



# GRA 3194C / Technology & Processes / Spring 25 Syllabus

## Course Info

### Meets

**Section C118:** T/R Periods 5-7 (11:45-2:45) FAC 118

**Section C112:** T/R Periods 8-10 (3:00-6:00) FAC 118

### Instructor

David Clulow (He/Him) | [dclulow@ufl.edu](mailto:dclulow@ufl.edu)

[www.djc.earth](http://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.

---

### Course description:

This is the final course towards the graphic design certificate program. Students will learn to create and integrate concept, form, processes, and technologies while developing systems-based, practice-oriented solutions to a range of problems. A resume + portfolio will be created and the results of research and design work will be synthesized for presentation + portfolio.

### Course outcomes:

- Apply existing design skills to potentially new, emerging and/or unfamiliar media platforms and work flow processes, understand where/how processes need to be adjusted for different media platforms
- Experiment with new software packages and sketching techniques to maximize design process efficiency
- Explore potential areas of career focus for Graphic Designers beyond traditional print-based contexts.
- Become comfortable working cross-media platform on systems-based projects with multiple pages and assets in interactive, non-linear contexts—developing consistent work flow and organizational skills will be essential for success in this course

### 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.bluer.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](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.

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](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. Call 866-281-6309 or email [ask@ufl.libanswers.com](mailto: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 14, 2025	<u>First Class</u>	➤ <u>Project 1</u>
01	@January 16, 2025	<u>Project 1</u>	➤ <u>Project 1</u>
HOLIDAY	@January 20, 2025	<u>NO CLASS / HOLIDAY</u>	
02	@January 21, 2025	<u>Project 1</u>	➤ <u>Project 1</u>
02	@January 23, 2025	<u>Project 1</u>	➤ <u>Project 1</u>
03	@January 28, 2025	<u>Project 1</u>	➤ <u>Project 1</u>
03	@January 30, 2025	<u>Project 1</u>	➤ <u>Project 1</u>
04	@February 4, 2025	<u>Project 1</u>	➤ <u>Project 1</u>
04	@February 6, 2025	<u>Project 1</u>	➤ <u>Project 1</u>
05	@February 11, 2025	<u>Project 1</u>	➤ <u>Project 1</u>
05	@February 13, 2025	<u>Project 1 / Presentation</u>	➤ <u>Project 1</u>
06	@February 18, 2025	<u>Project 2 / Starts</u>	➤ <u>Project 2</u>
06	@February 20, 2025	<u>Project 2</u>	➤ <u>Project 2</u>
07	@February 25, 2025	<u>Project 2</u>	➤ <u>Project 2</u>
07	@February 27, 2025	<u>Project 2</u>	➤ <u>Project 2</u>
08	@March 4, 2025	<u>Project 2</u>	➤ <u>Project 2</u>
08	@March 6, 2025	<u>Project 2</u>	➤ <u>Project 2</u>
09	@March 11, 2025	<u>Project 2</u>	➤ <u>Project 2</u>

📅 Week	📅 Date	Aa Name	➤ Project
09	@March 13, 2025	<u>Project 2 / Presentation</u>	➤ <u>Project 2</u>
BREAK	@March 17, 2025 → March 21, 2025	<u>NO CLASS / Spring Break</u>	
11	@March 25, 2025	<u>Project 3 Starts</u>	➤ <u>Project 3</u>
11	@March 27, 2025	<u>Project 3</u>	➤ <u>Project 3</u>
12	@April 1, 2025	<u>Project 3</u>	➤ <u>Project 3</u>
12	@April 3, 2025	<u>Project 3</u>	➤ <u>Project 3</u>
13	@April 8, 2025	<u>Project 3</u>	➤ <u>Project 3</u>
13	@April 10, 2025	<u>Project 3</u>	➤ <u>Project 3</u>
14	@April 15, 2025	<u>Project 3</u>	➤ <u>Project 3</u>
14	@April 17, 2025	<u>Project 3</u>	➤ <u>Project 3</u>
15	@April 22, 2025	<u>Project 3 / Presentation</u>	➤ <u>Project 3</u>
BREAK	@April 24, 2025	<u>NO CLASS / Reading Day</u>	➤ <u>Project 3</u>