Interpretive & Graphic Design for Heritage Sites
DCP 6931

Academic Term: Spring 2024
Class Periods and Location: Tuesdays, Period 3-5 (9:35 AM – 12:35 PM) ARCH 116
Office Hours: Thursdays 10:00 AM – 12:00 PM or Zoom by appointment
3 Credit Hours

Instructors
Clarissa Carr, Ph.D., UF Historic Preservation Program
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Office ARCH 146

Course Communication:
The instructor is available during office hours or via e-mail at clcarrdi@ufl.edu for personal questions. Please allow 24-48 hours for a response during business hours only (M-F 8am-5pm).

For general course questions, students may ask during the live class, visit office hours, or send an email through Canvas. Please note, the Canvas email inbox is not checked as frequently as the instructor's email.

Course Description
This course will explore the interpretation of tangible and intangible history in Gainesville and the surrounding areas. Focused on sites associated with local Civil Rights and Black Heritage, students will build upon and fill in gaps with current interpretation initiatives. Students will reference existing research from sources such as the Florida Black Heritage Trail, the Fifth Avenue/Pleasant Street Heritage Trail, and Dr. Patricia Hilliard-Nunn's research on area plantations.

By incorporating tools such as augmented reality, SketchUp, and ArcGIS StoryMaps, students will engage audiences who interact with sites and may have little awareness of the layers of history. These approaches will be mindful of accessibility and production costs with a collective product at the end of the semester that can be shared with the community.

Course Objectives
- To learn the principles and elements of effective design
- To gain a basic understanding of Adobe InDesign, Google SketchUp, ArcGIS StoryMaps, and other software to create a visual and interactive narrative
- To practice using these tools for interpreting the history of existing and demolished heritage sites

- Develop professional skills for the interpretation of historic preservation and related fields
- Learn how to communicate to a variety of audiences
- Learn how to provide and receive constructive design feedback
- Collect and evaluate the accessibility and effectiveness of current interpretation methods
- Gain insight into Gainesville's Civil Rights and Black Heritage sites
- Collect and integrate existing oral histories into the interpretation of historic sites

Skills, Devices, and Software to Learn
- Foundations of graphic design and layout
- Google SketchUp
- Adobe InDesign
- ArcGIS StoryMaps
- Augmented Reality and 360 degree virtual tours
- Conducting and processing Oral Histories
- Oral presentations
- Written communication

Course Pre-Requisites / Co-Requisites
There are no pre-requisites or co-requisites for this course.

Canvas
It is your responsibility to regularly check this course's Canvas site. Course readings, any lecture slides, other materials (e.g., assignment instructions), and important announcements will be provided via Canvas. All work must be submitted via Canvas unless otherwise specified during class. Grades will be posted via Canvas.

- In the case you have technical difficulties with Canvas, please contact the UF Help Desk at learning- support@ufl.edu, or (352) 392-4357 - select option 2, or go to the Ground floor of the Hub. If your technical difficulties will cause you to miss a due date, you MUST report the problem to UF Help Desk before the due date/time. Include the ticket number that you are given in an e-mail to the instructor to explain the late assignment due to problem with Canvas.

  Types of questions that should be directed to the Help Desk:
  - I cannot log into Canvas
  - I have clicked on the "submit" button for my assignment and nothing is happening
  - I cannot upload an assignment
  - Canvas has given me an error message and I cannot submit my assignment.
  - Poor internet connections cannot be accommodated with a ticket from the UF Helpdesk.

- The instructor reserves the right to accept or decline tickets from the UF Helpdesk based on individual circumstances.
- An introduction and support for the E-Learning in Canvas system can be found at: https://lss.at.ufl.edu/help/Student_Faq

Assignment Submissions in Canvas
Anytime you submit an assignment, presentation, or homework please name it as follows: mylast-name_myfirstname_assignmentname.docx or .pdf or .pptx. Assignments must be submitted online through Canvas by 11:59pm on the due date as the file type specified. Please note: only the latest attempt will be graded.

Required Textbooks and Trips
- There are no required textbooks for this course.
- Course material will be on e-learning/Canvas, including readings, lecture slides, assignments, announcements, and grades (https://elearning.ufl.edu/).
- The course may include on campus or local field trips during or outside of class hours. This will be discussed with the class beforehand.

Required Software
It is not expected that you purchase programs for this course. Lab time in the classroom will provide access to the Adobe suite. If you require extra time outside of class, you can purchase the discounted subscription mentioned below or visit the open labs on campus. Additional programs used in this course are free and web-based.

Optional Software
Access to Adobe Creative Cloud Discounted for Students (Adobe offers Creative Cloud for $77 for 6 months for students) To get started, visit: https://helpdesk.ufl.edu/software-services/adobe/

Open Labs on Campus
If at any point you are having issues or need more time with Adobe CC outside of class, you should plan to use the open labs on campus. Issues with programs accessed on your personal computer will not be accepted as an excuse for late or missing assignments! The Adobe Creative CC Suite is on all Academic Technology computers. All computers in the Architecture, Marston, CSE, HUB, Norman, and Weil computer labs are equipped with this software. https://labs.at.ufl.edu/

Materials and Supply Fees
Material and supply fees (M&S) are assessed for certain courses to offset the cost of materials or supply items consumed during instruction. A list of approved courses and fee information is available from the academic departments or the Schedule of Courses (UF-3.0374 Regulations of the University of Florida; Florida Statutes 1009.24). You can find more information at https://registrar.ufl.edu/soc/.
The total M&S for this class is $0.

Course Presentation and Requirements

Course contents are presented in PowerPoint presentations, class discussions, guest speakers, and computer lab training sessions, among others. Course requirements include participation in class discussions and training and the completion of assignments and presentations on time.

A Note on Team Work

For team assignments, you are expected to abide by the Honor Code, plus conduct yourself in the following manner:

- Be a good team member.
  - Be on time. Be respectful. Be responsive with group communication.
- Participate and contribute equally in each assignment.
  - If there are problems with group dynamics or participation/effort levels, please talk to the instructor.

Course Policies

Evaluation of Grades
Grading Policy

Assignment	Total Points	Percentage of Final Grade
Weekly Skills Quiz or Mini Project 5 @ 100 points each	500	50%
Mid-Term Project	150	15%
Final Project	200	20%
Participation	150	15%
	1000	100%

Percent	Grade	Grade Points
93 - 100	A	4.00
90 - 92	A-	3.67
88 - 89	B+	3.33
83 – 87	B	3.00
80 - 82	B-	2.67
78 - 79	C+	2.33
73 – 77	C	2.00
70 - 72	C-	1.67
68 - 69	D+	1.33
58 - 67	D	1.00
55 - 57	D-	0.67
0 - 54	S	0.00

More information on UF grading policy may be found at:
https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/

Attendance Policy, Class Expectations, and Make-Up Policy

Attendance is mandatory for all class sessions, including labs, discussions, and field trips. Regular attendance is crucial for effective learning and participation. Students must arrive on time and stay for the entire duration of instruction. Advance notification and documentation for any absence is required.

Failure to bring assignments, repeated lateness/early departure, and unexcused absences can result in grade reduction. More than three unexcused absences will result in the final grade being dropped one letter. You are expected to come to class on time, prepared, and ready to participate.

Late submissions of assignments are subject to a penalty unless valid, documented reasons for an extension are provided in advance. Late assignments will incur a 10% grade reduction for each day they exceed the original deadline. Extensions will only be granted under exceptional circumstances and not beyond one week past the initial deadline. Technical issues like computer malfunctions are not valid grounds for extensions. Ensure regular saving of work. Extension requests must be negotiated in advance and supported by appropriate documentation. The original deadline remains unless a new date is mutually agreed upon.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies. [Click here to read the university attendance policies](#).

If you notice yourself having trouble in the course, it is crucial that you see the instructor immediately. Please feel free to approach the instructor about any concerns or comments you might have about this class.

Work Product
All work produced in class is property of the University of Florida Historic Preservation Program. The instructor will keep copies of all participants' work product.

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.

Netiquette Communication Courtesy
All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions, and chats. More information can be found at: https://www.cise.ufl.edu/wp-content/uploads/2019/08/CISE_Netiquette_Guide.pdf

Class Demeanor
Students are expected to arrive to class on time and behave in a manner that is respectful to the instructor and to fellow students. Please avoid the use of cell phones and restrict eating to outside of the classroom. Opinions held by other students should be respected in discussion, and conversations that do not contribute to the discussion should be held at minimum, if at all.

In-Class Recording

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 hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or guest lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

Student Privacy Considerations

Some class sessions may be audio-visually recorded for students in the class to refer back and for enrolled students who are unable to attend live (with proper absence documentation). In the event that a Zoom session is offered, students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. <u>When class is not being recorded it is expected that all students will have their cameras on and communicate orally.</u> As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

If recording occurs in the classroom, the same above applies. It will be announced to the class beforehand if it will be recorded and you may tell the instructor then that you do not wish to be in the recording. A place to sit out of camera view will be provided.

In the event that photographs are taken while in class or on a field trip, permission will be asked before by the instructor of all students. If you do not want to be photographed, you will be kept out of frame.

UF Policies

University Honesty Policy

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 honor 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 Conduct Code specifies a number of behaviors that are in violation of this code and the possible sanctions. Click here to read the Conduct Code. If you have any questions or concerns, please consult with the instructor in this class.

Students Requiring Accommodations

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. Click here to get started with the Disability Resource Center. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

Student Privacy

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see: https://registrar.ufl.edu/ferpa/

Software Use

All faculty, staff, and students of the University 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.

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/.

UF | College of Design,
Construction & Planning
Historic Preservation
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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.

Basic Security Needs

Any student who is facing challenges securing food or housing is urged to contact the Dean of Students for support. Please do not hesitate to contact the instructor for additional assistance in the event that these external stressors are also affecting your performance in the course.

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.

Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

Writing Studio: 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.

On-Line Students Complaints: View the Distance Learning Student Complaint Process.

Course Schedule and Assignments

Schedule Note and Disclaimer
The syllabus and the details of the course schedule are subject to change as the need arises. All changes will be notified during class times and through email and Canvas announcements.

	Topic	Assignment for Following Week
1 January 9	Introductions Review Course Syllabus Overview and background on course theme	Browse the internet, journals, and other sources for current trends in museum and heritage site interpretation. Be prepared to share in class.
2 January 16	Assigned project sites for the semester. Discussion on trends and effective methods for the interpretation of heritage sites. Interpretation Tools: 360 images	Assignment 1: Visit the UF Digital Collections website and SPOHP YouTube page and begin to research applicable oral histories. Start a list of existing oral histories and any you may want to collect this semester.
3 January 23	Field Trip (Date Pending): Class visit to the Samuel Proctor Oral History Program, Pugh Hall	Locate historical imagery and drawings (if available) of both of your sites.
4 January 30	Interpretation Tools: Google SketchUp	Assignment 2: Further detail your buildings in SketchUp
5 February 6	Interpretation Tools: Augmented Reality and CAD Builder	Assignment 3: Insert your SketchUp building and other resources into augmented reality
6 February 13	Interpretation Tools: Graphic Design Basics and Adobe CC InDesign	Assignment 4: Prepare a brochure or poster in InDesign
7 February 20	Guest Speaker	*Research both sites*
8 February 27	Guest Speaker	Research both sites
9 March 5	Brief overview of custom ArGIS maps, how to import existing data Pecha Kucha Overview and Practice	Prepare and practice midterm presentation
10 March 12	**Spring Break/No Class**	***No Assignment***
11 March 19	**Midterm Presentations**	Browse StoryMaps and identify components and features that you may want to integrate into your map.
12 March 26	Introduction to ArcGIS StoryMaps	Begin to draft outline the StoryMap for both of your sites

13 April 2	StoryMaps Part II	Continue research and design of StoryMap
14 April 9	Guest Speaker and/or Archive Digitization Practice	Assignment 5: In class digitization submission Continue research and design of StoryMap
15 April 16	Final Project Development Desk crit/ presentations	Remaining edits to final presentation
16 April 23	**Final Presentations**	
17 May 2	**Final Exam Week** **May 2, 5:30 – 7:30 PM**	