VCDS401 Visual Communication Project

Fall 2017

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Course Description and Objectives

The aim of this course is to provide the opportunity for senior design students to conduct conceptual/experimental design projects in which they can reveal their creative skills and unique identities in visually expression. The course is not necessarily geared towards the typical 'problem solving' approach as is usually seen in most design projects, but is more aimed to lead students into a more conceptual, experimental and artistically thinking system in which they can creatively and more freely express themselves. During this course, students will work on one major project, in which they will develop original ideas in designated fields and implement these ideas utilizing the theoretical and practical background they have achieved during the past three years in their VCD education. This project will continue for 13 weeks within the semester, and they will be exhibited in a collective exhibition at the end of the semester titled 'I/O' (Input/Output).

The course is further aims to prepare students for next semester's Graduation Project class. For this purpose, similar expectations and requirements have been set as part of the expectations of this course as will be experienced in next semester's course. As a result, students will both research and experiment with various project ideas before they decide on their final graduation project topic.

Description of the Main Project

*In computing, communication between digital and analogue (and/or digital) is done using **input/output** (also known as **IO**). Inputs are the data received by the computer, and outputs are the data sent to the outside world or to an another computer.*

We, as humans, interact with a computer using I/O devices like custom user interfaces, a keyboard, a mouse or a screen. We take advantages of devices that communicate with other devices such as wireless modems, network cards and GPS. With the advancement of mobile technologies, we have new input options like a touch screen, a gyroscope, a camera etc. for the devices we have in our pockets.

A computer takes any or a combination of these sensory data, processes them and returns a predictable output.

Given the basic description for the project, **you are expected to make a personal statement on I/O based on a conceptual framework**. For the project, any visual communication design method may be applied in order to reach the final work. The projects can be generated and realized in the following fields: interaction design, experience design, computer-mobile games, installations, mapping, etc.; though, mobile applications are NOT accepted for the project. Environmental design, haptics (kinesthetic communication), product design, information design, interaction design, storytelling, heuristics (intuitive judgment), and design thinking can be considered as some of the mediums to be used for the project.

Regarding your approach to the project, 'abundance of sensory data', 'new discoveries on human-computer interaction', 'almost-unpredictable output', 'generative systems', 'bridge between digital and analogue', 'unconventional materials as an interaction component', etc. are some of the headlines that you may want to consider in developing your project. In addition, 'predictability', 'surprise', 'discovery', etc. are just some of the concepts that might assist you in coming up with a creative solution.

The project is aimed to lead students into practicing context assessment, user experience audits, and scenario development as means to understanding the motivations, behaviors, and values of audiences and participants (generating a sense of *empathy*).

Requirements and Expectations

Evaluation:

- Idea stage (generation and screening) reports) . . . . 15% (due Oct. 5)
- Concept development . . . . 20% (due 26 Oct.)
- Final control and verification of product design and development . . . 35% (due 18 Dec.)
- Evaluation of final project and presentation materials . . . . 15% (due 21 Dec.)
- Presentation of final project during exhibition . . . . 15% (on finals week)

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Weekly schedule

Week	Topic for Monday class	Topic for Thursday class
1	(18 Sep.) - Introduction; explanation of the course, expectations for the semester	(21 Sep.) - Theoretical framework on interactivity, UI and UX Design
2	(25 Sep.) - Theoretical framework on Experience Design	(28 Sep.) - Reviewing research done on the main project
3	(2 Oct.) - Reviewing initial ideas on the main project	(5 Oct.) - MILESTONE I: Research Report
4	(9 Oct.) - Developing ideas into draft works	(12 Oct.) - Reviewing proposals on graduation project ideas
5	(16 Oct.) - Developing ideas into draft works / prototyping	(19 Oct.) - Reviewing proposals on graduation project ideas
6	(23 Oct.) - Developing ideas into draft works / prototyping	(26 Oct.) - MILESTONE II: Manifest, Sketches, Feasibility Analysis/Report
7	(30 Oct.) - Reviewing prototypes / developing works	(2 Nov.) - Reviewing prototypes / developing works
8	(6 Nov.) - Reviewing prototypes / developing works	(9 Nov.) - Reviewing prototypes / developing works
9	(13 Nov.) - Reviewing prototypes / developing works	(16 Nov.) - Reviewing prototypes / developing works
10	(20 Nov.) - MILESTONE III: Progress Report, Production Log	(23 Nov.) - Reviewing prototypes / developing works
11	(27 Nov.) - Reviewing prototypes / developing works	(30 Nov.) - Reviewing sketches for the exhibition print materials
12	(4 Dec.) - Testing, analyzing and revising final works	(7 Dec.) - Reviewing sketches for the exhibition print materials
13	(11 Dec.) - Testing, analyzing and revising final works	(14 Dec.) - Reviewing sketches for the exhibition print materials
14	(18 Dec.) - MILESTONE IV: Presentation Boards & Promotional Materials	(21 Dec.) - Handing over all works for the exhibition
Finals Period	(27 Dec.-9 Jan.) - EXHIBITION OF THE PROJECTS (presentation and jury of the main project / exhibition starts)	