

SYLLABUS
SPRING 2023

DESIGN STUDIO

WEDNESDAYS
2:30-5:50PM

**PROF. G.
GARRASTEGUI**

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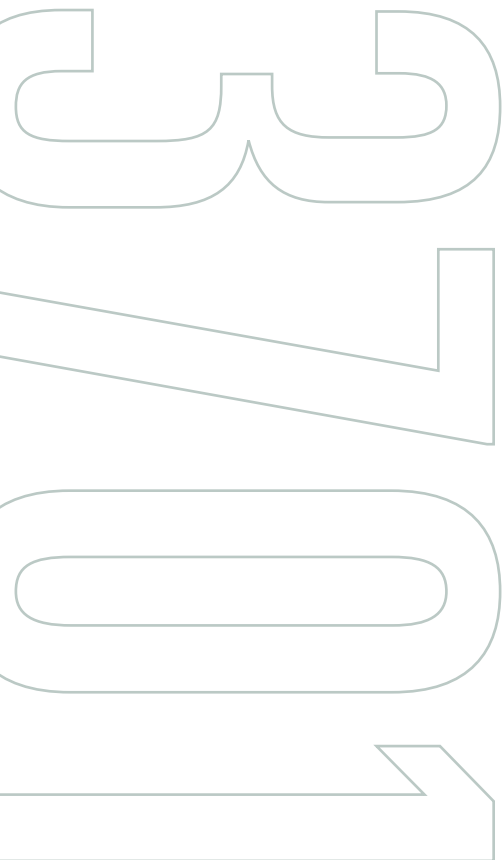


Designing is not about a job. Design is one of many pathways for doing meaningful work in the world.”

–DORI TUNSTALL

OCAD University, Dean of the Faculty of Design

***Design Anthropologist, Public Intellectual,
and Design Advocate***





Design requires bridging the “knowing-doing gap.” The tools of the designer/creative—getting out into the world to be inspired by people, using prototyping to learn with our hands, creating stories to share our ideas, joining forces with people from other disciplines—are ways of deepening what we know and widening the impact of what we do.”

— **TIM BROWN**

Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation

COURSE DESCRIPTION

Working independently, each student researches, conceptualizes and develops an in-depth project, across media channels, which uses design-thinking to address a contemporary issue.

3 CREDITS (2 CLASS hr., 2 LAB hrs)

PREREQUISITES: COMD 2400

COURSE OBJECTIVES

- Demonstrate the ability to develop strategy based on independent research.
- Think critically and creatively to solve visual communication problems. Design and/or produce images and text that effectively communicate intended content.
- Identify, evaluate and effectively respond to ethical issues as a citizen and a professional.
- Present and defend his or her work to a client.

GEN ED OUTCOMES

THINKING CRITICALLY

The student will demonstrate the ability to determine whether certain conclusions or consequences are supported by the information provided.

INFORMATION LITERACY

The student will demonstrate the ability to find proper resources and ability to formulate queries that matter.

WRITING

The student will demonstrate the ability to write clearly articulated thoughts in a professional, informed manner.

ORAL COMMUNICATION

LISTENING: *The student will demonstrate the ability to discern pertinent information from irrelevant information.*

TEACHING / LEARNING METHODS

Readings and discussion, Group think / Sprint sessions, Project-based labs, Research assignments, Blackboard / Slack or other LMS.

ADD'L READINGS

Links to be provided during the semester

COMMON SENSE RULES

No

- Must mute yourself went NOT presentating/ talking.
- Games
- Web browsing
- E-mail checking
- Text messaging
- Social media
- Sleeping

REQUIRED TEXT

A Designer's Research Manual, 2nd Edition by Jenn + Ken Visocky O'Grady
[Amazon \(New + Used\)](#) / [Barnes & Nobles](#)

SUGGESTED TEXT

Writing and Research for Designers by Steven Heller (PDF)
<https://ebookcentral.proquest.com/lib/citytech-ebooks/detail.action?docID=3399604#>

E-RESOURCES

[Academic One File](#) has always been an excellent general database for undergraduate research. The depth of full text offerings has recently been improved and Academic One File is now more robust than ever!

[Ebook Central](#) is an expansive collection ebooks that can be searched either through the catalog or as a standalone database.

We continue to offer access to [The New York Times](#). Sign up for your free academic pass or renew your subscription.

ATTENDANCE (COLLEGE) & LATENESS (DEPARTMENT) POLICIES:

Attendance is taken and is important to success in this class. Both absences and arrival more than 15 minutes after the start of class will be marked. If excessive, the instructor will alert the student that he or she may be in danger of not meeting the course objectives and participation expectations, which could lead to a lower grade.

The COMD BFA and AAS are design studio programs. In-class activities and engagement with other students is a significant portion of the course. Absences in excess of 10% of the total class hours will result in a 10% drop from your grade due to an inability to meet deliverables of participation. This is in addition to other penalties that will be imposed for failure to complete academic requirements. No more than 4 class absences will be tolerated. It is expected that you will be ready to work at the start of each period. Any 2 latenesses will be considered to be equal to 1 absence.

ACADEMIC INTEGRITY STANDARDS:

Students and all others who work with information, ideas, texts, images, music, inventions, and other intellectual property owe their audience and sources accuracy and honesty in using, crediting, and citing sources. As a community of intellectual and professional workers, the College recognizes its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity. Accordingly, academic dishonesty is prohibited in The City University of New York and at New York City College of Technology and is punishable by penalties, including failing grades, suspension, and expulsion.

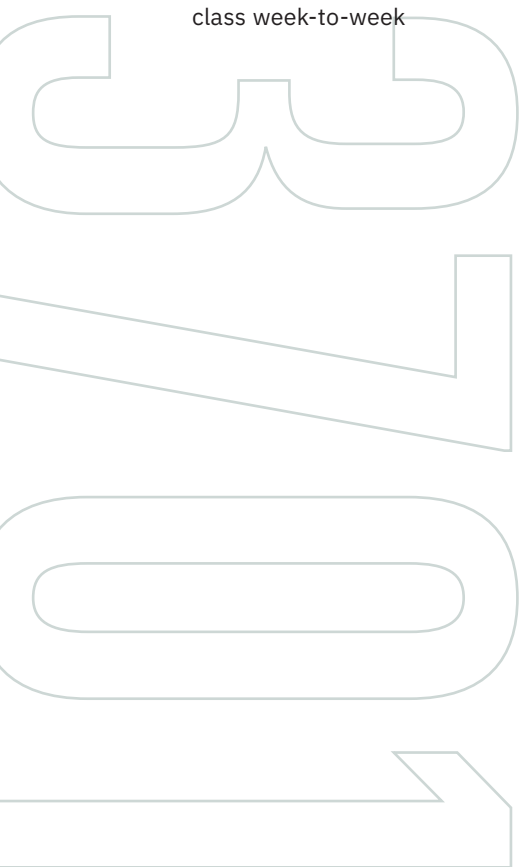
All sources must be clearly labeled, when using existing work for your assignments. (Text and photographs)

SUPPLIES

- **Sketchbook/Notebook:**
- **Research, Inspiration and breakouts** need to be in a part of a PDF booklet OR online presentation. This is your processbook.
- Google Slide, Microsoft 365 Powerpoint, Prezi or other types of online presentations.

Online storage device

The ability to share work in class week-to-week



GRADING

Research, independent/ critical assessment, and presentation skills are an all-encompassing part of establishing a design solution. Therefore, grades will be determined as follows:

- **Process Books 25%**
A chronological flow of thinking, research, notations, feedback, sketches, notes, writing, visual planning, and iteration. **It should be placed in a digital slide format and will reviewed throughout the semester. 4-5 check-ins to showcase of ample work in-between.** Failure to show process throughout the semester will result in an “0” for that week’s check-in. Break out below ARE mini exercises that should be included in the book as well.
- **Breakout Sessions 15%**
In-class and/or HW related exercises to expand your research techniques and category knowledge.
- **Midterm Research Presentation 10%**
- **Project 01 - Final Concept Pitch 20%**
- **Participation 15%**
Peer feedback, discussions & comments throughout the semester. Should have a total of 10 interaction over the course of the semester for full credit. Anything less than 10 will be deducted from full grade.
- **Project 02 - Senior Project Research Proposal 15%**
Research, writing and why the topic is important/impactful.
- **Project 02A - Case Study of Portfolio Selection (Written Exploration) 15%**
Alternate for students taking Senior Project this semester.

HOMEWORK/SUBMISSIONS POLICY

- *All submissions must be submitted digitally as a PDF and formatted correctly. (Name_Pjt#_Semester.pdf)*
 - *Most deadlines are guides to allow you the proper ability to create your own design methodology. Missing appropriate deadlines can impact your overall course evaluation, but it’s more important that you achieve strong habits.*
 - *Late on major deadline will only be accepted up to one week after the deadline and by the same due the week prior. Late projects will be devalued one (1) full letter grade. Ex: a B will become a C.*
 - *Homework/submissions are due by the beginning of the specific class to get full credit. Late assignments may be penalized if not discussed before hand.*
 - *All submissions must be uploaded to Dropbox, Openlab. Multiple upload and/or duplicate files will ONLY be accepted if clearly indicated. Otherwise it is considered late.*
- *Please note that absence or lateness DOES NOT excuse the submission of work on the specified deadline.*

PROJECT 01

DESIGN FOR IMPACT

Working independently, each student researches, conceptualizes and develops an in-depth project, across media channels, which uses equity and human centered approach along with design-thinking to address a contemporary issue.

PROJECT 02

SENIOR PROJECT RESEARCH PROPOSAL

Research a topic for your possible senior project. Explore ideas and discover new opportunities or reimagine existing ones. Using the same methods as the main project, you will use what you're learning to research and prepare a paper to share your research findings for Senior Project. When completed, you will be able to back up and defend why your topic is important to you Senior Project Advisor. Remember that its acceptance is dependent upon your advisor the professor for that class.

DUE DATE TIMELINE

Week 7/8

P01/ **MIDTERM RESEARCH PRESENTATION**

Present your research and understanding of your topic selection and begin a plan to move forward.

Week 9

P02/ **SENIOR PROJECT TOPIC ABSTRACT**

What do you to tackle as a senior project and why.

Week 14

P02/ **SENIOR PROJECT RESEARCH PROPOSAL DUE**

P02A / **CASE STUDY OF PORTFOLIO SELECTION**

-Week 15

P01/ **FINAL PRESENTATION DUE**