successful
process will demonstrate a willingness to explore and investigate new directions and new sources of
information in support of your work. Find one new thing each day to influence you.

**grading + evaluation**
The purpose of grading and evaluation is to pinpoint the strengths and weaknesses of your perfor-
mance. Grades are earned and are a measure of your overall observable performance. Your overall
grade will be based on the criteria below.
25%    process [research, concept, methods, ideation, risk taking, quantity and quality of work]
25%    integration of form, function and concept [exploration, attention to detail, permutations,

visual organization, quality of formal resolution]
25%    professionalism [participation, motivation, leadership, contribution to the group, deadlines]

**grading**

A    superior work, all criteria exceeded in a distinguished manner, always coming with something new you consistently amaze and are diligent in your work (exceptional quality and quantity)

B    good work, all criteria have been surpassed, but only demonstrating average and expected growth, recommend you be more consistent and applied, explore more options

C    meets all criteria at graduate level but not quite innovative enough, barely making progress

D    not meeting the above criteria due to effort, motivation, and focus

E    failure to do any of the above or attendance issues.

**absences**

You are permitted two 'no questions asked' absences during the semester without consequence to your final grade. Absences in addition to this will impact your final grade, with each dropping you a full grade (from an A to a B, for example). Seven or more absences will result in an "E" for the course. If you have extenuating circumstances, an illness, or a death in your family, inform me or Prof. Brian Slawson as soon as possible so we can work with you to determine how best to move forward. Our objective is to provide a positive, effective educational experience and to see you be successful and achieve your potential.

**deadlines**

All deadlines will be announced in class. 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 letter grade (from A to B) for each day late, 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.

**best practices**

- Always be open and constructive.
- Design requires intensive work. If you do not make enough sketches, design iterations, or just do the minimum your work will reflect that. We will only be able to comment, discuss, and critique what you present.
- Critique ideas, not people.
- Phone calls: If you have an urgent call, excuse yourself and take it outside of the classroom.
- See the Graphic Design Studio Notes for the studio policies. The studio is a creative workplace. The intention of the studio is to foster everyone's professional development. Building a tight, constructive, supportive community is a great thing. Not everyone has to be your friend, but everyone is your colleague.


## GENERAL UNIVERSITY POLICIES AND SERVICES

This resource covers most policies and procedures important to students.
http://www.dso.ufl.edu/

**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/

**Contacts for University Counseling Services**
Includes personal, academic, crisis and career services.
Dial 352-392-1575. http://www.counsel.ufl.edu/

**Contacts for Student Healthcare Center**
Dial 911 for medical emergencies.
Dial 352-392-1161 for urgent after-hours medical questions.
Dial 352-392-1171 for after-hours mental health assistance.
http://shcc.ufl.edu/

**Safety and Security**
University Police Department — http://police.ufl.edu/
Dial 911 for emergencies.
Dial 352-392-1111 otherwise.

**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 reason-able 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/judicial/academic.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://www.circa.ufl.edu/computer.htm

**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/chapter1/

**Important Dates on the University Calendar**

http://www.registrar.ufl.edu/catalog/adhub.html

## GRAPHIC DESIGN STUDIO NOTES
**applies to all studio and shared 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.

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. The printmaking area has a spray booth which may be used for aerosols.

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 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. After consulting faculty, the other authority to contact is Anna Calluori Holcombe, Director of the SAAH. She can be reached in 101 FAC.