

SYLLABUS | DES200-001 | Design Concepts and Problems | Fall 2022

Meeting Times: M/W/F | 8:00am – 9:30am | Micheels Hall
| Room 295

Instructor: Jonathan Alesch | aleschj@uwstout.edu

Office Location: AA 225o

Office Hours: Mon. and Wed. 9:30am - 10:30am,
In-Person or Virtual and by Appointment

OVERVIEW

This course is meant to develop and apply design thinking, problem-solving processes and will be unlike any other course you have had thus far. Upon successful completion, it will serve as a foundational experience as you move forward from student to design practitioner. Various techniques and theories of the design processes will be explored and applied to fundamental design problems, both objectively and subjectively. You will be challenged to think of various ways to creatively complete exercises, projects, and problems, and communicate and sell your design solutions.

You Will Become Better At:

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| <ul style="list-style-type: none">• Design Process• Observation• Creative Thinking Methods• Problem Analysis• Design Research• Design Principles• Problem Solving Methods• Communicating your designs.• Design in Theoretical, Cultural, and Historical context | <ul style="list-style-type: none">• Design Ethics• Current Professional Practice• Material Exploration• Identifying and Analyzing Problems• Distinguishing Symptoms from Problems• Verbal and Written Presentation• Accepting Verbal and Written Critique• Working Individually• Working as a Team |
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KEYS TO SUCCESS

Complete your work on time

Hitting your deadlines is a critical real-world skill. One of the worst professional crimes to commit, whether as a full-time designer or freelance consultant, is to miss deadlines. Delivering your work late creates a negative reputation by showing a lack of respect for the client, a lack of commitment to the project, a lack of responsibility as a worker, and a lack of proficiency as a designer.

Students turning in late assignments will be deducted one grade-step per day of class that the project is late (ie. B to B-, etc). Projects that are incomplete will not be accepted.

Participate in Class Get involved in discussions.

Ask and answer questions. Participation is a great way to support your fellow classmates and receive critical feedback on your own work. Participation makes up for 10% of your final grade in this class, so please be an active participant.

We will create a zone of trust in this class; a place where you can both give and receive feedback and help in thoughtful and positive ways. You will many times learn more from your classmates than me if you keep an open mind. I will coach each of you on building confidence in both your own design abilities and how to commu your ideas. You have to start somewhere. Give your ideas, and yourself, a chance to grow and develop. We as designers and professionals can never succeed in our careers without first being willing to take a chance.

MATERIALS

Come Prepared There are various required materials for Design 200. In addition to your laptop, for each class session there are some basic design staples you should always have: your Go-To Creative Kit, a General Design Kit, and a good attitude.

Creative Kit of Choice

Whatever your preferred method of quick-sketching and free-form idea capturing, bring what you need for

success. Whether it's ebony pencils, colored pencils, charcoals, pastels, inks, markers, crayons -- whatever it is, bring those materials. Also have a hefty supply of paper / bristol / sheets at all times. You should always be ready to put some ideas down on paper.

General Design Kit and Materials

If you don't already have a design kit put together, let's do that. You should have:

<ul style="list-style-type: none"> • Sketchbook or notebook • Standard pens or pencils • Cork-backed metal ruler. • Bienfang Designer Series No. 360 - 11"x14" - 50 sheet pad. 	<ul style="list-style-type: none"> • Uni-Ball Vision Elite Pens - Black • Painter's Tape and Clear Tape • Glue sticks • Elmer's Glue • X-acto blade or Matte cutting knife.*
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*Consider bringing safety guards and a pack of bandages for incidental nicks or cuts.

A Good Attitude

Leave the outside world behind. Show enthusiasm. Exercise good judgment. Approach class and projects with a positive outlook.

Also Bring A sense of humor, common courtesy, and caffeine if you need it. In design and life in general, a little pop-culture, music, film and television knowledge goes a long way. Be prepared to discuss your latest Netflix binge, a recent album drop, or the things happening within the UW-Stout community and beyond.

Special Project Materials

Students are encouraged to experiment with a variety of materials and techniques based on the assignment and project requirements.. Become familiar with the print lab in Applied Arts. The total cost may be \$75-\$150. Items may include:

- Cardboard, Foam core, mat, or acid free poster board
- Modeling clay or modeling foam
- Wood dowels, sheets, or other wooden pieces
- Paint and related brushes or tools
- Cloth, buttons, thread and related fabric materials

Associated Textbooks

If you don't already have this book, purchase **Universal Principles of Design** - Lidwell, Holden and Butler. This book should become part of your design library. I may also assign reading assignments from online articles, and plenty of opportunities to write and share your thoughts and conclusions on design. We may be using the online tutorials provided by LinkedIn Learning, Youtube, etc. I will assign these materials for you to watch and they should help you understand the programs we are working on.

Process Book

You will be asked to keep a process book for each project. This is where you will keep an organized catalog of all steps of the design process. Your process book will include research/readings, doodles, concept sketches, design refinements, final product photos, etc. Pages should be neat/organized and follow a chronological order throughout each project and the semester.

Your process book will be a large portion of your final grade in this class and will show me that you understood the concepts, dedicated the time, and ultimately — showed improvement/growth over the course of the semester. Please be sure to also have a portfolio where you can store larger printed design pieces.

Grading

Individual student grades will consist of several elements including writing assignments, quick lessons, as well as individual and group projects. Students are also graded on understanding & application of concepts, improvement over the semester, craftsmanship & presentation of assignments, originality & concept development, appropriate use of class time, classroom participation, work ethic, and overall attitude. Not participating or showing up will mean a lower grade -- or not passing.

The grade numerical cutoffs are listed below, but they reflect this general philosophy:

A	A-	B+	B	C+	C	F
93%+	90-92 %	87-89 %	80-86 %	77-79 %	70-76 %	Anything Else

- A – Exceptionally exceeds requirements of the course
- B – Exceeds requirements of the course
- C – Satisfactorily meets the minimum requirements of the course
- F – Not enough proficiency or production to fulfill requirements—must retake the course

Attendance

I take attendance at the start of each class to know who is present as well as to assist the campus with efforts to conduct contact tracing (should the info be needed). It is important that you attend class during our scheduled time. Your success in this course is based on being physically present to ask your own or listen to other's questions, working during the class time, watching live demos, and experiencing the class culture.

That said, if you are feeling sick, stay home. Please remember that you are part of a learning community. And, while you may not be at-risk or exhibit symptoms, some of us may have friends and family at home who cannot afford to be exposed. Anyone may be an asymptomatic carrier. If you cannot attend class, you need to email me to let me know ASAP. This includes missing class due to sickness, a family emergency, mental health, etc.

Avoid scheduling appointments during class. If the absence will be long term (ex. Needing to quarantine due to COVID contraction or exposure), we will need to discuss a work around for the required assignments on an individual basis. Unless you and I have come to an equitable arrangement, missing class does not extend the due dates for assignments. Assigned work will still need to be completed by the due date for full credit.

Please note that as absences build up, your ability to succeed in this class will lessen. If you miss six or more classes, you will receive an automatic failure with a grade of C- or lower.

Critiques

You need to participate and/or attend all critiques (in person and online) and the Evaluation session. Skip a critique without communicating with me or failing to participate during the critique, your grade for that assignment will be lowered by one letter grade (ex: B lowered to a B-). If you miss Evaluation Day, your final

class grade will be lowered by one full letter grade (ex: B lowered to a C).

To reiterate: Communication is key. You can reach out to me for something as simple as being unsure how to proceed on an assignment, or missing class for a family emergency or sickness. If you decide for any reason not to finish this course, you must drop via administrative channels. Please contact Stephanie Danielson or the Registrar if you have any questions regarding your enrollment.

Access to Course Materials

Nearly all course materials will be posted on Canvas. This includes but is not limited to: syllabus, schedules, server access information, presentations, assignment descriptions, discussions, and resources/links. Students are expected to review the course content on Canvas. Any technical support or training regarding Canvas, as well as laptop software downloads are available at the help desk in Millennium Hall, room 322.

SCHEDULE, ASSIGNMENTS, AND EVALUATIONS

The Course Schedule:

Module	Desc	Weeks
1	Introduction to Design Concepts and Problems	1-3 (9/7 - 9/23)
2	Partnered Project	4-6 (9/26 - 10/14)
3	Group Project	7-10 (10/17 - 11/11)
4	Individual Project	11-14 (11/14 - 12/7)
5	Final Presentation(s)	12/9 and 12/12

Detailed weekly schedules will be discussed in class and/or posted to Canvas and will contain an overview of what will be covered in each class session. The weekly schedule will also include any exercises, assignments, readings, discussions, deadlines, and due dates.

Students are expected to review and follow the weekly schedule to stay on track throughout the semester. Due dates will be given in class.

Some assignments have more than one due date because of incremental steps in the process of producing the finished project. You may expect assignments to be graded within one week of class period introduction.

Grades will be posted on Canvas. You will have access to grades online.

Assignment Submissions

All instructions for specific assignment submission are listed in the assignment descriptions and project instruction sheets in Canvas and covered verbally in class.

Course assignment submissions will be via:

- (1) Electronically in Canvas
- (2) Physically in a project folder as required per specific projects.

Late Assignments

Late assignments are not permissible and are not your friend. Designers work for clients who expect to see the work on time. *I will be giving you tricks for estimating and managing your time over the course of the semester. Heed my advice and you will improve your ability to prioritize work and hit dues dates.*

Your grade will decrease one grade (A becomes B) if the project is late. In the event something is late, it must be submitted within seven days of the original due date. Students have an option that they may use only *once* during the semester to withdraw a project prior to grading in order to refine it before the next class meeting.

Digital File Policy & Digital Documentation

Good digital file management is expected for this course. Keep quality digital documentation of your sketches, design process, and all final projects. *Lost files due to lack of organization, personal hard drive failures, or computer re-imaging will not be accepted as excuses for late or un-submitted project work.*

It is important to back up your projects both on a cloud-based server as well as a hard drive to avoid any

loss of content. It will be important to revisit these early projects in the future and you will want access to all design files for portfolio purposes. Digital storage is cheap, take advantage of it! *This is another skill I will be helping you to improve over the semester.*

Quizzes

There will be a few quizzes given during the semester on your readings and quick lessons.

Final Evaluation

A final project evaluation will be conducted at the end of the course (date/time in course schedule).

Personal Integrity

- Treat your classmates with kindness. Don't discriminate against your classmates or anyone else.
- Be nice! Don't say things you will regret.
- Mind your language - let's try to keep this a PG-13 classroom.
- Respect people's boundaries.
- Turn off your phones in class.
- Avoid checking your email, Facebook, Twitter, or YouTube in class.

Be respectful of the wonderful diversity we get to enjoy at UW Stout. Show respect. Have respect. Be kind.

Academic Honesty

Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect for others academic endeavors. Students who violate these standards must be confronted and must accept the consequences of their actions.

The disciplinary procedures can be found on the Student Academic Misconduct/ Academic Discipline Procedure website.*

* Sponsored by: Dean of Students and the Nakatani Teaching and Learning Center. For more information visit:

<https://www.uwstout.edu/life-stout/student-services/dean-students/academic-misconduct>

PERSONAL ASSISTANCE

Writing Assistance The UW-Stout Writing Center offers free tutoring for writing assignments in any discipline to students of all skill levels. Their staff of trained, undergraduate tutors can work with writers at any stage of the writing process. The UW-Stout Writing Center is located in Harvey Hall 413.

Website: www.uwstout.edu/writingcenter/

Email: wcdirectors@uwstout.edu

Utilize the <https://owl.purdue.edu> for MLA formatting requirements

Health and Safety

As some of the model-making and drawing techniques utilized in this class may expose the student to potentially harmful substances and dangerous machinery; the student is expected to take the necessary precautions, including purchasing appropriate eye, ear and respiratory protection.

I will enforce rules of safety in this class. However, ultimate responsibility resides with the individual student.

Material Safety Data Sheets are available in this classroom, and online, for each hazardous chemical or material used in this class or recommended by the instructor for the completion of this course. It is required that students do not bring to class hazardous chemicals or materials not recommended by the instructor.

For the x-acto and matte knives, the students are required to bring the safety guards for these knives and have the safety guards on when the knives are not in use. Additionally each student is encouraged to bring a small box of bandages, just in case.

Mask Policy

There is no campus masking requirement. The CDC continues to recommend wearing a mask for ten days after a positive test or when the local transmission level is high. The decision to wear a mask is a personal one. No one should face repercussions for their personal decision to mask or not mask. This does not mean there aren't people who may be immune compromised, maybe even

in this class. If you have a health condition that puts you at risk, share your circumstances (privately) with me, along with the appropriate accommodation paperwork from the campus Disability Services office before participating in classroom activities with anything other than a mask.

Food/Beverage Policy

Because masks must be removed and food spillage also makes cleaning and disinfection less efficient, no eating should occur in the classroom. Although drinking also requires masks to be removed during a class, due to the importance of hydration, it is allowed. Use good judgment and re-mask immediately after taking a drink. Classroom Recording/Student Privacy (only needed if you will be recording class periods with students present) To provide continuity of instruction for students that may miss class, class sessions will be recorded and available asynchronously. For more information visit the privacy of student records information.

Classroom/Lab Entry and Exit

Entry and exit procedures for classrooms and labs should be orderly. Please avoid congregating in close proximity in the hallways while waiting to enter or after class has been dismissed. (Instructors Think about how you will encourage coordinated exit of the classroom (possibly dismissing by rows); and then think about if you want to add specific language about that here. All class periods will end on time to provide sufficient time for everyone to get to their next activity. As the instructor, I will also need to exit the classroom, any questions or comments that you have at the end of class should be either emailed to me or we can talk during my office hours.

Counseling Center

As a student you may experience a range of issues that can cause barriers to learning. These might include strained relationships, anxiety, high levels of stress, alcohol/drug problems, feeling down, or loss of motivation. The Counseling Center is here to help with these or other issues you may experience. Free, confidential counseling is available on campus and can be accessed at 715-232-2468 or <https://uwstout.edu/counsel>. Help is always available.

ADDITIONAL RESOURCES AND LINKS

Stout Resources Login page:
uwstout.courses.wisconsin.edu

Username and Password: Same as UW-Stout email

Stout's help system just for students:
www.uwstout.edu/lit/lts/learn/student_resources.cfm

Online Frequently Asked Questions:
www.uwstout.edu/lts/webid/learn/faq-stud.shtml

Laptop Software Downloads are available at the help desk in Millennium Hall, room 322. Take advantage of the free 2TB of cloud storage available through UW-Stout.

The Library: www.uwstout.edu/lib/

Design Inspiration

<https://Designspiration.com>

<https://www.behance.net/>

<https://pinterest.com>

Stock Images

<https://unsplash.com>

<https://Pexel.com>

<https://stock.adobe.com> - if you have the budget
color.adobe.com/explore pantone.edu

Type

<https://type.adobe.com>

Self-Paced

Education Resources & Software Tutorials

LinkedLearning via access.uwstout.edu

Adobe Live via behance.net or youtube.com

File Labeling

Please label all course files & emails using the following format:

DES_200_001_LAST_FIRST_ProjectName

DES_200_001_LAST_FIRST-Subject of Email

Dates to Remember

Be sure to schedule your Process Lab Safety Training for Yellow Safety Certification

September 16 for the hands-on part of the training.

Please remind them they need Safety Glasses. Let me know if you have any questions.

When	What
Advisement Day	October 25
Mid-program review	November 18
Thanksgiving Break	November 23-25
Final Presentations	December 9 & 12
Classes End	December 13