

## SYLLABUS

**course description**

In this course we will examine the relationship of visual communication/graphic design to the larger culture in which it functions, its history and relevant communication theory. In viewing graphic design beyond the aesthetic, emphasis will be placed on its role in areas such as commerce, culture, propaganda, ideology and the social and political arenas.

**objectives**

During the course of our study we will:

- Identify the relationship of graphic design to the larger social, economic, political and cultural contexts;
- Address origins and aims of the profession of graphic design, which aids in making history directly relevant to the practice of design; and
- Explore how visual communication provides insight into the shared consciousness of a culture.

**required text + supplementary materials**

Richard Hollis. *Graphic Design: A Concise History*. London: Thames & Hudson, 1994. \$14.95 (this book is also available from online bookstores).

Reader for ART4235, available only at the Florida Bookstore on University Avenue.

**course structure**

The instructional methods of this course will include lectures and group discussions, presentations and creative work. Participation in discussion, critique and other public forums is vital to the success of this class.

**course outline and timelines**

A general outline of the course is attached. All deadlines and due dates (for projects, reading, discussion, lectures, etc.) will be announced in class. It is the student's responsibility to be aware of any announced alterations to the schedule.

**grading / evaluation**

The purpose of grading and evaluation is to pinpoint the strengths and weaknesses of the student's performance. It is important to remember that grades are earned, not given, and are a measure of your overall performance in this course. You will receive a mid-term progress evaluation which will evaluate progress, note strengths and areas for improvement. Your overall grade will be based on your understanding of the information and ideas discussed, formal and conceptual progress and professionalism during this course. This will be assessed by evaluating your performance in the following 2 categories:

1 THINKING (50%)

**essays and exams**

**research and presentation** (group and individual)

**journal** (to be kept on a consistent basis and turned in during the semester)

**participation** by all members of the class is essential to making the class a success. Participation expectations are more fully defined in a later paragraph.

**professionalism** denotes such issues as: timeliness, constructive criticism, honesty, attitude – in general helping to foster a positive learning environment. note: refer to the attendance policy, excessive absences will negatively impact your final grade.

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**office hours**

Tuesday 4:30–6:30pm  
and by appointment

## 2 MAKING (50%)

### **assigned projects**

**exercises** (in and out of class)

### **process notebook**

Reflecting your creative process (sketches, written notes, materials collected, resources and other items which document the process from conceptualization to realization). 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.

### **deadlines**

All projects and exercises are due on the day and time given, always at the beginning of class unless otherwise noted. Projects 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-late period. If you are absent or tardy it is your responsibility to obtain missed information from another student in the class. In addition, if you are tardy note this on the attendance sign-in sheet.

### **disability accommodation**

Please notify the instructor if you have a disability that requires accommodation as early as possible during the semester so that your educational needs can be met. Reasonable accommodation in the classroom is an individual civil right guaranteed by Federal legislation. You are required to register any disability for which you are requesting accommodation with the Office of Student Services. They can be reached at 392.1261 (voice) or 392.3008 (td) and online at [www.ufsa.ufl.edu/OSS/OSD](http://www.ufsa.ufl.edu/OSS/OSD).

### **the honor code**

We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.

Plagiarism will not be tolerated. Plagiarism is the copying of existing artwork or design. Working from photographs is allowed and sometimes necessary for the production of illustrations and layouts, however an attempt should be made to adapt and alter the image so as not to merely duplicate someone else's artwork in another medium or form. Do not take the ideas someone else has worked hard to create. If you suspect someone has plagiarized, please approach me during outside of class with the original work or write me a note as to why you believe plagiarism has been committed.

### **university of florida software copyright policy**

The principles for using and managing software derive from U.S. copyright law, the Florida Computer Crimes Act, and legal agreements in the form of licenses and purchase agreements. That foundation makes the basic policy governing software clear:

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.

**expectations for class participation**

Participation by all members is critical to a positive and productive learning environment. To assess participation, it is graded on a scale from 0 (lowest) through 4 (highest), using the criteria below. This criteria focuses on what you demonstrate in the studio environment and does not consider what you know but do not demonstrate. This is because what you offer to the class is what you and others learn from.

**4 : excellent participation**

Consistently demonstrates excellent preparation; has analyzed readings and other material (e.g., visual resources, course material, discussions, experiences, etc.). Offers analysis, synthesis, and evaluation of material, e.g., puts together pieces of the discussion to develop new approaches that take the class further. Contributes in a very significant way to ongoing discussions and critiques. Responds very thoughtfully to other students' comments, contributes to the cooperative argument-building, suggests alternative ways of approaching material and helps class analyze which approaches are appropriate, etc. Demonstrates consistent very active involvement.

**3 : good participation**

Demonstrates good preparation: knows reading and other materials well, has thought through implications of them. Offers interpretations and analysis of material to class. Contributes well to discussion in an ongoing way: responds to other students' points, thinks through own points, questions others in a constructive way, offers and supports suggestions that may be counter to the majority opinion. Demonstrates consistent ongoing involvement.

**2 : satisfactory**

Offers straightforward information (e.g., straight from the case or reading), without elaboration or very infrequently (perhaps once a class). Does not offer to contribute to discussion, but contributes to a moderate degree when called on. Demonstrates sporadic involvement.

**1 : needs improvement**

Present, not disruptive. Tries to respond when called on but does not offer much. Demonstrates very infrequent involvement in discussion. Demonstrates adequate preparation: knows basic reading and other materials, but does not show evidence of trying to interpret or analyze them.

**attendance policy**

Good attendance and punctuality are expected for this class and will strongly affect your grade. Roll will be taken at every class. You will be considered late if you arrive at class after roll has been taken. You will receive two (2) free tardies. Beyond that, every four tardies will equal one unexcused absence. Only two (2) unexcused absences will be allowed. The third unexcused absence will lower your final semester grade by one letter grade. The fourth unexcused absence will lower your grade by two letter grades and so on. A total of seven absences, excused or unexcused, will result in you receiving a grade of "E" for the class. There are no excused absences for anything but a verifiable death in the immediate family or with a doctor's note on his/her stationery with a telephone number. The doctor's note must be presented at the next class (a copy must be made for the instructor to keep).