ARTS 5304.001  Design and Social Awareness  
Fall 2013

Professor:  
Amanda Garcia  
office: CA 208  
amanda.garcia@tamucc.edu  
phone: x2865

Office Hours:  
Tuesday & Thursday  
12:30 to 3:30 pm  
CA 208

Printing Lab  
CA 206A  
Hours of Operation:  
Tues & Thurs  
12:30 to 3:30 pm or during your class time

Work Lab:  
CA 201  
Open 8 am to 11 pm

course description

This studio course examines the role of design in our society, specifically investigating areas that affect well-being, cultural intelligence and political propaganda. The topics in this course are explored through lectures, independent research and the creative development of body of work.

student learning outcomes

• To examine various cultures and the design aesthetic which surrounds their environment.  
• To investigate social-political campaigns which shape opinion.  
• To explore sustainable opportunities that exist in the future of print, web and three-dimensional design.

required texts

Do Good Design: How Designers Can Change the World  
David B. Berman

Citizen Designer: Perspectives on Design Responsibility  
Steven Heller

required materials

Portable media: Jump drive/USB drive. At least 1 GB  
Mounting supplies: Foam core (provided), 3M Super 77 spray mount glue (provided), & XActo knife NOT PROVIDED

grading opportunities

100–90 A, 89–80 B, 79–70 C, 69–60 D, below F

Major projects will total 80 points of your final grade. Your journal and process notebook with total 20 points of your final grade.

major projects

There will be two major projects. Each project is broken down into a point system based on process and outcome. You will receive a grading rubric for each project that will outline the points break down for that specific project.

creative journal

You are required to keep a journal through the semester to catalog your experience, inspiration and notes. Recommended size is no smaller than 5 x 7 inches.
ADA compliance

Any student with a documented disability needing academic adjustments or accommodations is requested to speak with me as soon as possible, preferably during the first two weeks of class. All discussions will remain confidential. Contact the Services for Students with Disabilities Office (825.5826) if you have a disability or suspect that you have a disability requiring academic accommodations.

*This syllabus is tentative. Assignment & project dates as well as grading opportunities may change as I see fit.

ADVISING

The college of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. The Academic Advisor will set up a degree plan, which must be signed by the student, a faculty mentor, and the department chair. The College’s Academic Advising Center is located in Driftwood 203E, and can be reached at 825-3466.

GRADE APPEAL PROCESS

As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule 13.02.99.C2, Student Grade Appeals, and University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.

CLASSROOM POLICIES

late work

No late work is accepted. If you are unable to make the final critique of a project, please make arrangements with me to turn in & present to the class on an earlier date.

plagiarism

Plagiarism of imagery, copy (text) or layout of any kind will result in a grade of zero and you will be reported to the University for academic review.

class participation

You are encouraged to participate in group critiques. Remember, all criticism is not bad. We are here to help you become a better communicator—please do not take any criticism personally.

attendance

Class begins promptly at the scheduled time. If you walk in late, please remind me to count you present. If you know you need to miss a class, please let me know as soon as possible. More than 3 absences (so absence #4) will drop your grade one letter.

cell phones

You MUST TURN OFF your cell phones when entering the classroom. Never answer your cell phone in class. You are only allowed to use cell phones outside of the classroom during break times. Please do not text message in class or put your phone on vibrate.

email addresses

You must now use the University assigned email address. If you have not activated this email, please see the help desk to do so immediately.

social networking

MySpace and Facebook as well as email is not allowed during lecture or studio work time. These can be used during break times. If you are on these media during an inappropriate class time, you will be automatically deducted points for your current assignment without any notice from me.
class schedule :: this schedule is tentative and may change at any time at my discretion

Week One

• Introduction, Syllabus, Course Overview
• Lecture and Discussion:
  How design influences the public
• Research:
  Find 5 examples to include in your journal. Write a one page review of each example explaining cause, effect and social impact.

Week Two

• Begin reading *Do Good Design: How Designers Can Change the World*
• Keep your reading progress in your journal. Keep notes on each chapter as well as journal a reflection paragraph about your thoughts.
• Lecture and Discussion:
  Content vs. perception
• Research:
  Find 5 examples to include in your journal. Write a one page review of each example explaining cause, effect and social impact.
• Begin research for project one

Week Three

• Continue reading in Do Good Design & journal responses
• Continue research and development for project one
• Find client for project one
• Set meeting with client, faculty and yourself to discuss.

Week Four

• Continue reading in Do Good Design & journal responses
• Lecture and Discussion:
  Socially responsible companies
• Research:
  Find 5 examples to include in your journal. Write a one page review of each example explaining cause, effect and social impact.
• Turn in sketches for project one
• Present ideas to client

Week Five

• Continue reading in Do Good Design & journal responses
• Lecture and Discussion:
  Cultural Intelligence
• Research:
  Find 5 examples to include in your journal. Write a one page review of each example explaining cause, effect and social impact.
• Continue to work on project one

Week Six

• Continue reading in Do Good Design & journal responses
• Rough print outs of project one
• Review with faculty and client
Week Seven

• Continue reading in Do Good Design & journal responses
• Lecture and Discussion:
  Political propaganda and Social influence
• Research:
  Find 5 examples to include in your journal. Write a one page review of each example explaining cause, effect and social impact.
• Continue to work on project one
• Finish project one this week. Present to client.

Week Eight

• Begin reading Citizen Designer. Keep journal of reflections.
• Lecture and Discussion:
  Socially Responsible Companies: Whole Foods
• Research:
  Find 5 examples from Whole Foods to include in your journal.
  Write a one page review of each example explaining cause, effect and social impact.
• Discuss project two

Week Nine

• Continue reading in Citizen Designer. Keep journal of reflections.
• Lecture and Discussion:
  Interactive social responsibility
• Research:
  Find 5 examples to include in your journal. Write a one page review of each example explaining cause, effect and social impact.
• Continue to work on project two
• Secure client for project two

Week Ten

• Continue reading in Citizen Designer. Keep journal of reflections.
• Lecture and Discussion:
  Cost of socially responsible design
• Research:
  Find 5 examples to include in your journal. Write a one page review of each example explaining cause, effect and social impact.
• Continue to work on project two

Week Eleven

• Continue reading in Citizen Designer. Keep journal of reflections.
• Lecture and Discussion:
  Design for change
• Research:
  Find 5 examples to include in your journal. Write a one page review of each example explaining cause, effect and social impact.
• Continue to work on project two
Week Twelve

• Continue reading in *Citizen Designer*. Keep journal of reflections.
• Continue to work on project two
• Present progress to client and faculty

Week Thirteen

• Continue reading in *Citizen Designer*. Keep journal of reflections.
• Continue to work on project two
• Present progress to client and faculty

Week Fourteen

• Continue reading in *Citizen Designer*. Keep journal of reflections.
• Continue to work on project two
• Complete project this week.

Graded Activity

**Major Project One:**

• Choose a social issue that interests you
• Create an awareness campaign using only posters to change the perception of this issue
• Objective: take an already-established product or brand and make it more socially responsible by:
  • Redirect goals
  • Revise materials used
  • Partner with non-profit that relates to the product or service
  • Develop annual community benefit analysis
  • Plus two additional objectives developed in your research

40% of final grade :: Up to 40 points can be earned on this project.
Student will each be graded on the following:
Quality of Research: 15 points
Project effectiveness: 15 points
Overall Design: 10 points

**Major Project Two:**

• Chose 3 products that are currently socially irresponsible
• Over a 6 week period, redesign and possibly repropose these 3 products to make a social statement
• You may use satire, humor or whatever other means necessary to communicate to your audience
• These must be displayed in public for the final critique.

40% of final grade :: Up to 40 points can be earned on this project.
Student will each be graded on the following:
Quality of Research: 15 points
Project effectiveness: 15 points
Overall Design: 10 points

**Other graded activity:**

• Reading response journaling
• Complete journal with creative inspiration and dialogue