

Design Workshop • Spring 2025  
Mondays and Wednesdays • 11:45am–2:45pm • 3:00pm–6:00pm

## Overview

### Description

The ultimate goal of an art student who graduates with a BFA is to make art and design work and have it be a primary source of income. This sixteen week course will train students to define career goals, research the job market, refine visual portfolios, prepare application materials, and make target submissions to meet those objectives.

### Structure

Classes will consist of a series of assignments, lectures, short film screenings, readings, discussions, mock-interviews, and the occasional guest speaker that can inform students about workplace expectations.

Open exchange is the core of this course and the classroom should feel like a safe place to share ideas and express opinions. Students are expected to respect each other and hear what others have to say. Everyone will take on an active role in each others' education.

### Objectives

Students will explore portfolios within the field of Graphic Design but are encouraged to look at work in other disciplines like art, writing, photography, drawing, performance, etc. Learn from example and focus efforts on curating work that target goals.

Students will be asked to develop a thorough portfolio with work that can be quickly explained and understood. Share work with peers and train to present work in a professional manner by articulating ideas in both written and verbal form. Exercise presentation skills through critique and mock interviews.

At the end of the course students will have learned to curate a concise body of work, to express ideas in both digital and tangible formats, and maintain professional tone and manner while presenting.

### Supplies

Students will need a portable hard drive to store digital work as well as a portfolio to organize handouts, progress, finished assignments...etc. Materials needed may also vary based on students' individual needs.

### Workload

This course requires all students to expect and apply at least six hours per week of outside classwork to assignments.

## Expectations

### Attendance and Absences

Students should arrive on time and prepared for class. Both prompt and regular attendance is required. Late arrivals or early departures will result in a mark of absence. Students are expected to bring the appropriate tools and materials needed to work on projects during class, and have completed work ready for critique. Participating in critique will help form and mature both visual and verbal skills in a professional capacity.

Students must submit official documentation for any absences to be considered excused. Excused absences will not affect grades adversely if the work is made up. The student is responsible for making these arrangements and completing missed assignments.

Students with more than two unexcused absences during the semester will lose a letter grade for each additional absence, after the first two.

### Religious Holidays

Students can be excused from class to observe religious holy days. Excused students will be given time to digest material or make up work for activities covered in their absence. A student who feels unreasonably denied their education due to religious beliefs or practices may seek redress through the student grievance procedure.

### Twelve Day Rule

Students who participate in official athletic or scholastic extracurricular activities are permitted twelve scholastic day absences per semester without penalty. In any case, it is the student's responsibility to maintain satisfactory academic performance and attendance.

## Covid-19 Policies

### Covid Related Absences

Absences due to Covid follow standard attendance policies – please notify faculty prior to missing class. Students must provide a doctor's note going forward – do not assume Covid related absences are excused.

### Face Coverings

Students and employees are welcome to wear face masks for their own and others protection. Vaccinations are not required but highly encouraged; this includes staying current with boosters to minimize related risks.

Expectations

Tardiness

Whenever a student is more than 15 minutes late to class it will be marked as half an absence. Students are responsible for correcting any half marks to a whole mark when arriving after attendance is taken.

Participation

Students are required to participate in all verbal critiques and class discussions in order to expand communication and presentation skills. Everyone will be graded on in-class participation.

Critique

Critiques are a large component of the design process. Feedback can be both positive and negative – students will learn to share constructive criticism and will train to work with a critical eye.

Dishonesty and Plagiarism

Plagiarism is a serious offense. Any and all assignments submitted shall be the students’ own work. A student discovered to have plagiarized work will receive disciplinary action, including failure of the course.

Recording

Students may not publish recordings without written consent. Students can record audio·video of class lectures for the following reasons only; all other purposes are prohibited:

- <sup>1</sup> for personal·educational uses
- <sup>2</sup> in connection with a complaint to the university
- <sup>3</sup> as evidence in a criminal or civil proceeding

Important Dates and Course Schedule

Subject to change. Assignment details will be announced in class.

- Martin Luther King Jr. holiday·Jan 20
- Spring Break·Mar 15–23
- Work due no later than Weds·Apr 30

Disabilities and Counseling

Students with a disability that require accommodations to complete this course are encouraged to discuss any learning needs with the instructor during the first week of term. Accommodations are provided as needed.

Please visit [disability.ufl.edu/students/accommodations](http://disability.ufl.edu/students/accommodations) for information about accommodations. Counseling and wellness services are also available via phone at 352.392.1575 and·or e-mail at [umatter@ufl.edu](mailto:umatter@ufl.edu).

Evaluations

Course Evaluations

Students are expected to provide professional and respectful feedback on the quality of instruction by completing course evaluations online via GatorEvals. Students will be notified when the evaluation period opens.

Assessment Criteria

- 40% An evaluation of each assignment as well as larger scope of portfolio building from the class and its cohesiveness
- 20% Comprehension of assignments and the ability to determine career goals in a clear and professional manner
- 20% Participation in activities and thoughtful contribution to class discussions, workshops, activities, and attendance
- 10% Attention to detail and presentation; careful consideration of content, context, and format
- 10% Growth, performance, and attitude towards learning that is observed throughout the full semester

Grading

Student meets all performance criteria. Work shows exploration, risk-taking, and growth. Projects are finely crafted, conceptually strong, and visually interesting. Fully participates, is receptive to criticism, and has healthy attitude towards learning and the classroom community.

A	90–100	EXCELLENT	4
---	--------	-----------	---

Student shows better than average conceptual development and meets all of the performance criteria as set forth by the assignment. Work is above average with room for improvement. Participates and shows eagerness to be part of the classroom community.

B	80–89	GOOD	3
---	-------	------	---

Student fulfills the assignment requirements, but lacks understanding of concepts, basic composition, and craftsmanship. Work is average and acceptable. Struggles to complete projects on time.

C	70–79	ACCEPTABLE	2
---	-------	------------	---

Student lacks understanding of basic design principles. Concepts and·or craftsmanship does not meet the criteria of assignments. Work is often incomplete and·or late. Attendance and participation is poor.

D	60–69	POOR	1
---	-------	------	---

Letter A Grades

‘A’ grades are given for outstanding work only. ‘C’ is average. Visit [catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies](http://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies) for more info on University grades and grading policies.