

SENIOR PROJECT IN DESIGN

1

Objective

This course is focused on developing the skills to define and execute self-initiated work.

The semester will start with a short-term project and will culminate in a final project of a larger scope. The final work will be presented at a professional level both visually and verbally.

*"It's Impossible, that's sure.
So let's start working."*
—Philippe Petit

Aspects

¹
Design Process - The strategies used to initiate, develop, and execute design work.

"Believe complex ideas can produce simple things."
—Daniel Eatock

"If you create something too complex, it destroys the ability to make complex things with it."
—Paula Scher

²
Critical Thinking - The ability to critically analyze your own work and the work of others.

"Don't try to create and analyze at the same time. They're different processes."
—Sister Corita Kent

³
Clarity of Intent - Work that is clear in terms of what it is trying to achieve, and work that is rigorous in regard to the aspects it is investigating and communicating.

"There are no arbitrary gestures. Each decision either strengthens or weakens the design."
—MJ Neal, FAIA

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Critique Evaluation Criteria

Design Process—A consistent and coherent development of ideas over the course of a project.

Critical Thinking / Clarity of Intent —Is the work looking critically at its subject and method. Is it clear, focused and rigorous.

Professional Presentation—Both visual and verbal.

Recommended Reading

Hold Everything Dear
John Berger

Air Guitar: Essays on
Art and Democracy
Dave Hickey

Global City Blues
Daniel Solomon

How to be a Graphic Designer
Without Losing Your Soul
Adrian Shaughnessy

The Shape of Time: Remarks
on the History of Things
George Kubler

Blink: The Power of Thinking
without Thinking
Malcolm Gladwell

*And if you didn't read
them last semester:*
The Elements of
Typographic Style
Robert Bringhurst

Grid Systems in Graphic
Design / Raster Systeme Fur
Die Visuele Gestaltung
Josef Muller-Brockmann

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Grade Distribution		Course Schedule		
Initial Project	10%	August	17	November
Mid Semester Review	30%	29	Project 1 Complete	5
Final Review	30%	Course Introduction	Terminal Project Begins	Concept Evaluation (ongoing).
Effort	30%			
*Full and complete work must be presented at all reviews.		September	24	
		3	Concept Evaluation (ongoing)	12
		Initial Project		Final Group Review
		Charette 1: Vulnerability		
			October	28
		5	15	Thanksgiving
		Initial Project	Mid Semester Review	
		Charette 2: Inspiration	<i>(Program must be clearly defined, design concept firmly in development by this date, and final deliverables outlined.)</i>	December
				3
		10		Final Review
		Initial Project		
		Charette 3: Personal Precedent		5
			29	Final Review
		12	Group Review	
		Initial Project		
		Charette 4: The Greater Good		

IMAGES IN COMMUNICATION

4

Attendance

Attendance and participation in all classes, group critiques, and individual meetings is required. However, three absences will be excused. Each absence, for any reason, beyond three will result in a reduction in the final grade by ½ a letter grade.

Students are allowed to be late three times (fifteen minutes or less). Each late arrival beyond three—for any reason—will count as an absence.

Attendance will be taken at the beginning of class. If you are late to class, it is your responsibility to notify the member of faculty of your arrival and to verify that they have changed the absence mark to a late arrival in the attendance record.

All late work will drop one full grade for each class day it is late.

All late projects must be turned in during class time. Some projects (such as site specific work) may require more stringent attendance and grading policies. An incomplete will be given only in rare cases, and for non-academic reasons.

NOTE

Academic policies can be found in the University Catalogues available through the Office of the Registrar and online at: <http://www.utexas.edu/student/registrar/>.

Be sure to review the University policy on scholastic dishonesty if you are not already. It can be found at the Student Judicial Services web site at <http://www.utexas.edu/depts/dos/sjs/>.

Upon request the University of Texas at Austin provides appropriate academic accommodations for qualified students with disabilities. More information can be found by contacting the Office of the Dean of Students at 471-6259, 471-4641 TTY or online at: <http://www.utexas.edu/depts/dos/ssd/>.

With the exception of the grade and attendance policies, parts of this syllabus are subject to change with advance notice, as deemed appropriate by the instructor.

Design Faculty have many other commitments to the University in addition to their teaching responsibilities. The faculty are available to you several hours a week as well as during office hours. Conduct your class business during these regularly scheduled hours. Arrangement to meet with faculty outside of these hours should occur only in unusual circumstances.

Grade Definitions

A

100–90 points Excellent.

Surprise yourself and the instructor; prolific work ethic; conceptual precision; investigative agility; honed & refined material resolution.

B

89–80 points Very Good.

Strong development and dedication; prolific work ethic; clear intentions; rigorous development; quality material resolution.

C

79–70 points Average.

Complete work; solid work ethic; predictable development; fair material resolution.

D

69–60 points Pass.

Complete work; poor work ethic; preconceived intentions; unresolved material resolution.

F

59–00 points Failure.

Insufficient work and commitment to the requirements of the studio.

Additional grade policy information can be found online at:
<http://www.utexas.edu/student/registrar/grades>

Distractions

Phones should be silent, placed in your bag and ignored. Do not use your phone in the classroom to text, make calls, peruse social media, engage apps, play games or any other activity *unless instructed otherwise*.

If there is an urgent matter, excuse yourself to the corridor just as you would for a restroom break. *Excessive