IDEA258D

EXPLORATIONS IN DESIGN

FALL 2018 | **TH 12:00PM-1:30PM** | **ESJ 2101 THE LOFT** | **1 CREDIT**

CONTACT

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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

60%	30%	10%
in-class participation	out-of-class activities	free-form final project

There are no examinations in this course. Grades are entirely 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 the importance of inclusive environments 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 and the graphic designer for the Smith Undergraduate Student Association in Robert H. Smith School of Business.

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.

COURSE SCHEDULE

Tentative schedule, visit the IDEA258D ELMs page for updates. Assignments are due at the beginning of the following class.

WEEK	TOPIC	ASSIGNMENT DUE NEXT CLASS
1	Introduction: What is good design?	Take class survey
2	Human-Centered Design: Coffee Lids	Discover 3 design problems in your field of study
end of schedule adjustment period		
3	Adobe Creative Suite: Photoshop	Introduce yourself on Padlet
4	Adobe Creative Suite: Illustrator	Design a logo for IDEA258D
5	Critique: Giving & receiving feedback	Revise your logo
6	Branding: Product design for brands	*Good luck on midterms*
7	Branding: Visualizing a brand	Submit brand identity brainstorm
8	Design in Action: Presentation Design	Revise a bland PowerPoint
9	Design in Action: Defensive Design	Create a graphic resume

10	Design in Action: Biomimicry	Create a mockup
11	Client Driven Design Sprint; Introduce final project	Submit discussion notes; Upload final project topic
12	Client Driven Design Sprint	Submit discussion notes; Upload research notes for final project
Thanksgiving Holidays		
14	Client Driven Design Sprint	Submit discussion notes; Upload work-in-progress files
15	Client Driven Design Sprint; Semester Debrief	Submit discussion notes; Upload final project presentation
FINALS – NO CLASS; Final project due on exam date		