# **Syllabus**

CREDITS: 3

MEETING TIMES: Monday/Wednesday 7:25 – 9:20 am ARCH0116

Tuesday/Thursday 3:00 – 4:55 pm ARCH0116

INSTRUCTORS: **Luis Mejia-Puig,** Assistant Professor

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Office Hours: T R 9:30-10:30 (or by appointment)

ARCH 136

**Milena Rodriguez,** Teaching Assistant.

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## MATERIALS & TEXTS

### HIGHLY Recommended (cheap and useful texts):

* “Design Drawing”, Francis D. K. Ching ISBN: 9780470533697
* “Perspective made easy” Ernest R. Norling, ISBN: 9780486404738
* Note: Your instructor will also provide a list of required equipment/supplies

### Recommended:

* “Sketching Interiors at the Speed of Thought.” Jim Dawkins | Jill Pable., ISBN: 9781501323133
* “Drawing on the Right Side of the Brain”, Betty Edwards, 4th Edition ISBN: 9781585429202
* “Interior Design Visual Presentations: A guide to graphics, models, and presentation techniques”, Maureen Mitton ISBN: 9780470619025
* “Color Drawing: Design drawing skills and technique.” Michael Doyle ISBN: 0471741906
* “Design Drawing”, William Kirby Lockard ISBN: 9780393730401

## COURSE INTENTIONS

Graphic visualization through digital and hand drawing techniques are critical to design communication. The primary intention of this course is to help students develop skills that will allow them to understand, analyze, and communicate spatial concepts. Emphasis will be placed on the iterative process of design and the relationship between hand sketching, digital media, and other graphic design techniques.

## EDUCATIONAL OBJECTIVES

In accordance with the Council for Interior Design Accreditation Standards this course will help students:

8a) apply space planning techniques throughout the design process.

8b) apply the design process, including pre-design, schematic design, and design development. 8f) explore and iterate multiple ideas.

8g) design original and creative solutions.

11c) two-dimensional design solutions.

11d) three-dimensional design solutions.

### Able to

9a) effectively distill and visually communicate data and research appropriate to a range of purposes and audiences.

9b) express ideas effectively (style, clarity/correctness, relevance, persuasiveness of content) in oral communication.

9c) apply a variety of communication techniques and technologies appropriate to a range of purposes and audiences.

9d) express ideas developed in the design process through visual media: ideation drawings and sketches. 9e) express ideas effectively through the integration of oral, visual, and written work.

11b) explore two- and three-dimensional approaches across a range of media types. 12g) appropriately select and apply color to support design concepts.

12i) use color solutions effectively across different modes of design communication. 12j) select and apply color to support design concepts.

12l) use color solutions across different modes of design communication.

13g) layout, design, and specify appropriate products, materials, objects, and elements in support of the design.

### Awareness

13a) be aware of a broad range of products and materials.

### Understand

11a) understand the elements and principles of design, including spatial definition and organization. 12c) understand color terminology.

12d) understand color principles, theories, and systems.

12e) understand how color interacts with materials, textures, light, and form and impacts interior environments.

12f) understand how light and color in the interior environment impact health, safety, and wellbeing. 12h) understand color principles, theories, and systems.

13c) understand how furnishings, objects, materials, and finishes work holistically to support the design intent.

## COURSE STRUCTURE

###  Format

* Most sessions will involve interactive instruction to present concepts/techniques and/or project critique.
* Other than announced due dates for projects, unannounced exercises may be given and collected at any time during the studio period.
* Students are expected to spend significant time outside of class on projects and assignments. Drawing takes practice—the more you practice, the better you will become!
* Faculty reserves the right to alter the course in response to academic conditions and opportunities.

### Assignments and Grading Scale

Each student is expected to be prepared, on time, and ready to participate in course presentations and discussions. ***Due to the interactive nature of this course, missing class severely impedes your progress in this course, and late or missing homework cannot be made up***. Excused absences may be made up on a case-by-case basis. See instructor if this is needed. Your grade this semester will be determined according to the following prioritized components:

#### *Criteria for Grades*

|  |  |
| --- | --- |
| **Project 1: From Wall to Wall**  | 10% |
| **Project 2: My Name, My Brand**  | 10% |
| **Project 3: A Tiny Space****Project 4: Destination Restaurant** | 20%25% |
| **Project 5: The BIG Idea (IDEC Competition)**  | 25% |
| **Participation [Includes In-Class Exercises, Homework, Padlet]** | 10% |
|  | 100% |

#### Grading Scale

|  |  |  |
| --- | --- | --- |
| **A** | 93-100 | 4.0 |
| **A-** | 90-92.9 | 3.67 |
| **B+** | 87-89.9 | 3.33 |
| **B** | 83-86.9 | 3.0 |
| **B-** | 80-82.9 | 2.67 |
| **C+** | 77-79.9 | 2.33 |
| **C** | 73-76.9 | 2.0 |
| **C-** | 70-72.9 | 1.67 |
| **D+** | 67-69.9 | 1.33 |
| **D** | 63-66.9 | 1.0 |
| **D-** | 60-62.9 | 0.67 |
| **E** | 0-59 | 0.0 |

Information in regard to UF's grading policy can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

## COURSE POLICIES

### Attendance

Attendance in class is mandatory and essential to the learning process. Students are expected to arrive to class on-time, be prepared, and remain in class for the duration of instruction. Students are expected to be prepared and on time for each class session, and the instructor will be notified in advance of any necessary absence by phone or email.

The following will result in the reduction of your final grade:

* Failure to bring required assignments and materials to class
* Repeated lateness and/or early departure
* Final grades will be lowered a letter-grade starting with the third unexcused absence.

### Project Due Dates

Projects and assignments are to be turned in as specified. No projects will be accepted late except with prior written permission from the instructor.  **Incomplete work will be evaluated in its state of completion on the due date**. Requirements for class attendance and make-up exams, assignments, and other work are consistent with university policies that can be found at:

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

**Classroom Climate**

Equitable participation in this class requires the use of inclusive language, methods, and materials. Students are expected to use inclusive language in written and oral work and to respect diversity in viewpoints expressed by others. Students are also encouraged to identify language, methods, and materials used in this course that do not contribute to an inclusive classroom climate.

### Make-up Policy

Students who can demonstrate that they were unable to submit an assignment by the deadline due to an excused absence and who can provide enough appropriate documentation for the absence will be given a reasonable period of time to make up the late work. Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from the Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

### Course Communications

Canvas will make class resources, announcements, updates, and assignments available. The preferred method of communication in this course is email. If you have questions before the next class meeting, send them to the instructor via Canvas or ufl email. Include course # in the email subject line. To meet the instructor, you can use his office hours or schedule a specific time through e-mail.

### Student Work

**The Department of Interior Design reserves the right to retain any student work completed in the curriculum for accreditation purposes.**

## UF POLICIES

**University Policy on Accommodating Students with Disabilities:** “Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, [www.dso.ufl.edu/drc](http://www.dso.ufl.edu/drc) ) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.”

**University Policy on Academic Conduct:** UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

**Class Demeanor or Netiquette:** All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. Students must be respectful to one another, even when there are differing opinions. UF netiquette guidelines can be found at: [Netiquette Guide for Online Courses](http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf)

Consequences might negatively affect an assignment grade, or for very severe cases, a report to the university administration.

**Online course evaluation**: 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 two or three weeks of the semesters, 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>.

## **Getting Help**

For issues with technical difficulties for Canvas, please contact the UF Help Desk at:

* http://helpdesk.ufl.edu
* (352) 392-HELP (4357)
* Walk-in: HUB 132 (contact them in advance)

Other resources are available at <http://www.distance.ufl.edu/getting-help> for:

* Counseling and Wellness resources
* Disability resources
* Resources for handling student concerns and complaints
* Library Help Desk support

Should you have any complaints with your experience in this course please visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

**Campus Resources**

**Health and Wellness Resources**

*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](https://umatter.ufl.edu/) 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](https://counseling.ufl.edu/) 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](https://shcc.ufl.edu/).

*University Police Department*: [Visit UF Police Department website](https://police.ufl.edu/) 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](https://ufhealth.org/emergency-room-trauma-center).

**Academic Resources**

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

[Career Connections Center](https://career.ufl.edu/): Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

[Library Support](https://cms.uflib.ufl.edu/ask): Various ways to receive assistance with respect to using the libraries or finding resources.

[Teaching Center](https://teachingcenter.ufl.edu/): Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

[Writing Studio](file:///C%3A%5CUsers%5CHP_NOTEBOOK%5CDownloads%5Cwriting.ufl.edu%5Cwriting-studio%5C): 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](https://sccr.dso.ufl.edu/policies/student-honor-%20code-student-conduct-code/).

*On-Line Students Complaints*: [View the Distance Learning Student Complaint Process](https://distance.ufl.edu/getting-help/student-complaint-process/).

### A Weekly Schedule of Topics and Assignments:

For detailed schedule of assignments and class activities, see course Schedule on Canvas.

Disclaimer: This schedule represents our current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity.

IND 2313 Design Communication: Project Schedule\*

**\* Notes:** This calendar is a **general outline** of the course’s main projects. Drawing Exercises will also be assigned/due throughout the semester to help build technical skills. The instructors reserve the right to alter the course in response to academic conditions and opportunities.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Wk. | Dates | Sess | Content | Assignments / Projects Given |
| 1 | 8/21-22 | 1 |  |  |
|  | 8/23-24 | 2 | **LAUNCH** | **Assign: Project 1:** **From Wall to Wall** |
| 2 | 8/28-29 | 1 | **MUSEUM VISIT**  | Visit the Harn Museum  |
|  | 8/30-31 | 2 | **PHOTOSHOP BASICS** | Photoshop class exercises**Assign:** Bring five art pieces explorations and bring them in printouts for the next class. |
| 3 | 9/4-5 | 1 | **PHOTOSHOP BASICS** | Class working time in Project 1 |
|  | 9/6-7 | 2 |  | **Due: Project 1** in Canvas by 11:59 pm**Exhibit in the DCP Gallery on the 7th at 3:00 pm****Assign:** Select five great logos and bring them in printouts for the next class.[You will need Black Felt tip, Sharpie Marker, and Roll of Trace by NEXT week. Start bringing these to class.] |
| 4 | 9/11-12 |  | **BRAND IDENTITY & COMMUNICATION** | **Assign: Project 2:** **My Name, My Brand****Due:** Logo Examples**Assign:** P2 Exercise A: Logo Ideation – Process work and (5) Logo Design Concepts |
|  | 9/13-14 |  | **VECTOR DESIGN / ILLUSTRATOR**Help with Logo Design | **Due:** P2 Exercise A: Logo Ideation – Process work and (5) Logo Design Concepts**Assign:** Project 1 Exercise B: Refined Logos (3) |
| 5 | 9/18-19 |  | **VECTOR DESIGN / ILLUSTRATOR**Help with Logo Design | **Due:** P2 Exercise B: Refined Logos (3)**Assign:** Project Exercise Final Logo – Digital |
|  | 9/20-21 |  | **DIGITAL MODELLING BASICS** | **Due: Project 2** in Canvas by 11:59 pm**Assign:** **Project 3** – **A Tiny Space** |
| 6 | 9/25-26 |  | **DIGITAL MODELLING BASICS** | Marker over digital exercises. |
|  | 9/27-28 |  | **DIGITAL MODELLING BASICS** |  |
| 7 | 10/2-3 |  | **PERSPECTIVE DRAWING**Perspective Sketching Techniques  | **Due: Project 3** – A Tiny Space by 11:59 pm**Assign: Project 4** – **Destination Restaurant** |
|  | 10/4-5 |  | **PERSPECTIVE DRAWING**Perspective Sketching Techniques | **Due:** Concept development and brand. |
| 8 | 10/9-10 |  | **PERSPECTIVE DRAWING**Perspective Sketching Techniques |  |
|  | 10/11-12 |  | **PERSPECTIVE DRAWING**Perspective Sketching Techniques  |  |
| 9 | 10/16-17 |  | **PERSPECTIVE DRAWING**Perspective Sketching Techniques  |  |
|  | 10/18-19 |  | **RENDERED FLOOR PLAN**Perspective Sketching Techniques |  |
| 10 | 10/23-24 |  |  | **Due: Project 4** – Destination Restaurant**Assign:** **Project 5** – **The BIG idea. IDEC Competition** |
|  | 10/25-26 |  | **RENDERED FLOOR PLAN**Digital Hand Rendering w/ Photoshop | **Due:** Concept development**Assign:** Bring three spaces for the next class |
| 11 | 10/30-31 |  | **PERSPECTIVE DRAWING**Perspective Sketching Techniques | **Due:** Space Selection |
|  | 11/1-2 |  | **PRODUCTION**Perspective Sketching Techniques / Rendering |  |
| 12 | 11/6-7 |  | **PRODUCTION**Perspective Sketching Techniques / Rendering |  |
|  | 11/8-9 |  | **PRODUCTION**Perspective Sketching Techniques / Rendering |  |
| 13 | 11/13-14 |  | **PRODUCTION**Perspective Sketching Techniques / Rendering |  |
|  | 11/15-16 |  | **PRODUCTION**Perspective Sketching Techniques / Rendering |  |
| 14 | 11/20-21 |  | **PRODUCTION**Workday Help Session |  |
|  | 11/22-23 |  | **Thanksgiving Holiday** | **NO CLASS** |
| 15 | 11/27-28 |  | **PRODUCTION**Workday Help Session |  |
|  | 11/29-30 |  | **PRESENTATION BOARDS** | **Due: Project 5 – Final Presentation Boards in Canvas by 11:59 pm****Exhibit in the DCP gallery** |
| 16 | 12/4-5 |  | **Final Workday Help Session** |  |