Art 277: Design for Digital Fabrication
Spring 2019
Classroom: KSE iStudio
Instructor: Adam Hawk
Office: ART 430B, KSEB91 (studio)
Email: hawk@uwm.edu
Office Hours: Office Hours by Appt.

Course Description
This course will emphasize the importance of digital design and drawing skills to facilitate digital fabrication using 3D printing, laser cutting, and vinyl cutting. An effective artist and designer require a knowledge of the skills necessary to quickly develop designs and accurately communicate them via digitally based software and 3D models. Students will be introduced to a variety of 3-D model applications as they are used in illustration, engineering, design, documentation drawing, entertainment, and animation and this course provides the skills to accurately model and document designs that are ready for basic digital fabrication. Students will be instructed in the principles of 3-D modeling using Rhinoceros NURBS modeling software. In a laboratory setting, students will have an opportunity to practice the strategies and methods commonly used in creating and solving 2-D and 3-D geometric problems. Information given in lectures and demonstrations will address aspects of modeling free-form curves, surfaces, and solids. In addition to developing a working knowledge of 3-D terminology and concepts, each student will learn how to create a variety of 3-D geometric models from technical drawings, sketches, real models, and written descriptions.

The aim of this course is to provide students with a thorough grounding in communication techniques and strategies for the professional presentation of design work. The emphasis on advanced representational principles and software knowledge allows students to produce more informed and ambitious projects, and more effective communication of design to clients and end users.

This course aims to introduce students to the relationship between new technologies and design and the potential for its impact on design project outcomes. In this course, students will:

• Learn to translate Illustrator techniques to 3D virtual world
• Learn to use Rhino interface, customize the modeling environment and create basic graphical objects—lines, circles, squares, surfaces and solids
• Learn to convert 2-D drawings to 3-D models
• Create virtual and physical objects of their own design
• Learn to create for design and fabrication using a vinyl cutter, laser cutter, and 3D printer.
• Further develop and employ skills in 2D and 3D applications for effective manipulation of digital images and models.
• Apply skills of effective design process in translating conceptual ideas into the digital domain. Apply free-form design and presentation layout techniques to develop and refine design aesthetics
• Be introduced to Slicer for Fusion 360, Meshmixer, Rhino Renderer, Keyshot, and various Rhino plug-ins
• Explore the use of 2D and 3D CAD applications and apply visualization techniques to a variety of projects
• Effectively communicate both visually and verbally to a potential audience that may include external practicing designers, staff and the student peer group

Course Objectives
• Provide a working foundation in sketching, interpreting, and creating computer-generated models.
• Provide students with the ability to describe the organization, terminology, function, capabilities, and limitations of 3-D computer graphic software in regards to modeling.
• Use Rhino 3-D modeling software to create surface and solid models.
• Set up a 3-D scene and view 3-D space.
• Develop sketches of models and practice viewpoint identification and selection.
• Place lights and render scenes. Create 2-D dimensioned drawings of 3-D models.
• Provide a working foundation in sketching, interpreting, and creating computer-generated models.

Coursework
This course will use D2L as an online augmentation of class time. Students will be required to use D2L to retrieve their project briefs, turn in compiled documents of their work for each assignment, check their grades, post information for other classmates and to check for announcements. It is recommended students check their email and D2L site daily.

Workload Statement
Workload will consist of exercises, projects, and assigned readings. Class time will consist of a combination of lectures, presentations, critiques, collaborative opportunities and project work time. Students are required to take notes during class critiques and presentations. This includes comments from other classmates and information and directions from instructor.

There will be six major projects, accompanied by a series of Rhino exercises:

Projects:
3D scanner project
Vinyl cutter project
Laser cutter project (3D Slicer for Fusion360 self-portrait)
Reverse Engineered Object 3D
Architectural Ring: Rendering, 3D print (Shapeways)
Final Synthesis Project (utilizes 3D printing, laser cutting, and vinyl cutting) (pendant lamp)

Rhino Homework/Exercises:
01. Start (castle)
02. Make These Shapes1 & 2
03. Precision Modeling
04. Arc1, Arc2
05. Chair & Screwdriver
06. Loft & Chamfer, Make these 3D Shapes
07. (a) Gumball
   (b) Rubber Ducky
   (c) Bar w/ Text
   (d) Phone
08. (a) canoe
   (b) sweeps & curve network
   (c) Rear
   (d) Network
09. (a) squeeze bottle
   (b) toy hammer
10. Rendering
11. Flow

This list is intended to serve as a rough guideline. Due to various unforeseen circumstances projects may be added or removed from the schedule.

Completing assigned activities on time is essential to learning computer software. Students must be encouraged to keep up with the daily computer work so future projects can be completed. Students who
fall behind in assignments in the first few weeks of class find it difficult to produce more complicated designs near the end of the semester.

**Expected Course Workload** (three credit hour course, 15 weeks)

**Class** (5/week, 75 hours overall): lecture, presentation, discussion, collaboration, critique, idea sharing, progress reviews

**Outside Studio** (10/week, 90 hours overall): project/problem active research, idea development, reading/written components, planning, exploration, process, prototypes, production, and finished product(s) development

**Total: 165 hours**

It is expected that all work will be the student’s original creation (or creations in acknowledged collaboration) in accordance with the specifications communicated in project briefs. See the UWM Academic Misconduct Policy link below. Plagiarism is the use of others’ words, images or ideas without clearly acknowledging the source of the information. Common instances of plagiarism include—but are not limited to—the use of others words (directly or in paraphrase) without citation or with incorrect citation, submitting work that is not the student’s own original effort, submitting the same work for multiple courses without prior consent (self-plagiarism), or using images that are not original without proper acknowledgment/attribute.

If a student has been identified as having committed plagiarism, the student will receive a zero for the project in which the plagiarism has occurred. Depending upon the circumstances and severity of the offense, additional disciplinary measures may be taken.

This estimated workload is, of course, only an estimate, and time investment will neither be evenly distributed throughout the semester nor will everyone’s time investment be equal. It is also important to understand that you will be evaluated on the quality of the work you turn in, and not on the number of hours you spend on that work, although there is a correlation between time investment and successful outcomes.

**Writing**

The ability to write and speak about work to clients and colleagues is crucial to effective design practice. Students skill level in this area will have a large impact on where they can work and how far they can go in professional practice. Verbal and written articulation will be evaluated with each project, thus impacting students overall grade for the class. It is strongly recommended that students utilize the UWM Writing Center for in-depth assistance with writing.

**Taking Notes**

Students are required to take notes during class on lectures, discussions and critiques, and the course readings. These notes will help students refine their work, strengthen ideas and understand the course material, as well as study for exams. Students learn most when they take notes by hand.

**Course Readings**

ANY recommended readings will be available via PDF/weblink on D2L.

**Required Tutorial Site Use:**

Lynda.com membership is free for students. Any assigned participation in lynda.com tutorials will require certificates of completion to be included in the notebook.

**Project Deliverables**

- Identify each project properly (w/labels)

  -Class name (277: Digital Fabrication and Design)
• Affix a label to both the back of any mounted projects and the front of notebook/sketchbook. If you have multiple notebooks/sketchbooks, be sure to number them (book 1 of 3, etc.)

• All projects need to be turned in as compiled digital files to the D2L project drop box at the time the project is due.

• Students should archive all 3D model files. Files of rendered images should also be saved. All files must be saved using the students last name and title of project.

example:
lastname_project1.3dm
lastname_project1.pdf

These files will be used as examples for other students and may be posted on an Internet gallery. The studio computers are not safe places to store your files. Students must store files on an external hard drive, USB drive or other personal storage device. The lab user account is wiped each time a user logs back into their account. This is not an excuse for missing or late work.

Notebook/Sketchbook
Students will keep a 3-ring binder notebook/sketchbook containing their projects for the entire semester. All materials must be organized. It will contain all course handouts and class notes. A sketchbook section of the binder will contain all preparatory studies for all the projects, including designs, sketches, thoughts and ideas, as well as any visual research that you have gathered, handouts, sketches, photographs, computer printouts, projects, and any other information that pertains to the class.

Your notebook/sketchbook will be collected at the end of the semester and will only be accepted if all the above information is contained in a 3-ring binder. Clear sleeves are a great way to organize your binder in a professional looking way.

A required student notebook is one way for instructors to teach students the importance of keeping all of their work together. For the instructor this is a good way to see the improvement in the progress of the student over a period of time. For the student, the notebook is a valuable reference source for future design projects. It also becomes the basis for the required portfolio of work that will be done at the end of the class.

Optional Text: Working with Rhinoceros 5.0 by Michael Van Der Kley

Supplemental Resources: The Rhinoceros User’s Guide, the Rhinoceros Level 1 and Level 2 Training Manuals

Web resources on 3D modeling. https://www.rhino3d.com/tutorials

Studio Course Fee
A $99.00 course fee will be charged for use of consumables and communal materials provided by the studio. Any additional materials needed to complete projects will be the responsibility of the student.

If the Student wishes to opt-out of the College acquiring their program materials, the Student may contact Chad Bridgewater on or before 02/01/2019; if no contact is made by that time, the Student will be deemed to have opted-in. Students opting out of this process will be reimbursed for the cost of program
materials and will be personally responsible to acquire these materials. Note that materials may cost significantly more when not obtained through the College.

**Required Materials**
- Pencils - mechanical/#2
- 18” cork backed steel ruler
- 3-ring binder
- sketchbook or good quality drawing paper
- 3-hole tab paper
- Digital Calipers
- USB drive/external hard drive/Google Drive/Dropbox account or some kind file storage device

(optional) A desktop/laptop that is suitable for running Rhino 5.0 software (if you prefer to work outside of the lab) (optional) two button/scroll mouse (optional) Rhino 5.0 software for MacOSX or PC

**Additional Materials**
- technical pens, illustration markers
- white vinyl eraser
- Bienfang Graphics 360 marker paper pad 9” x 12” (suggested)
- x-acto knife and blades for cutting prints
- cutting surface at least 12 x 18”
- masking tape
- 3m Super 77 Multipurpose Adhesive (use spray mount only in vent hoods or outdoors, NEVER in hallways or classrooms) or use Grafix Double Tack mounting film (you do not need both spray and dry adhesive; use either/or)
- rubber cement pick-up (works to clean-up spray adhesives)
- black foam core
- Tabs for notebook (write-on or sticker tabs, NOT paper insert tabs)

*Additional materials and supplies may be needed based on individual student projects*

*Course fees will cover specialty materials such as plastic filament for 3D Printers*

**Software:**
Rhino 5.0, Adobe Creative Cloud, various other 3D modeling programs

**Out-of-class Requirements**
Most projects will require students to spend additional hours outside of scheduled class time to get projects done in a timely manner. Students will be given access to the digital fabrication lab and tools during the open shop hours. The scheduled open hours will be posted outside the shop entrance door. There is no paid lab monitor, hours are conducted by advanced students but they are not there for academic instruction. Students must follow the shop policies and safety directives. Anyone not complying with the rules will lose access to the lab. Your use of outside studio hours will be factored into your final grade. Students will be expected to spend a minimum of 4 hours a week outside of class utilizing open studio hours. The 4 hours per week open studio requirement will count for 10% of your overall grade.

No student may work alone in the KSE iStudio labs. Students must schedule out of class worktime with a classmate or when the labs are being monitored

**PRINTERS (for high-quality output/Amazon pricing 8/2018)**
13 x 19 wide-format inkjet printers
- CANON PIXMA iX6820 Wireless Business Printer $136.00
- CANON Pixma Pro Inkjet Printer $299.28
PRINTING RESOURCES
On Campus
• Bolton 225
• Library Learning Commons
• Union W199
• Union Marketing (75% off)
• Sandburg C280 (24 hrs. for Sandburg residents)

Off Campus
• Digital Edge
• Digi Copy
• Clark Graphics
• FedEx/Kinkos (might try others 1st)
• Office Depot
• Walgreens

Books and Cards
• Zno (lay flat flush mount photo album)
• Lulu (print on demand books)
• Blurb (print on demand books)
• Chatbooks (print on demand books)
• Parabo Press (cards)
• Moo (business cards)
• Overnight Prints (postcards)

3D PRINTING
• Shapeways- www.shapeways.com (3D printing service)

The Class Community
You and your classmates constitute a community. It is crucial that everyone participates in the community (during critiques and discussions, for example), and supports its ecology. With that in mind, students must arrive to class on time, come prepared for the day’s activities, focus full, undivided attention during all lectures/discussions, and turn off all cell phones and other hand-held electronics. Students must also be willing and able to collaborate with other classmates, and share their knowledge with others. There will be many opportunities to use a laptop during class time, students may not be engaged in any non-class activities using their laptop, or work on projects for other courses.

Classroom Protocols
Water, coffee, tea, and soda in appropriate containers is allowed. Eating and snacking in class is prohibited. Should you spill any beverage, you must clean it up thoroughly. Be careful of others’ laptops, design work and personal belongings if you choose to drink during class.

Laptops and phones are “banned” during lectures unless the lecture specifically requires student to engage software along with the instructor. All students should put their phones away and close laptops during lectures. Numerous studies prove that they do not enhance learning, and that they distract others in the classroom. Unless a student has a VISA that stipulates that they need technology to take notes or communicate, students must take notes by hand.

Never cut paper, matte board or anything else without using a self-healing or designated cutting surface to protect classroom tables. Please do not write or scratch into the surfaces for any reason. These are expensive pieces of equipment and there is not a budget to replace them.

Attendance
As stated in the student handbook, student absences are not expected to exceed more than 10% of the number of the classes scheduled for the semester (3 classes), after which the instructor may elect to lower the student's grade for the course.

- 4th unexcused absence will result in 1 full letter reduction of final grade.
- 5th unexcused absence will result in 2 full letter reductions of final grade.
- 6th unexcused absence will result in 3 full letter reductions of final grade.
- 7th unexcused absence will result in automatic failure of class.

The allotted absences are to accommodate routine illness, weddings, car trouble etc. Doctor appointments, advisor conferences, trips to supply stores and employment, etc., should not be scheduled to conflict with class when at all possible. Faculty cannot and will not be placed in the position of determining which absences are excusable and which are not.

All students are expected to attend class on a regular basis. Prolonged illness should be verified by a physician and may require the student to withdraw from class if they cannot complete work in a comprehensive and timely manner.

If student is unavoidably late or absent, it is up to them to contact their classmates and get the information missed. If student contacts instructor ahead of time, instructor will make every effort to apprise student of the information they will be missing, but will not give individualized lectures for absentees or latecomers. Do not email the instructor asking "what did I miss today?"

Students should avoid attending class if they are ill. This is what the "free" absences are for. Recent research suggests that influenza is spread through simply breathing (not only coughing or sneezing). Individuals will recover more quickly if they stay home and rest. If they must go out and about, wearing a face mask over nose and mouth will reduce transmission, as well as alerting others to avoid contact.

Instructor will begin class promptly. Do not be late! Two late arrivals, or early departures, will be counted as one full absence.

Attendance will be calculated into students' final grade. This course has a total of 30 class periods, every absence will result in the loss of one point. Every late or early departure counts as an additional reduction of .5 point. At the end of the semester students' total point score will be averaged and count towards 5% of their final grade.

Example: 3 absences and 4 late arrivals = 25/30 = 5% of your final grade.

Evaluation
Each project will receive a score and will be evaluated according to the specific objectives and parameters outlined in the project brief.

All work, including work-in-progress, is due at the beginning of class (unless otherwise specified) on its published due date. Extensions are not granted unless there are extenuating circumstances that can be documented. An extension must be negotiated between the student and instructor well before the due date in question. Incomplete or late work (including preliminary work) will be downgraded one letter grade per day it is late unless otherwise indicated by the professor.

Students' final grade will be based primarily on the average of their project and exercise/quiz grades, but will also include evaluations of class participation/preparedness and attendance. Effort and intensity go a long way in this class, so be sure to participate actively and "go the extra mile". Remember that a 'C' represents average and adequate work and performance. Incomplete or inadequate work and performance is below a 'C'. A's are only given for work and performance that truly excels in all aspects of content, idea, design, clarity, follow-through, efficiency, professionalism, attitude, growth, etc.
Final grades will be determined as follows:

<table>
<thead>
<tr>
<th>PROJECT</th>
<th>TOTAL POSSIBLE POINTS</th>
<th>COURSE VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rhino Exercises</td>
<td>100</td>
<td>10%</td>
</tr>
<tr>
<td>Project 1</td>
<td>100</td>
<td>10%</td>
</tr>
<tr>
<td>Project 2</td>
<td>100</td>
<td>10%</td>
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<td>Project 3</td>
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<td>Project 5</td>
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<td>15%</td>
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<tr>
<td>Project 6</td>
<td>100</td>
<td>15%</td>
</tr>
<tr>
<td>Notebook/Sketchbook</td>
<td>100</td>
<td>10%</td>
</tr>
<tr>
<td>Attendance</td>
<td>30</td>
<td>5%</td>
</tr>
</tbody>
</table>

**Project Evaluation Criteria**

Project evaluation comprises the following areas of criteria totaling 100% of each assignment’s grade. You are evaluated using the criteria specified in this document. This allows the ability to clearly and accurately pinpoint the strengths and weaknesses of your performance. The criteria are divided into three major categories: process, realization, and professionalism. These categories are defined as follows:

**Process**

Research:
Are the research methods effectively chosen and implemented to arrive at successful solutions to design problems? Do they cover all aspects of the problem, including, but not limited to, historical background and functional concerns?

Concept:
Are concepts inventive and appropriate, and do they satisfy the objectives of a stated visual problem?

Motivation:
Did the student stay on task and motivated throughout the entire process?

Communication:
Does the problem solution present a clear message, and is this message appropriate for the audience?

**Realization**

Craft:
Does the project reflect the appropriate use of tools and materials, and is it presented in a professional manner?

Synthesis of Critical Feedback:
Did the student engage in synthesizing critical feedback and personal assessment into refined work?

**Visual Articulation**:
When required, did the student clearly and accurately represent in a manner that was convincing and professional? Was the audience effectively considered?
**Professionalism**

**Attendance:**
Was the student punctual, and exhibit a responsible attitude?

**Deadlines:**
Was the process work prepared and were projects turned in on time?

**Verbal Articulation:**
Was the student able to critically address his/her work clearly, concisely, and accurately? When required, did the student clearly, concisely, and accurately verbally articulate pertinent data in a convincing and professional manner? Was the audience effectively considered in the choice of language used to deliver the data?

**Respect for studio space/clean up:**
Students are expected to demonstrate respect for studio workspace and equipment by cleaning up after themselves. The Digital Craft Research Lab is a new lab that was funded by a generous grant from the Mary Tingley Greater Milwaukee Foundation as well as many other grant and donation funding streams. The Rhino lab is the first lab of it’s kind in the Department of Art and Design and the Digital Fabrication and Design area is serious about the lab being a showcase for the future of digital craft research at UWM. Make sure to leave things cleaner than you found it. Poor performance will result in a lower final grade.

**Final Examination/Studio Clean-Up:**
A Final Clean-up session and work pickup will be conducted during Finals Week. Students will be responsible for attending and taking part in this classified clean-up session.

**General Grading Criteria**

**Grade A – An Outstanding Student**
- Demonstrates leadership abilities in the following areas: process, realization and professionalism
- Demonstrates mastery of design process
- Exceeds required number of solutions for stated problem continually
- Exhibits outstanding technical and conceptual abilities consistently
- Respects, yet creatively challenges and pushes the boundaries, of all assignments consistently
- Engages in classroom discourse by thinking beyond the parameters of the assignment
- Takes initiative continuously
- Maintains perfect or near perfect attendance
- Exceeds course goals and objectives continually

**Grade B – An Above Average Student**
- Engages in the design process
- Exceeds the required number of solutions for a stated problem
- Exceeds the requirements of assignments both technically and conceptually
- Engages in classroom discourse by thinking beyond the parameters of the assignment
- Takes initiative
- Maintains perfect or near perfect attendance
• Exceeds course goals and objectives

Grade C – An Average Student
• Engages in the design process
• Produces the required number of solutions for a stated problem
• Meets the requirements of assignments both technically and conceptually
• Participates in classroom discourse (critique: verbal and written articulation)
• Meets attendance requirements
• Meets course goals and objectives

Grade D – A Below Average Student
• Shows no particular level of commitment
• Does not follow the design process
• Produces less than the required number of solutions for a stated problem
• Lacks enthusiasm
• May or may not meet the requirements of assignments both technically and conceptually
• Rarely participates in classroom discourse (critique: verbal and written articulation)
• May or may not meet attendance requirements
• Does not meet all course goals and objectives

Grade F – An Unsatisfactory Student
• Shows no level of commitment
• Does not follow the design process nor demonstrate an understanding of its application
• Does not produce the required number of solutions
• Lacks enthusiasm, motivation and an ability to work independently
• Does not meet the requirements of assignments both technically and conceptually
• Does not participate in classroom discourse (critique: verbal and written articulation)
• Does not meet attendance requirements
• Lacks initiative in taking responsibility for their education
• Does not meet all course goals and objectives

A = 94-100
A- = 90-93
B+ = 86-89
B = 83-85
B- = 80-82
C+ = 76-79
C = 73-75
C- = 70-72
D+ = 66-69
D = 63-65
D- = 60-62
F = < 60

Project Resubmission
During the course, students may resubmit one project to attempt a higher grade by the last day of classes. Resubmissions will not be accepted if the project was not presented or completed at the final critique. If a
student chooses to resubmit a project, they must discuss with the professor the revisions they intend to make. Students must resubmit and add a new section to their notebook/sketchbook book called “Resubmission” and document all resubmitted work. Students must resubmit original work along with grade sheet. Project resubmission will not necessarily ensure a higher grade.

Plagiarism Policy
It is expected that all work will be students’ own original creation (or creations in acknowledged collaboration) in accordance with the specifications communicated in project briefs. Plagiarism is the use of others’ words, images or ideas without clearly acknowledging the source of the information. Common instances of plagiarism include—but are not limited to—the use of others words (directly or in paraphrase) without citation or with incorrect citation, submitting work that is not the student’s own original effort, submitting the same work for multiple courses without prior consent (self-plagiarism), or using images that are not original without proper acknowledgment/attribution.

Students are expected to do research and view examples of art and design work as part of the learning process and as inspiration. However, it is crucial to distinguish design solutions which are merely “inspired” by other examples, and those which copy from examples. The easiest way to avoid plagiarism is to avoid relying on internet image searches, particularly at the beginning of your design process. The required design process (working through sketches through revisions towards final design solutions) helps to weed out work that relies too heavily on others’ designs.

If a student has been identified as having committed plagiarism, the student will receive a zero for the project in which the plagiarism has occurred. Depending upon the circumstances and severity of the offense, additional disciplinary measures may be taken. See the UWM Academic Misconduct Policy: https://uwm.edu/deanofstudents/conduct/conduct_procedures/academic-misconduct/

UWM Statement Regarding Copyright:
What is copyright?
Copyright is a form of protection provided by the laws of the United States (title 17, U.S. Code) to the authors of “original works of authorship,” including literary, dramatic, musical, artistic, and certain other intellectual works. This protection is available to both published and unpublished works. Section 106 of the 1976 Copyright Act generally gives the owner of copyright the exclusive right to do and to authorize others to use their materials. You must get permission to use copyrighted original works of authorship if you plan to make your project available to the public in any way. For more on gaining permission see: http://www4.uwm.edu/ltc/copyright/getting-permission.cfm

Final exam time will be posted on the D2L site Thursday, May 16th 12:30-2:30PM
Resubmission, work return and cleanup will be held during the official University final exam time schedule.

University Policies
Please see supplemental PDF document on the course D2L site with live links to University Policies. https://uwm.edu/secu/syllabus-links/

Health Insurance
It is strongly recommended that all students have health insurance that includes emergency room and hospitalization coverage. The UWM Student Association offers a Student Health Insurance Plan which covers most major medical illnesses or injuries. The University does not provide blanket medical coverage to students. Students are strongly encouraged to secure their own health insurance, either through their parents, the Student Health Insurance Plan or some other program.

Students with disabilities.
Students with a documented disability that requires course accommodations, must provide either a VISA or the new electronic accommodation letter from the Accessibility Resource Center. There are no exceptions -
this is a University policy. Students are encouraged to get accommodations when they are needed; instructors cannot make accommodations without official documents from the ARC.
https://uwm.edu/arc/

**Religious observances.**
Students will be allowed to complete examinations or other requirements that are missed because of a religious observance.
http://www4.uwm.edu/secu/docs/other/S1.5.htm

**Discriminatory conduct** (such as sexual harassment). Discriminatory conduct will not be tolerated by the University. It poisons the work and learning environment of the University and threatens the careers, educational experience, and well-being of students, faculty, and staff.
http://www4.uwm.edu/secu/docs/other/S47.pdf

**Complaint procedures.**
If a complaint cannot be resolved between instructor and student, the student may direct complaints to the head of the department, Yevgeniya Kaganovich. If the complaint allegedly violates a specific university policy, it may be directed to the head of the department or academic unit in which the complaint occurred or to the appropriate university office responsible for enforcing the policy.
http://www4.uwm.edu/secu/docs/other/S49.7.htm

**Grade appeal procedures.**
A student may appeal a grade on the grounds that it is based on a capricious or arbitrary decision of the course instructor. Such an appeal shall follow the established procedures of Peck School of the Arts. These procedures are available in writing from the Art and Design department chairperson, Yevgeniya Kaganovich, or Dean of Peck School of the Arts.
http://www4.uwm.edu/secu/docs/other/S28.htm