GRA 3138C / Graphic Design Practice / Spring 25 Syllabus

Course Info

Meets

M/W Periods 5-6 (11:45-1:40) FAC 310

Instructor

David Clulow (He/Him) | dclulow@ufl.edu

www.djc.earth

Office hours

Zoom Mondays / 10 - 11 https://ufl.zoom.us/j/98380563667

Contact

I respond to email in the morning M-F. I'm happy to make appointments to meet outside of office hours. Email me to find a time.

Catalog description:

This is a studio-based design course where we will make creative projects. This particular course in "technologies and processes" emphasizes exploration of contemporary tools, materials, and methods. The course consists of a series of smaller, experimental exercises to introduce students to topics such as designing with AI, modeling in 3D, and motion design. One larger project has a focus on UIUX design. Beyond the creative work, the course activities will involve on-going feedback/critique from the instructor and peers, presentations, demos, discussions.

Course outcomes:

At the end of this course, students will be able to:

- Synthesize and apply previous graphic design learning; integrate, design thinking, typography & visual methods
- Organize and visually articulate complex information in a meaningful manner
- Design visual/interactive/environmental systems using design research

Texts & materials:

Required: Links to all required readings and viewings will be posted to Canvas.

Software: Adobe Creative Suite or equivalent.

Point distribution:

This course evaluates engagement with the design **process**—from problem definition through the presentation of outcomes. As such, the grading scale is broken down into process outcomes.

Grading

The grading scale for this course is consistent with the current UF policy for assigning grade points which can be viewed at https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx.

Letter	GPA	Percent	Course Points	Letter	GPA	Percent	Course Points
A	4.00	100-94	1000-950	C	2.00	76-73	769-730
A-	3.67	93-90	949-900	C-	1.67	72-70	729-700
B+	3.33	89-87	899-870	D+	1.33	69-67	699-670
B	3.00	86-83	869-830	D	1.00	66-63	669-630
B-	2.67	82-80	829-800	D-	0.67	62-60	629-600
C+	2.33	79-77	799-770	F	0.00	≤ 59	≤ 599

Project grades will reflect final deadlines for projects but also for meeting each deadline along the way. Life happens, if there are circumstances which will prevent you from submitting final work on time please contact me to discuss plans for an altered timeline.

Course Evaluation

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at https://gatorevals.aa.ufl.edu/students/. 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 https://ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/.

Course policies:

Attendance

Being present for class allows you to participate in credit-earning, in-class activities and complete required assignments; more importantly, your contributions to discussions and peer review sessions facilitate an engaged learning community. After the first two absences, each additional unexcused absence will reduce the final course grade by 5/100 points, or half a letter grade. Unless you check in via email **ahead of time** to make specific and mutually agreeable arrangements, official documentation of university-approved circumstances (illness, military service, university travel, religious observances, etc.) is required for absences to be excused. Two late arrivals or early departures equal one absence. More than six absences results in automatic failure of the course, unless we've made arrangements ahead of time to accommodate ongoing, documented situations.

Students Requiring Accommodation

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center by visiting https://disability.ufl.edu/students/get-started/ It's important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester. If there's something I/we can do that you know to be helpful and functional for you, feel free to **let me know** informally.

Make-up work

Presentations and in-class activities can only be made up in the case of documented emergencies or for university approved reasons such as military/university travel, illness, or religious observances; contact me ahead of time to make arrangements. Read the full university policies regarding attendance, excused absences, and make-up exams at:

https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

Academic integrity

If you use words, images, or ideas that are not your own, **cite them**. This includes the use of AI text and image generators. Claiming the work of others (including AI) 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. View the Honor Code online: http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/

Course evaluations

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at https://evaluations.ufl.edu. Evaluations are typically open during the last 2-3 weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results/.

UF in-class recording policy

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.

UF guidance on engaging uncomfortable ideas

People learn best when encouraged to ask questions and express diverse insights on course content which may include images, texts, data, or theories from many fields. This class addresses concepts of race, color, sex, gender, and/or national origin as related to design. We study these important issues because understanding them is essential for anyone who seeks to make economic, cultural, and societal contributions to today's complex world. With this in mind, we don't limit access to, or classroom discussion of, ideas and opinions—including those that some may find uncomfortable or even offensive. In response to challenging material, students and instructors are encouraged to ask honest questions and thoughtfully engage one another's ideas. But hostility and disruptive or disrespectful behavior have no place in a classroom, and we will respect one another's full humanity in this course.

Campus resources:

Health and Wellness

U Matter, We Care: If you or someone you know is in distress, please contact 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.

GatorWell Health Promotion Services: For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-4450.

Academic Resources

E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at 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. Call 866-281-6309 or email ask@ufl.libanswers.com for more information.

Teaching Center: 1317 Turlington Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring. Writing Studio: Daytime (9:30am-3:30pm): 2215 Turlington Hall, 352-846-1138 | Evening (5:00pm-7:00pm): 1545 W University
Avenue (Library West, Rm. 339). Help brainstorming, formatting, and writing papers.

Academic Complaints: Office of the Ombuds; Visit the Complaint Portal webpage for more information.

Enrollment Management Complaints (Registrar, Financial Aid, Admissions): View the Student Complaint Procedure webpage for more information.

## Semester Overview

The following is a guide to the semester projects, some exact details may be subject to change as a result of in-class discussions or scheduling conflicts.

Tentative Weekly Schedule

SP25 / Schedule

🗓 Week	📅 Date	Aa Name	↗ Project
01	@January 13, 2025	First Class	Project 1
01	@January 15, 2025	Second Class	Project 1
HOLIDAY	@January 20, 2025	NO CLASS / HOLIDAY	
02	@January 22, 2025	P1	Project 1
03	@January 27, 2025	P1	Project 1
03	@January 29, 2025	P1	Project 1
04	@February 3, 2025	P1	Project 1
04	@February 5, 2025	P1 / Presentation	Project 1
05	@February 10, 2025	P2 / Start	Project 2
05	@February 12, 2025	P2	Project 2
06	@February 17, 2025	P2	Project 2
06	@February 19, 2025	P2	Project 2
07	@February 24, 2025	P2	Project 2
07	@February 26, 2025	P2	Project 2
08	@March 3, 2025	P2	Project 2
08	@March 5, 2025	P2	Project 2
09	@March 10, 2025	P2	Project 2
09	@March 12, 2025	P2 / Final Presentation	Project 2
BREAK	@March 17, 2025 → March 21, 2025	NO CLASS / Spring Break	

Week	Date	Name	Project
11	@March 24, 2025	P3	🔒 Project 3
11	@March 26, 2025	P3	🔒 Project 3
12	@March 31, 2025	P3	🔒 Project 3
12	@April 2, 2025	P3	🔒 Project 3
13	@April 7, 2025	P3	🔒 Project 3
13	@April 9, 2025	P3	🔒 Project 3
14	@April 14, 2025	P3	🔒 Project 3
14	@April 16, 2025	P3	🔒 Project 3
15	@April 21, 2025	P3	🔒 Project 3
15	@April 23, 2025	P3 / Presentation	🔒 Project 3