Heritage Design Communication
DCP 6931

***Academic Term*:** Fall 2025
***Class Periods and Location*:** Tuesdays, Periods 6-8 (12:50 PM – 3:50 PM) Norman Hall 506
Office Hours: Tuesdays 9:00 AM – 11:00 AM or Zoom by appointment
3 Credit Hours

Instructors
Clarissa Carr, Ph.D., UF Historic Preservation Program
clcarrdi@ufl.edu | (352) 294-9141
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.

Course Description
The field of Historic Preservation is multi-faceted and filled with both experts in the profession
and stakeholders passionate about seeing their past represented. Key for the professional is the
ability to first understand the needs of the stakeholder and then apply their knowledge and skill
set to effectively convey the desired message. Communication may take the form of written
publications, exhibits, websites, oral histories, presentations, and posters. Whatever the
medium, a well-rounded professional has the tools to educate, advocate, and inspire.

The course will provide the opportunity for students to address real heritage advocacy needs
with projects benefiting non-profits and community stakeholders. Applications covered will
include ArcGIS StoryMaps, InDesign, Photoshop, Illustrator, and video editing. Students will also
gain exposure with community preservation advocacy, creating virtual tours, and discussing the
application and ethics of AI in this setting. Combined, these will provide the student with a
toolkit of written, oral, and visual communication skills to take into the profession or further
into academia.

Course Objectives
- To learn the principles and elements of effective design
- To gain a basic understanding of Adobe Photoshop, InDesign, and Illustrator, among
  other programs
- To practice using these tools for visual, oral, and written communication

- Gain and enhance the graphic design and online platform development skills to share place-related research with the public.
- Develop professional skills for the advocacy of historic preservation and related fields
- Learn how to communicate to a variety of audiences
- Learn how to provide and receive constructive design feedback

Skills, Devices, and Software to Learn
- Foundation of graphic design in typography and color
- Adobe InDesign, Photoshop, and Illustrator
- Canva
- ArcGIS StoryMaps
- 360 degree virtual tours
- Transcribing Oral Histories
- Oral presentations
- Written communication

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

Class Format
Typically, each week, the week's topic will be introduced and the instructor will demonstrate the concepts and skills to be covered. After the demonstration, there will be in-class time to apply the new skills. An assessment project will be due and reviewed at the beginning of the following class This class will work in support of DCP4000 with Dr. Linda Stevenson where we will all look at the Florida Trust for Historic Preservation's "11 to Save." On occasion we will meet in their classroom RNK 106 for shared guest lectures.

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 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 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 in-town field trips during our outside of class hours. This will be discussed with the class beforehand.

Required Software
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 10 @ 50 points each	500	50%
Mid-Term Project	200	20%
Final Project	200	20%
Participation	100	10%
	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

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.

Academic Policies and Resources

The most up-to-date information on University-wide policies can be found here:
https://go.ufl.edu/syllabuspolicies

Course Schedule and Assignments

This is largely a skills-based course that surveys multiple communication programs and methods. In the brief timeframe of a semester, it will be difficult to master in depth all of the resources, but the student will learn the basics of each topic and how to apply them to advocacy scenarios in historic preservation and the surrounding fields.

The course is broken into four modules which cover visual, oral, and written communication. After learning each topic and practicing in class, students will have a weekly skills quiz or mini project to demonstrate their understanding. The midterm project will demonstrate the combined skills learned in the Visual Communication module. The final project will utilize all or most of the skills learned this semester into one ArcGIS StoryMap as a means of advocacy through the Digital Humanities. The focus of your project will be informed by your research of community needs and with the guidance of the instructor.

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.

Module 1:	Communication through Graphic Design
Module 2:	Communication through Surveys and Tours
Module 3:	Advocacy, Values, and Communication Toolkit
Module 4:	Combining Skillsets

	Topic	Detail	Assignments due at 11:59pm date below
1 August 26			*Assignment 1 Due August 31*
2 September 2			*Assignment 2 Due September 7*
3 September 9			*Assignment 3 Due September 14*
4 September 16			*Assignment 4 Due September 21*
5 September 23			*Assignment 5 Due September 28*
6 September 30			Assignment 6 *Due October 5*
7 October 7 **Midterm**			Assignment 7 *Due October 12*
8 October 14			Assignment 8 Due October 19
9 October 21			Assignment 9 Due October 26
10 October 28			*Assignment 10 Due November 2*
11 November 4	Guest Speaker or work day		
12 November 11	**UF Holiday- Veterans Day**	No Class	
13 November 18	Final Project Development	Class discussion- any concerns/help	Desk Crit/presentations
14 November 25	**UF Holiday- Thanksgiving Break**	No Class	
15 December 2	**Final Presentations**		