



America's Career University®

School of Technology | Computer Graphics Dept.
Fall

Course title: Design Studio I

Course number: CGRA3020

Credit Hours: 4.5

Classroom Hours: 4 (per week)

Instructor: Elizabeth Marks

Office: Academic 209

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Office Hours: (by appointment)

Best Method For Contact: Email

Course Description

The purpose of this course is to expand the student's notion of what it means to be a designer in a consumerist and techno-centric culture. Students will undertake several projects over the course of the semester and because this is a lab class, will spend class time working on these. Introductions and presentations on each project will be given. Students are expected to meet with the Professor twice during the project cycle- once to analyze preliminary sketches in a mandatory "Design Journal" and the second time to go over final results. In addition students must complete weekly reading assignments which they are required to respond to in the course blog, and attend class crits at the closure of each project.

Course Outcomes

The student should be able to:

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1. Vocalize and understand design criticism, how to articulate aspects of a design
2. Go through a disciplined rough-draft stage and present mock-up sketches that aid them in the creative process.
3. Explain design choices coherently in terms of their value to the overall meaning of a piece
4. Recognize the importance of an enduring concept even over and above "prettiness".

Required Resources

- USB "flash" drive, minimum size 256mb.
- Minimum 4 blank CDs with cases.
- Blank 8.5 x 11" sketchbook, easily removeable pages. The Moleskin books available at the bookstore are great.
- Sharpie marker- to write your name on the CDs you will burn of your projects.

Projects will only be accepted on CD. If you do not have a CD (in a case) on the critique day, your project will be marked late, so please buy them soon.

For great book resources please see: <http://www.lizmarks.net> and peruse the side column.

Printing

Printing may be required for the final exam, so please reserve \$20 for this expense.

Content Outline

GENERAL FORMAT:

This class is primarily a lab in which students will work towards the completion of assigned projects. Students will meet with faculty on designated days for critique and discussion of their work before project is due. During these "preliminary reviews" students will present their thumbnail sketches of project ideas (kept in the design journals) and any other additions to their design journals since the last critique. Final critiques, held after the student presents his/her project to the class will cover successful incorporation of required

elements, realization of goals, and overall thoroughness and quality of process. During class time, if not in critique, students are working on their projects, or optionally can choose to do class related reading or participate in the online forum devoted to this class. Keeping up with the reading as well as posting at least one reading response and one comment to another classmate's responses will be required to succeed in this course.

Critique Outline:

Students are expected to be completely prepared for critique during their designated times, and can not be assured of a makeup critique if they are absent during their time slot or are unprepared. Everyone will meet with me before the project is due, as preliminary means of working out ideas with the student and checking to make sure they are successfully translating concept into form with a clear vision. On the date of the project deadline students will present their work to the class. For each project presented, one student will be chosen to evaluate their project, and the rest of the class will respond via the forums (in the student's "virtual studio".) Other students are welcome to chime in after the designated student has offered their critique (time permitting.)

*Preparation for critique AND attendance will be part of your assignment grade, so you must attend, even if you do not have your work completed. Students will be graded on how well they present, and how well they respond to another's work.

Special Needs

Any student who has a need for test-taking or note-taking accommodation should feel free to come and discuss this need with me, or with the Department for Student Success. Some accommodations will require proper documentation.

Course Website:

www.lizmarks.net/cgra3020/

Check often. Any relevant websites, interesting/inspirational links I find, weekly content outline, etc. will be posted here. You can also find the syllabus and project sheets here.

Grading Policies

Grading in this course is very simple, as there are no quizzes or tests.

Basic Grading System:

Assignments	40%
Sketchbook	15%
Course Participation	10%
Final Project	25%

Course grade: 100%

ASSIGNMENTS: This is a project-based class. Project sheets will be given out on alternating weeks and students are expected to work on these during class, and outside of class if necessary.

On days when assignments are handed out we will discuss them as a class.

RESUBMISSION POLICY:

One project (only one turned in on time) can be resubmitted for a reevaluation of your grade. Preliminary sketches for resubmissions are encouraged, but not required. Working on a resubmission is no excuse for falling behind on any other project, so manage your time well!

SKETCHBOOK:

This can be in any unlined sketchbook above the size of 8.5x11" (pick a durable one.) Your sketchbook is where you complete thumbnail sketches of the projects before you begin working on them digitally, where you flush out your ideas and understanding of the concept. Mock-up sketches will be part of your grade on every assignment.

Also,

3x / trimester I will collect your sketchbook. You are expected to use your sketchbook to collect inspiring materials in the following categories:

1. **Photographs** (do not have to be your own. Finding a great photograph in a magazine, for example, is acceptable. Bonus points if they are your own.) (min. 3)
2. **Illustrations** (min. 3)
3. **Typography** - pick anything that makes use of a cool typeface. Bonus points if you can identify the typeface (min. 3)
4. **Packaging** (min. 2)
5. **Other** (your choice) (min. 2)

*Sketchbooks will be due Tuesday of weeks 3, 6, and 9.

COURSE PARTICIPATION:

The Course Participation portion of the grade will be based mostly on three factors. The first is the student's total attendance divided by the total number of class days. This has made the difference between an "A" and a "B" for many people in the past. The second factor is preparedness for 1-on-1 critiques and reviews- if the student does not have his/her design journal and rough sketches are not completed, s/he will be heavily penalized. If the student has done extra work in his/her design journal extra credit will be given. Finally, students are expected to participate in class critiques and to offer constructive criticism to each other's work (see Critique Outline).

Attendance Policy

It is the policy of the university to drop a student from class after 2 absences. This includes both excused and unexcused absences. You are strongly advised to save these absences for illness or family emergency. Absences that are due to illness or family emergency will be included in this calculation, except in rare situations. Thus, a student who "cuts" the class two times, and *then* has a documented illness, will be treated as though *all three absences* were "cuts."

- Three late arrivals to class are the equivalent of one absence.
- Do not email assignments to me if you miss class on a due date. They are late and should be turned in when you next attend class.

Attendance will be taken orally during the first few minutes of class. If you come in after attendance, you must make me aware at the end of class that you were here **ON THAT DAY**. Telling me you were late "yesterday" will not help.

*If you are more than 15 minutes late for class, you will be marked absent

If you have been absent because of an illness or family emergency, you should inform me of this fact *on the day you return to class or by email*. If you miss a class for any reason, you are required to get lecture and discussion notes from another student (do *not* ask me.) You are responsible for getting all handout material from the class website.

A student who misses an examination will not be permitted to take a make-up exam until s/he provides the professor with a written description of the illness or family emergency, or work obligation- i.e. doctor's note, note on company stationary. False writings will be treated as fraud, resulting in disciplinary action. You must inform me on the next day of returning to class about making up the quiz.

Community Service Option

If you are a sophomore or above, and would like to do your CS requirement with me, talk to me!

Academic Integrity

In order for a student's grade in this course to have any value, it must be based on the student's own work, free of any sort of cheating. Therefore, any type of plagiarism or cheating (which includes the use of any copies of tests or assignments from previous trimesters of this course) will be grounds for instant removal from the course, resulting in a "W" on the transcript. Where appropriate, a student who cheats or helps others to cheat may be subject to other disciplinary action.

Schedule

Schedules are tough because classes often move faster or slower than expected. This is an approximate schedule and it will probably be altered. Please assume **UNLESS** told otherwise, that the assignments on the syllabus stand. You are responsible for the entire reading and lab assignments for a given week before class begins that week.

Note: At any time if you would like to propose an alternate project you may do so, but you must write a proposal for it and submit it to me during our meeting period. Proposals should be minimum of 1 page double-spaced, and outline the "problem" and proposed "solution". This class is not time for you to pursue your freelance career, so I am likely to decline proposals that involve work for clients. When in doubt, ask!

TOPICAL OUTLINE:

Week 1:

Syllabus explained and Project #1 : "Hi, my name is" presented. (an exercise in turning abstract concepts into visual solutions.)

Week 2:

Project #1 due Thursday
(time permitting) Project #2 presented.

Week 3:

*Project 2: "Divine Providence: a point of view" Print or Web, pick your poison. If web, you must code. If print, you must print.

*Sketchbook due Tuesday

Week 4:

*Project 2 continued

Week 5:

*Project 2 due Tuesday

*Project 3 : “Happy Meal” Packing concepts

Week 6:

*Project 3 continued

Sketchbook due Tues.

Week 7:

*Project 3 due Tuesday

*Project 4 : Designers past and present :A website design project

Week 8:

*Project 4 continued

Week 9:

*Project 4 due Tuesday

Sketchbook due Tues.

Final project presented. (I’ll leave it a mystery for now)

Week 10 - 11:

Final continued: critique will occur during your exam period, and is open to friends and family.