



Design Contexts
Fall Semester 2012
Ken Barber & Ben Kiel
Wednesday, 6-9 PM
Syllabus

Summary

The goal of this course is to introduce working collaboratively to tackle larger scale projects. You will gain experience in situations mimicking a working design studio, an understanding of project planning and execution, and insight into how to manage your creative process in a team environment. This experience will help you in a studio environment and allow you to work on projects furthering your design education.

Course structure

The course has two major projects and two smaller projects for the semester. Major projects will be done in assigned teams. The smaller individual projects run concurrently with major projects. Informal collaboration with your classmates is encouraged for these smaller projects, but is not required. In addition, there will be visits from working designers and informal workshops/tutorials from your instructors.

This class meets once a week, so we expect everyone to be prepared at the start of class. We break in the middle of the class period so that everyone has a chance to get something to eat. Your instructors are available through email for feedback any time during the week, we encourage you to contact us if you desire feedback outside of class.

Course Website

Sakai will be the “course website” for this course. It will be used for distribution of assignments, course schedule, posting announcements, web links and grades. Bookmark this website and check it often — <https://sakai.udel.edu/portal> (*you must log-in with your Udel ID and password*)

Requirements

Students will be expected to attend class on a regular basis, complete homework assignments, keep a sketchbook, participate in workshops and—most importantly—consistently contribute to in-class discussions. In addition you are required to keep a process book for each major project. The book will document your research, exploration and work for the project. They will be collected and graded along with the final assignments. Grading will be based accordingly on these course requirements and University policy.

Professors:

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Attendance

Do not be late. Expect to stay the entire class period. You are allowed to be late once this semester, every other tardiness will reduce your final grade by 20 points (see grade scale). “Late” is defined as more than 10 minutes from the start of the class period. You are allowed 2 absences (excused or not). Three absences will reduce your final grade by 1 letter grade. Every additional absence will cause your final grade to drop an additional letter grade.

Safety

Pay attention to safety in the building and throughout campus. Be careful working here at night, and during the day. Report any unusual behavior, or persons wandering about. Being in the building alone is not allowed, by anyone. Do not work in the building alone, or walk home late at night alone. To arrange for a walking escort on campus call Public Safety at 831-2222, or use one of the 200 blue light emergency phones. These are not just for emergencies. For Access to the Building past 10pm, call Public Safety at 831-2222. You will all be on a list that they have allowing you access to the building at all times.

Materials

Although additional materials may be required as the course progresses, students will be expected to procure the following basic items:

- Sketchbook to use as a journal and to take notes
- A pad of 8½"×11" or 11"×14" tracing paper
- A few regular ol' No. 2 pencils. Medium lead
- Pins or tacks to hang work for critique

Mac Lab

Please respect the lab and the people who work there. This facility is not managed by the Art department. As you know, use of the Mac Lab can be problematic when many students are trying to print at the same time. If you are planning to print, please try to reserve time. You need manage your time professionally.

Grading

Your final grade will be calculated according to the following point scale. Major project grades are made up of a grade for the final project that is shared by all group members and an individual grade for your process book. Each are weighted equally.

<i>Assignment</i>	<i>Points</i>
Design manual	100
Design manual process book	100
Package branding	100
Package branding process book	100
Food Bank promotion	50
T	50
Total points possible:	500

Final letter grades will be determined according to the University of Delaware's Official Grade Scale.

<i>Letter grade</i>	<i>Total percent</i>	<i>Total points</i>
A	93–100%	463–500
A-	90–92%	448–462
B+	88–89%	438–447
B	83–87%	413–437
B-	80–82%	398–412
C+	78–79%	388–397
C	73–77%	363–387
C-	70–72%	348–362
D+	68–69%	338–347
D	63–67%	313–337
D-	60–62%	298–312
F	59% <i>and below</i>	297 <i>or less</i>

A final grade of C or above is required for Visual Communications degree candidates. If you receive a grade lower than a C, you will not qualify for advancement in the Visual Communications Program.

Letter Grade Descriptions

The following Letter Grade Descriptions detail the criteria for earning grades. Plus and minus grades fall between the straight letter grades in achievement. To receive a grade of C or better on any assignment, it must be turned in on time unless a *prior* arrangement has been made or there is an emergency situation.

- A Outstanding work relative to the level necessary to meet course requirements. This work goes *far* beyond completing the requirements of the assignment and shows unusual mastery of the skills and innovative and creative thinking.
- B Significantly above the level necessary to meet course requirements. A “B” is a very good grade, but not outstanding.
- C Average achievement that meets the course requirements in every respect, but does not go beyond. A “C” is an average grade, meaning you did not succeed beyond the average effort of your classmates.
- D Worthy of some credit even though it fails to fully meet the course requirements. Basically, it means that you squeaked by.. “D” is for “dangerously close to failing.”
- F Represents failure and signifies that the work was either completed but at a level of achievement that is not worthy of credit or was not completed and there was no agreement between the instructor and the student that the student would be awarded an “I”. Keep in mind that a student can turn in work, attend class and still fail the course if the work is not worthy of credit according to the clearly stated criteria for

passing work. An “F” carries zero grade-points and the credits for the course do not count toward any academic degree program.

A letter grade of an “I” stands for an Incomplete Grade and is assigned at the discretion of the instructor when, due to extraordinary circumstances, e.g., hospitalization, the student was prevented from completing the work of the course on time. Student must have been passing the course before the emergency incident. Requires a written agreement between the instructor and student specifying the time and manner in which the student will complete the course requirements. In no event may any such written agreement allow a period of longer than 6 months to complete the course requirements.

The requirements and objectives for this course are clearly stated in this syllabus. This is the criteria you will be graded on. If you are not clear about the criteria or what you will be graded on, please ask. We encourage you to discuss your grades with us at any time. Federal law prohibits me from discussing your academic standing (including grades) with anyone except you. We are also prohibited from sending email with personal information such as grades.

	GROUP	INDIVIDUAL
September 10 <i>Kiel</i>	A Design Manual L Printing	A Food Bank
September 17 <i>Kiel</i>	c Design Manual— <i>briefs</i> w Research	c Food Bank
September 24 <i>Kiel</i>	c Design Manual— <i>initial</i> w Design Manual	c Food Bank
October 1 <i>Kiel</i>	c Design Manual— <i>secondary</i> w Design Manual	c Food Bank— <i>final</i>
October 8 <i>Kiel</i>	c Design Manual— <i>production</i> w Design Manual	
October 15 <i>Kiel</i>	c Design Manual— <i>final</i>	
October 22 <i>Barber</i>	L Lettering with objects	A T
October 29 <i>Barber</i>	L Package branding A Package branding	c T
November 5 <i>Barber</i>	c Package branding— <i>initial</i> w Package branding	c T
November 12 <i>Barber</i>	w Package branding	c T— <i>final</i>
November 19 <i>Barber</i>	c Package branding— <i>secondary</i> w Package branding	
November 26 <i>Barber</i>	c Package branding— <i>production</i> w Package branding	
December 3 <i>Barber</i>	FINAL REVIEW	

Critiques

Given the time constraints and the amount of material that we will be covering, it is imperative that critiques be conducted as efficiently as possible. We ask that you do a few things to help with this.

1. On critique days, please have your work posted and ready for critique at the start of class.
2. Participate during critiques. Being a student, it is your duty not just to learn for yourself, but also to help your fellow students.
3. Listen to the critiques of everyone's work, not just your own. You will pick up pointers from comments about the work of your fellow students and we will often make comments such as "You are facing the same problem as so-and-so. Try some of the things that were suggested earlier."

Documenting Your Work

You are required to accurately and sufficiently document all the things that you produce for this course. Many assignments require that you turn in "digital documentation" with your final pieces which must include all process work and your final digital files and/or photographs of your final piece (if it is not 2-dimensional).

All Discs (Macintosh formatted CD-R or DVD-R) must be labeled exactly this way (on the actual disc) in order for you to receive credit for the assignment:

1. Your Name (First and Last)
2. Title of the Assignment
3. Semester and Year (i.e. "Spring 09")

Legend

- L Lecture
- A Assignment
- c Critique
- w Workshop