GRA 4923c / MINT: Design and Professional Practice Studio
FAC 315 / MONDAY + WEDNESDAY / PERIODS 8 - 10

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OFFICE HOURS: FAC 313D / M + W / PERIOD 7

/COURSE DESCRIPTION
MINT Studio places special emphasis on the discovery, definition, design, and production of projects in collaboration with peer design teams and selected client partners. Experience in teamwork and collaboration, the business aspects of design, design strategy, production, and client and business relations are all topics that are covered during the course. Projects are diverse in concept, content, and media, and the scope ranges from local to international.

Students enrolled in this class will take on real projects for the UF community, non-profit organizations (national/international) and design partnerships. in addition, this course will consider design for good causes/broader based issues and special opportunities that present themselves.

/PREREQUISITES AND COURSE CREDIT
This is a three-credit studio course that is offered to advanced students. Students wishing to enroll in MINT must submit a portfolio of 10 projects demonstrating conceptual, formal, and technical development to date and a one page statement of intent. A "Call for Participants" will be announced with specific application details and the application deadline date. Faculty will review submitted portfolios and accept approximately 9-10 students based on the strengths of their portfolios and statements. As this is a competitive process and there will likely be more applications that spaces available, admission is based on the discretion of the instructor whose decision is binding. It is important that students verify in advance of enrollment how this course will fit into their degree plan.

/COURSE TOPICS
the business of design / fees and contracts / design systems / careers in design / project presentations / client communications / business strategy / design and production / design strategy / information architecture / time and project management

/OBJECTIVES
> improve design strategy and production for the internet and print
> discover how to design based on real world issues and limitations (including teamwork, timelines and production budgets)
> explore the business of design, including contracts, client relations, design strategy, building a design business and production for print and web
> provide appropriate design solutions to a client, with consideration to timeframe, budget and client and communication objectives

/REQUIRED TEXT
Pocket Pal, Graphic Arts Production Handbook,
Michael Bruno
International paper (2004). ISBN: 0883623382

/SUPPLEMENTAL READING
The Business Side of Creativity, Cameron S. Foote
W. W. Norton & Company, Inc. (1996). ISBN: 039373031x

By Design, Ralph Caplan
Fairchild Publications, Inc. New York (1982). ISBN: 1563673495

/SOFTWARE
Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat), Macromedia Dreamweaver and Flash, and MS Word.

/COURSE STRUCTURE
The instructional methods will include team-based collaboration, group discussions, and creative work. Participation in discussion, and client management is imperative to the success of this class. Students will take responsibility for organizing discussions, researching to discover answers/sources of information, documenting and sharing information.

/INSTRUCTION
This course will include ideation sessions, crits, lectures, studio tours, question and answer sessions. The instructor will function as a facilitator. Class sessions will focus on the work at hand, and establish an environment to do this in the most creative and efficient manner. Classes will begin with a brief studio meeting, followed by either brief lectures, discussions or team meetings. Participants may be required to crit projects and should be aware of what projects mint takes on in order to do this. There is no 'busy work.' If we are not working on a client project, we will be designing for mint or for the graphic design area. This is a traditional strategy in every design studio – we work for ourselves when there is down time. In addition, there will be occasional studio visits and guest lectures. These will supercede work-in-class time and will be announced in advance.

It is up to each team to manage their own time properly. In taking on a project, we make an agreement with the client and it is important that, in our professionalism, we meet and exceed all expectations. Craziness in house does not translate to craziness with the client. Our public face is cool, composed and sophisticated.

/GRADING + EVALUATION
The purpose of grading and evaluation is to pinpoint the strengths and weaknesses of the performance. It is important to remember that grades are earned, not given, and are a measure of your overall performance. Because thisis a collaborative design studio, evaluation will also include peer assessment of individual's contribution to assigned projects.

Your grade will be assigned by evaluation of 3 areas:

30%   process [research, concept, ideation, collaboration]
30%   realization [formal resolution, including attention to detail, appropriateness of solution and production]
40%   professionalism [participation, motivation, deadlines]

/CALENDAR
The semester calendar will be based on specific project deadlines. We will develop individual project calendars with interim deadlines and final project due dates. Students are expected to meet at the beginning of each class period for a project update meeting, lasting 15 minutes. Professional practice lectures, discussions and class trips will be announced in advance and will be based on concepts relevant to project development.

/TYPICAL TEAM ROLES
These roles will be assigned per project, based on student's interest, abilities, and desired areas of growth. They may overlap and are (of course) flexible. For example, a designer may also be a project lead, allocating the time between roles.

Project Lead: maintains the vision and goals of the project throughout the development process. ensures production is on time and within budget. responsible for scheduling, progress reports, workflow, and client relations.

Designer: responsible for concept development and design. responsible for web/print production and must design for the final product, ie, production of the work.

Designer/Programmer: responsible for assembling and coding the site, and may also be responsible for some quality assurance tasks (such as browser compatibility or application testing). may also do image editing and graphics conversion.

Content Developer: a writer and/or editor who creates or assembles the content that makes up the core of any site.

/DEADLINES
Setting interim and final deadlines for project work is the team's responsibility. All members of a team should know in advance when parts of a project are due. However, this might not always be the case, and flexibility will be required. The most important concern here is to meet the project's (and the client's) deadline – no matter what happens in the studio or in other classes. This is the commitment you must take on when working professionally.

/EXPECTATIONS FOR CLASS PARTICIPATION
Participation by all members is critical to a positive and productive learning environment. Good participation consists of demonstrating excellent preparation; analyzing readings and other material (e.g., visual resources, course material, discussions, experiences, etc.). Contributes in a very significant way to ongoing discussions and critiques. Responds thoughtfully to other students' comments, contributes to the cooperative argument–building, suggests alternative ways of understanding materials and helps the class analyze which approaches are appropriate, etc. And finally, demonstrates consistent and active involvement... this means YOU MUST BE HERE TO SUCCEED. After two absences your grade will be lowered by one letter for each absence.

GENERAL UNIVERSITY POLICIES AND SERVICES

/UF STUDENT GUIDE

This resource covers most policies and procedures important to students - http://www.dso.ufl.edu/stg/

/ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation. Disability Office: http://www.dso.ufl.edu/OSD/

/CONTACTS FOR UNIVERSITY COUNSELING SERVICES

Includes personal, academic, crisis and career services.

Dial 392-1575. http://www.counsel.ufl.edu/

/CONTACTS FOR STUDENT HEALTHCARE CENTER

Dial 911 for medical emergencies. Dial 392-1161 for urgent after-hours medical questions. Dial 392-1171 for after-hours mental health assistance. http://www.health.ufl.edu/shcc/

/SAFETY AND SECURITY

University Police Department - http://police.ufl.edu/

Dial 911 for emergencies. Dial 392-1111 otherwise.

/READING DAYS

The two days prior to the start of examinations in the fall and spring semesters, generally a Thursday and Friday, are designated reading days. No classes or exams are held on these days. Instead, students are encouraged to use these days for study and review.

/TWELVE-DAY RULE

Students who participate in official athletic or scholastic extracurricular activities are permitted twelve (12) scholastic day absences per semester without penalty. In any case, it is the student's responsibility to maintain satisfactory academic performance and attendance.

/CRITICAL DATES ON THE UNIVERSITY CALENDAR

http://www.reg.ufl.edu/dates-critical.html

/ABSENCES FOR RELIGIOUS HOLIDAYS

Students, upon prior notification of their instructions, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. A student who believes that he/she has been unreasonably denied an education benefit due to religious beliefs or practices may seek redress through the student grievance procedure.

/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, one is 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, plagiarism, bribery, misrepresentation, conspiracy, or fabrication.

http://www.dso.ufl.edu/judicial/academichonestystudent.html

/COMPUTER USE AND ACCEPTABLE USE POLICY

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.

http://www.circa.ufl.edu/computers/

http://www.cio.ufl.edu/aupolicy.htm

/DISRUPTIVE BEHAVIOR

Faculty, students, Administrative and Professional staff members, and other employees [hereinafter referred to as "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. A detailed list of disruptive conduct may be found at http://www.aa.ufl.edu/aa/Rules/1008.htm. Be advised that you can and will be dismissed from class if you engage in disruptive behavior.

NOTES: