DESIGN 2

DETAILS

Instructor	Prof. Jeff Thompson
Email	jeff.thompson@stevens.edu
Office/hours	Morton 208, Tues/Thurs 2–3pm
Meeting times	Thursdays 9.00am–12.50pm
Location	Visual Arts & Technology Lab
Course materials	www.github.com/jeffThompson/Design2

COURSE DESCRIPTION

The process of design is built on typography and shape and process, but today is much more than just solutions to visual problems. Design is about problem-making (and solving), responding to the world, offering up new visual ideas, thinking through materials, social responsibility, and communicating ideas between people. This semester, we'll build on the fundamentals you learned in Design I, but will be focusing on processes that cross the analog/digital divide, and on designing experiences with multiple pages and screens.

"[We] no longer talk about digital versus analog but instead about modulations of the digital or different intensities of the computational." – D. M. Berry

Making is our primary mode of investigation, though we will also conduct visual and design research, and read texts by designers. The goal of this class is wide-ranging exploration, creating surprise, and finding new ways of working with the goal of building your visual vocabulary and starting to find your voice as a designer.

ATTENDANCE

Due to the condensed, technical, and collaborative nature of this class, attendance is mandatory. You are allowed two absences per semester to use at your discretion – each additional absence will result in your final grade being lowered by ½-letter. Late arrivals will be marked tardy, with 3 tardies equaling one

absence. The only exception is severe illness – if this is the case, please let me know as soon as possible and provide a doctor's note documenting your illness.

HOMEWORK

Homework in this class is meant to be exploratory, a way to expand on the experiences and ideas in class. I encourage wide-ranging interpretation of assignments: consider ways that you can fulfill the requirements in a way that is creatively and intellectually exciting for you, not just the obvious requirements. Of course, this is much harder than just reading a chapter or studying for a quiz! I expect considerable engagement from you this semester, and you should expect the material to be rigorous and thorough.

"I think it is healthy to have certain level of humility and fear. I tell my students when they worry about such feelings, it shows me they are demonstrating care, and care involves a great deal of uncertainty. That means treating your work well - lending it your best craft, your best intentions, your love." – Erik Brandt

All assignments are due by the start of class – details of projects will be available on the class GitHub page (see link on the first page) including how to turn your work in.

You will have 24/7 access to the Lab and Studio, and use of the Fab Lab during open hours for printing and equipment checkout.

GRADING

The goal of all assignments is for you to think and make. Everyone comes from a different background and experience, so the goal is improvement – I want to see curiosity, engagement, and willingness to experiment. A grading rubric will be provided with each assignment to help you understand what is expected and how you did.

To get a C (an average grade) you should:

+ Put time into your projects each week
+ Complete everything on time
+ Participate in critiques and discussions

For a B or an A, you should additionally:

+ Take risks and try things enthusiastically
+ Be an active and unsolicited participant in critiques and discussions
+ Take assignments beyond their minimum requirements

Final grades will be determined as follows:

+ Homework: 60%
+ Class participation: 25%
+ Final project: 15%

REQUIRED MATERIALS

Towards the end of the semester we'll be working more digitally, but at the start you should bring these supplies every week. Purchase locally, or see this list: http://a.co/7Bj19NL.

Required and suggested readings will be provided as PDFs online – there is no required textbook.

+ **Laptop with Adobe Illustrator, InDesign, & Photoshop**
  Demos will be with Creative Cloud 2017. All students will have access to the full Creative Cloud suite free of charge through stevens.edu/vle, though using the Lab computers may be more reliable. If you use your laptop, please don't forget your charger!
+ **Sketchbook**
  At least 5x9" – spiral-bound is best so you can tear out or scan drawings more easily. Please work one-sided only for the same reason.
+ **Various drawing/writing implements**
  At least some pencils and pens of various kinds (I really like the Micron Pigma pens for drawing and layout ideation).
+ **Digital camera**
  For gathering visual material (phone is ok).
+ **Jar of India ink**
  Black, 1–2oz size (Higgins or Speedball brand is very good).
+ **At least two medium-sized brushes of different sizes**
  Cheap ones are ok, synthetic bristles will probably be better for ink.
+ **Bone folder**
  For folding paper; Teflon ones are fine, if you prefer.
+ **Metal ruler**
  At least 12-inches long (15-inches is better), with or without cork backing.
+ **Bookbinder's awl**
  For making holes in paper; a regular carpenters awl may work, but one made for bookbinding will be better.
+ **Larger knife with replacement blades**
  Olfa-brand knives are excellent, but a utility knife will work too. Optionally, you may also want an X-Acto knife with replacement blades.
+ **Self-healing cutting mat**
  At least 9x12" (we have larger ones, but you should also have your own).
+ **Bookbinding needle**
  (The eyes on regular sewing needles are far too small.)
+ **Linen thread**
  Doesn't stretch like normal sewing thread, making for tighter stitches.
+ **Various papers and supplies as needed**
  For physical-focused projects and documentation of process.

+ **Digital printing**
  At least two projects this semester, printed in the Fab Lab (better option) or locally.
+ **Print-on-demand book**
  Cost will vary depending on size, but plan for $15–30 (we'll be using Blurb since they provide an easy-to-use InDesign plugin).

COURSE CALENDAR

Please note this is subject to change – be sure to check GitHub and your email regularly.

WEEK 1

In class:	Introductions and syllabus
Demo:	Navigating Github, using the scanner
Homework:	Photocopier Collage; bring in brushes, ink, and other materials for mark-making

WEEK 2

DUE:	Photocopier Collage
In class:	Add type to Photocopier Collage, print final results, install exhibition of collage projects; mark- and letterform-making with various materials
Homework:	Create vector letter inspired by your mark-making experiments

WEEK 3

DUE:	Finished letterform design
Demo:	Using the CNC mill and etching press
In class:	Mill/print your letterforms, scan, pick a complementary font
Homework:	Letterform Poster

WEEK 4

DUE:	Letterform Poster
Demo:	Intro to InDesign, setting up a document, basic tools, exporting print-ready files; accordion books
In class:	Pick terms for Design Elements book
Homework:	Design Elements book
Reading:	Excerpt from "Structure of the Visual Book" (Smith)

WEEK 5

DUE:	Design Elements Book
In class:	Book research in library (measuring, structure)
Demo:	Master pages, margins and bleed, inserting images, exporting multi-page book files, page creep
Homework:	{Something}punk Book
Reading:	"Design and Crime" (Foster) and "10 Principles" (Rams)

WEEK 6

DUE:	{Something}punk Book
Discussion:	Foster/Rams readings and the role of decoration
Demo:	Pamphlet stitch/staple and stab binding; keeping a process book
In class:	Bind books
Homework:	Speculative Futures research, text selection, and image and visual resource gathering

WEEK 7

DUE:	Speculative Futures research and gathering
Demo:	Paragraph and character styles, flowing large blocks of text, print-on-demand providers
In class:	Set up book files and styles, work day
Homework:	Speculative Futures sample pages

WEEK 8

DUE:	Speculative Futures sample pages
Demo:	Setting up cover files
In class:	Critique of Design 3 projects, work day
Homework:	Speculative Futures mockup

MARCH 13–17: SPRING BREAK

NO CLASS – work on your mockups

WEEK 9

DUE:	Speculative Futures mockup
Demo:	Exporting PDFs for professional printins, pre-flight, ePub and screen PDF output
In class:	Work day
Homework:	Finish and order book from Blurb, print process book
Reading:	Excerpt from “Design of Everyday Things” (Norman), “Interaction Design is Dead. Now What?” (Ammer)

WEEK 10

DUE:	Speculative Futures process book
Discussion:	Print vs screen paradigms
In class:	Design sprint group ideation
Homework:	App Design screen mockups and interaction diagrams

WEEK 11

DUE:	App Design mockups and diagrams
Demo:	Using Keynote to demo interactive projects, exporting video files
In class:	Work day
Homework:	App Design video

WEEK 12

DUE:	App Design video (end of class)
Demo:	Compressing graphics-heavy videos, uploading to Vimeo
In class:	Work day
Homework:	Final Project pitch

WEEK 13

DUE:	Final Project pitch
In class:	Field trip to Cooper Hewitt or MoMA
Homework:	Final Project work in progress

WEEK 14

DUE:	Final Project work in progress
Demo:	As needed
In class:	Work day
Homework:	Finish Final Project and process book

EXAM PERIOD (DATE TBA)

DUE:	Final Projects
In class:	Critique of Final Projects