

IDEA258D

EXPLORATIONS IN DESIGN

SPRING 2019

TH 12:00PM-1:30PM

ESJ 2101 THE LOFT

1 CREDIT

CONTACT

Class Email – IDEA258D@gmail.com

Tianxin Chen, Course Facilitator – Chen128@umd.edu

Meenu Singh, Faculty Advisor – MSingh92@umd.edu

COURSE DESCRIPTION

“Exploration in Design” gives students the opportunity to apply their unique backgrounds to the realm of design. Students will engage in hands-on learning with real clients from various industries. We will explore how good and bad design plays a role in our everyday lives, from the way we order coffee to the logos on ads to the signs that help you navigate (or get lost on) the metro.

COURSE OBJECTIVES

By the end of the terms, students will be able to...

1. Understand the roles and relationships of user, brand, and designer
2. Demonstrate the behaviors and mindsets aligned with critical design thinking
3. Relate their own respective fields to niche types of design
4. Recognize the impact of their unique background on their growth as designers
5. Master the essentials of productive critique and collaborative brainstorming
6. Execute basic tasks in the Adobe Creative Suite
7. Learn the foundational principles of design such as Human-Centered Design, Branding, Defensive Design, Biomimicry, Circular Design, etc.
8. Offer design solutions to clients from a wide range of industries

INSTRUCTION METHOD

This course emphasizes experiential learning. Students will be introduced to a range of design principles and practice them hands-on via in-class discussions, collaborative brainstorms, and creative problem solving.

GRADING

50%	30%	20%
in-class participation	out-of-class activities	free-form final project

There are no examinations in this course. Grades are dependent on active participation in weekly classes, documentation of design thinking in assignments, and an interest-driven final project at the end of the semester.

EXPECTATIONS

Assignments are crucial to the productivity of in-class discussions, in which your participation is heavily graded. All assignments are due on the scheduled dates and times as directed on ELMs. Despite the collaborative nature of the course, all assignments are submitted individually. Laptops and smartphones are strongly discouraged in class, disruptive violations will result in significant deduction in participation grades.

ABOUT THE INSTRUCTORS

Tianxin Chen

Course Facilitator

Tianxin Chen is a junior studying Marketing, Information Systems, and Chinese in the University of Maryland. Beijing-born and creatively driven, she's passionate about diversity and inclusive in creative settings and the impact of design thinking. Tianxin freelances as a graphic designer and photographer, grateful for the opportunities to align her hobbies with her career. On campus, she is a brother of the community-service oriented professional fraternity Alpha Phi Omega.

Meenu Singh

Faculty Advisor

Meenu Singh works with a fantastic, inspiring team at the University of Maryland's Academy for Innovation & Entrepreneurship (AIE). Her position as Learning Experience Designer allows her to engage in a variety of facets of the innovation and entrepreneurship (I&E) movement at UMD. In this role, she helps shape project-based, team-oriented learning experiences that expose undergraduate students to I&E methods, including design thinking and lean startup. Prior to AIE, Meenu studied Civil Engineering and Philosophy at the University of Maryland.

EXCUSED ABSENCE AND ACADEMIC ACCOMODATIONS

See the section titled "Attendance, Absences, or Missed Assignments" available at Course Related Policies via <http://www.ugst.umd.edu/courserelatedpolicies.html>

DISABILITY SUPPORT ACCOMODATIONS

See the section titled "Accessibility" available at Course Related Policies via <http://www.ugst.umd.edu/courserelatedpolicies.html>

ACADEMIC INTEGRITY

Cases of academic dishonesty will be pursued to the fullest extent possible as stipulated by the Office of Student Conduct. Note that academic dishonesty includes not only cheating, fabrication, and plagiarism, but also includes helping other students commit acts of academic dishonesty by allowing them to obtain copies of your work. It is very important for you to be aware of the consequences of cheating, fabrication, facilitation, and plagiarism. Learn more about the Code of Academic Integrity and the Student Honor Council via <http://www.shc.umd.edu>

ACADEMIC COLLABORATION

	Submit Individually	Ask for Feedback	Work in Groups
In-Class Discussions	√	√	√
Weekly Assignments	√	√	
Final Project	√	√	

COURSE EVALUATIONS

Don't hesitate to communicate your suggestions for this course to the course facilitator and faculty advisor. At the end of the semester, your feedback via the campus-wide CourseEvalUM system is highly valued. Your feedback is confidential and important to the improvement of teaching and learning at the University. Please go directly to www.courseevalum.umd.edu to complete your evaluations.

If you got this far in reading the syllabus, please e-mail me a picture of your favorite snack. Thanks for reading the syllabus!

COURSE SCHEDULE

This is a tentative schedule subject to change, visit the IDEA258D ELMs page for updates. Assignments are due at noon, before the beginning of the following class.

WEEK	TOPIC	ASSIGNMENT DUE BEFORE NEXT CLASS
1	1/31 Introduction: What is good design?	Take welcome survey
2	2/07 Human-Centered Design: Coffee Lids	- Discover 3 design problems in your field - Photoshop class prep
3	2/14 Adobe Creative Suite: Photoshop	- Introduce yourself on Padlet - Illustrator class prep
4	2/21 Adobe Creative Suite: Illustrator	Design a logo for IDEA258D
5	2/28 Critique: Giving & receiving feedback	Revise your logo for IDEA258D
6	3/07 Branding: Product design for brands	Mockup Exercise
7	3/14 Branding: Visualizing a brand	Create a graphic resume
8	3/21	SPRING BREAK
9	3/28 Design in Action: Presentation & Storytelling	Revise a bland PowerPoint
10	4/04 Design in Action: Defensive Design	Submit discussion notes

11	4/11	Design in Action: Circular Design	Submit discussion notes
12	4/18	- Client Driven Design Sprint - Introduce final project	- Submit discussion notes - Submit final project topic
13	4/25	- Client Driven Design Sprint - Final project checkpoint	- Submit discussion notes - Submit final project work-in-progress files
14	5/02	- Client Driven Design Sprint - Final project checkpoint	- Submit discussion notes - Submit final project work-in-progress files
15	5/09	- Semester Debrief - Final project checkpoint	- Course evaluation - Submit final project presentation

NO FINAL EXAM – Final project due on midnight of Monday, May 20, 2019