Course Description

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

Student Learning Outcomes

- To understand various cultures and the design aesthetic which surrounds their environment
- To explore social-political campaigns which shape and inform opinion.
- To explore sustainable opportunities that exist in the future of print, web and 3D design.
- To create compelling and/or evocative compositions

Recommended Texts

Do Good Design: How Designers Can Change the World, by David B. Berman
Citizen Designer: Perspectives on Design Responsibility, by Steven Heller

Required Materials

1. Portable Hard Drive (recommended).
2. Dropbox Account (free)

Grading

How will I grade?

Each project will be graded on four factors:
1) discussions, critiques, and other class participation;
2) your creative process;
3) technical proficiency;
4) the final artifact.

Please see last page of this syllabus to see the projects you will be completing this semester.

Email

You are required to use your University email address. You can always forward this address to one that you check on a more regular basis.

- Please consider e-mail as official correspondence and be sure to keep copies of e-mails that are sent and received for records purposes.
- Efforts will be made to address your e-mail within 48 hours. If you do not receive an email within 48 hours, please send a follow-up email.
- Please use the subject line in a way that indicates the content of the message. Please also use professional language and include your full name and a complete inquiry in the body of the message. Unprofessional emails will result in non-response.

Attendance

Your attendance and participation are an essential component to success in this class and will be graded as part of a professionalism component.

- After 4 absences, you will lose a single letter grade.
- After 5 absences, you will lose another letter grade.
- After 6 absences, you will be given a failing grade in this course.
- Six (6) late arrivals counts as two absences.
- Six (6) early departures from class count as two absences.

- Students are required to attend class for the duration of the scheduled time or until the professor dismisses the class.
- Attendance at critiques is mandatory.
Grading Scale


Late Work

No late work is accepted.

Plagiarism

Plagiarism of concept, imagery, layout, or copy (text) of any kind is not tolerated and will result in a failing grade. In the event of an act of plagiarism, you will be reported to the University for academic review.

Professionalism

Cell Phones

Cell phones are to remain off or in silent mode during the full class session. Please do not text message or use your phone in the classroom, except for emergencies. In the case of an emergency phone call please take the call outside.

Music/Headphones

Headphones are not permitted during lectures/presentations. Headphones are allowed during studio work time only.

Studio Work Time

We share Bay Hall 234 with a number of other classes. You are encouraged to stay until the end of each class to work on your projects.

Academic Advising

The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. Degree plans are prepared in the CLA Academic Advising Center. The University uses an on-line Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information please call 361-825-3466.

Grade Appeal Process

Students who feel that they have not been held to appropriate academic standards as outlined in this class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details on the process of submitting a formal grade appeal, please visit the College of Liberal Arts website, cla.tamucc.edu/students/studentinfo.html. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean's Office.

Disabilities Accommodations

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall, Room 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.
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
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
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
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
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