

Fall 2023 Syllabus

# Image/Form/Meaning

## Course Information

GRA3198C (3 credits)

Class #13004

Sections C112

M 11:45 AM - 2:45 pm (FAC0112)

W 11:45 AM - 2:45 pm (FAC0112)

Class #23181

Sections C118

T 11:45 AM - 2:45 pm (FAC0118)

R 11:45 AM - 2:45 pm (FAC0118)

## Instructor

SHAHA JENDI

s.jendi@ufl.edu

## Office hours

M 10:45–11:45 am at FAC313A

Or by appointment

## COURSE DESCRIPTION

This is a studio-based design course that introduces the principles and practices of communicating through images and illustration. We will engage in visual research, discussion, critique, creative exercises, and presentation. This course is composed of a set of individual projects and one group project. Each has a basic and advanced version. Some are simple and others more complex, they offer a variety of media formats and topics to explore.

## COURSE OBJECTIVES & TOPICS

The exercises, discussions, and activities during this class will provide opportunities to engage with topics such as: digital and traditional illustration and photography, applications to print and motion and interactive media, visual narrative, and more.

## TEXT & REFERENCES

This course has no required books. I will be providing resources throughout the semester.

## ATTENDANCE

This course is a studio class where attendance is vital. You are permitted 2 unexcused absences during the semester without consequence to your final grade. **FOR EACH UNEXCUSED ABSENCE OVER 2, YOUR OVERALL LETTER GRADE WILL BE DECREASED BY ONE** (i.e. from A to A- with 3 absences, to B+ with 5).

Two late arrivals (after class begins) or early departures (before class is dismissed or ends) equal one absence. More than six unexcused absences may result in course failure unless we make documented accommodations in advance. Because critiques will be conducted as if you are presenting work to a client, any student who is late to a final critique will not be permitted to show their work, and their final project grade will be reflected accordingly.

University guidelines for excused absences:

[catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx](http://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx)

## ABSENCES FOR RELIGIOUS HOLIDAYS

Students will be excused from class or other scheduled academic activity to observe a religious holiday of their faith with prior notification to the instructor.

Students shall be permitted a reasonable amount of time to make up for the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances.

## **12-DAY RULE**

Students who participate in athletic or extracurricular activities are permitted to be absent 12 regular class days per semester without penalty. It is the student's responsibility to maintain satisfactory academic performance and attendance.

## **COMMUNICATION**

It is the student's responsibility to frequently check the Canvas course page and their UFL e-mail. Those are the instructor's primary methods of reaching students outside of class.

## **SKETCHBOOK / FOLDER**

This is a collection of your progress both in and out of class. You are encouraged to record anything you find interesting in your sketchbook. The more entries you put to paper, the better. These entries can include sketches, photographs, interesting places, designers, thoughts, ideas, process, typography examples, etc. This sketchbook will help you to build ideas, and revisit past ideas. It's advised to have a separate sketchbook for this class. It will serve as part of your process and research on presentations for each project and other activities.

## **REQUIRED SUPPLIES**

With questions related to your computer system and technology (network, printers) in the graphic design studio(s), you can contact the program's Senior Teaching Lab Specialist — Michael Christopher (mchristo@ufl.edu). He can help diagnose problems and recommend solutions. 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. We care about the environment. Keep a balance between what you need to do your work and resource use. Reuse and recycle whenever possible. I recommend making sketchbooks with scrap paper. Note that your GD lab fees do not cover the printing of materials or use of supplies for other courses, even those which are art-related. Printing for non-GD courses or activities (even if your own) 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.

## **STUDIO NOTES**

- > Be open and constructive.

- > Critique ideas, not people.
- > You are all colleagues—friendship is a bonus.
- > Be community-minded.
- > Work hard to guarantee that the studio and graphic design area are safe spaces for all. Respect personal differences, elevate and celebrate diversity.
- > The studio is a creative, professional workplace. It is not your home. Respect and maintain this space.
- > Respect each other by listening to your music on headphones during individual design sessions 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. We ask that you be attentive to cleaning up and throwing away food remains—preferably in the hallway trash cans.
- > 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 your design projects is strictly regulated and prohibited unless you have UF approval. Keep in mind I will never authorize this for a design project. For more information, see <http://www.arts.ufl.edu/resources/forms/forms1.html>
- > 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.
- > Let's take care of each other!
- > 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 concern is not resolved, contact the SAAH undergraduate student advisor.
- > **The use of cell phones or other personal and group distraction sources (including social networking and entertainment sites, such as Facebook, YouTube, etc.) is completely prohibited during class time. Do not text in class. Anyone found texting during a critique will be asked to leave.**

## 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 work is not accepted. Be sure to present your work on each critique session and show your progress. If you are absent or tardy it is your responsibility to obtain missed information from another student in the class.

If the reason for lateness falls under the excused absence list, illness or death in the family, there will be no penalty as long as work is completed by the new agreed upon date. However, students must always contact the instructor prior to the due date with an explanation for the absence.

## GRADING & EVALUATION

Students will receive a detailed project sheet for each project outlining important dates, learning outcomes and evaluation criteria. Projects are due at the beginning of each class period on the assigned due date. **FAILURE TO MEET DEADLINES WILL AFFECT YOUR GRADE IN THIS CLASS.**

The final grade will result from:

- > **95% — SUM OF 4 PROJECTS**  
(Project 1: 25% / Project 2: 25% / Project 3: 20% / Project 4: 15% / Project 5 10%)
- > **5% — PROFESSIONALISM**  
(Attendance, Participation, Attitude)

\* The project grade will result from: concept, form, craft, and presentation.

\* Professionalism means that you bring requested supplies to class; complete and bring with you out-of-class assignments, sketches, books and notes; Provide constructive feedback during critiques and during group discussions; are prepared to discuss assigned readings; always act professionally, are punctual and meet project deadlines. Professionalism will also be evaluated individually for each project.

- > **TIMELINESS:** meet all final and intermediate deadlines.
- > **QUALITY / QUANTITY:** exceed the minimum, seek critique.
- > **INNOVATION:** seek difference, not similarity.
- > **COMMUNITY:** collaborate, listen and share.

## GRADING SCALE

Grades will be assigned in accordance with University definitions; plus or minus indicate performance relative to the letter grade definition.

A | 100-95   A- | 94-90   B+ | 89-87   B | 86-83   B- | 82-80   C+ | 79-77  
C | 76-73   C- | 72-70   D+ | 69-67   D | 66-63   D- | 62-60   E | 59 and lower

**PLEASE NOTE:** A grade of C- or below will not count toward major requirements.

For more information on uf grading policies log on to:  
[catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx](http://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx)

## **DISRUPTIVE BEHAVIOR**

Be advised that you can and will be dismissed from class if you engage in disruptive behavior. Students 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.

The Dean of Students Office: [www.dso.ufl.edu](http://www.dso.ufl.edu)

## **HONESTY POLICY**

As a result of completing the registration form at the University of Florida, every student has signed the following statement:

“I understand that the University of Florida expects its students to be honest in all of their academic endeavors and understand that my failure to comply with this commitment may result in disciplinary action up to and including expulsion from the University.”

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 the above mentioned policies is available at the following links:

Student Conduct & Honor Code:  
[dso.ufl.edu/sccr/process/student-conduct-honor-code](http://dso.ufl.edu/sccr/process/student-conduct-honor-code)

## **STUDENTS WITH DISABILITIES**

Students requesting classroom accommodations must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then deliver this documentation to the instructor when requesting any accommodation.

Disability office: [dso.ufl.edu/drc](http://dso.ufl.edu/drc)

## **ACCOMMODATIONS**

### **Campus Resources**

U Matter, We Care: If you or someone you know is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu), 352-392- 1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress.

Counseling and Wellness Center: Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the Student Health Care Center website.

University Police Department: Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies).

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the UF Health Emergency Room and Trauma Center website.

### **Academic Resources**

E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).

Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

Library Support: Various ways to receive assistance with respect to using the libraries or finding resources. Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352-392-6420. General study skills and tutoring.

Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints On-Campus: Visit the Student Honor Code and Student Conduct Code webpage for more information.

On-Line Students Complaints: View the Distance Learning Student Complaint Process.

## **UF POLICIES**

### **COURSE EVALUATIONS**

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Click [here](#) for guidance on how to give feedback in a professional and respectful manner. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via [ufl.bluera.com/ufl/](http://ufl.bluera.com/ufl/). Summaries of course evaluation results are available to students [here](#).

### **ACADEMIC INTEGRITY**

Academic integrity means that if you use words, images, or ideas that are not your own, you must cite them. Claiming the work of others as your own is a serious breach of professional ethics and will result in a

failing grade in this class. The UF Honor Code specifies a number of other behaviors that are in violation of this code and the possible sanctions.

### **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, you are 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, copying ideas, plagiarism, bribery, misrepresentation, conspiracy, or fabrication. You can find UF's Student Conduct Code, [here](#).

### **HARASSMENT**

UF provides an educational and working environment that is free from sex discrimination and sexual harassment for its students, staff, and faculty (<http://www.hr.ufl.edu/eo/sexharassment.html>).

### **DISRUPTIVE BEHAVIOR**

All 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. For more information, visit: <http://regulations.ufl.edu/wp-content/uploads/2012/09/1008.pdf>.

### **IN CLASS RECORDING**

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor. A class lecture does not include lab/studio sessions, student presentations, academic exercises involving solely student participation, or private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or

persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services.

## HEALTH & SAFETY

The School of Art + Art History Safety Manual will be reviewed in class. Students and instructors are responsible for following policy and procedures for making art safely at all time. The entire document is available online: [saahhealthandsafety.weebly.com/handbook.html](http://saahhealthandsafety.weebly.com/handbook.html). All students are required to sign and turn in the signature page to the instructor on the first day of class. All users of the studio classrooms are expected to follow studio guidelines at all times. If you have any questions, ask your instructor.

### Area rules

All users of the studio classrooms are expected to follow studio guidelines at all times. If you have any questions, ask your instructor.

- > Follow all SA+AH Health and Safety handbook guidelines.
- > Alcohol is not permitted (open or closed containers)
- > No eating or drinking in the lab.
- > 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 & creates a hazard.
- > Do not park bikes in the building.
- > Clean up spills immediately.
- > Take items which do not fit into the trash to the dumpster, follow dumpster guidelines.
- > All users must follow the SA+AH Container Policy (see below).

### SA+AH health and safety policy

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 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.
- > 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.

## TENTATIVE COURSE SCHEDULE

<i>January</i>	<b>WEEK 1</b>	Intro (Syllabus) / <b>P1</b> Introduction <b>P1</b> Topic presentation
	<b>WEEK 2</b>	HOLIDAY <b>P1</b> Draft due
	<b>WEEK 3</b>	Work day Work day
	<b>WEEK 4</b>	Work day/ <b>P2</b> Introduction
<i>February</i>		<b>P1</b> DUE
	<b>WEEK 5</b>	<b>P2</b> Topic presentation Work day
	<b>WEEK 6</b>	<b>P2</b> Draft due Work day
	<b>WEEK 7</b>	Work day Work day
	<b>WEEK 8</b>	Work day / <b>P3</b> Introduction
<i>March</i>		<b>P2</b> DUE
	<b>WEEK 9</b>	<b>P3</b> Topic presentation Work day
	<b>WEEK 10</b>	<b>SPRING BREAK</b> <b>SPRING BREAK</b>
	<b>WEEK 11</b>	<b>P3</b> Draft due Work day / <b>P4</b> Introduction
	<b>WEEK 12</b>	<b>P3</b> DUE <b>P3</b> Due: Final Critique
<i>April</i>	<b>WEEK 13</b>	<b>P4</b> Topic presentation Work day / <b>P5</b> Introduction
	<b>WEEK 14</b>	Work day <b>P4</b> DUE/ <b>P5</b> Topic presentation
	<b>WEEK 15</b>	Work day Work day
	<b>WEEK 16</b>	<b>P5</b> DUE