Andrew Bass Jr.

Wednesday 6 to 9:20pm

anbass@citytech.cuny.edu

646.244.5329

Pearl 115

3701 . 18108

DESIGNSTUDIO

FALL 2022

Andrew Bass, Jr.

Fall 2022 • Wed/6 - 9:20pm

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3701 • 18108

Student Hours:

Tues + Wed / 5:30-6pm
via Zoom and/or Office TBD
by appointment

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 /
Online: 1.5 hr lecture, Live Discussions, Group Rooms, Project Posts, Offline Video

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 context.

— Identify, evaluate and effectively respond to ethical issues as a citizen and as a professional.

— Present and defend their work to a client.

GEN ED OUTCOMES

Thinking Critically: Students will demonstrate proficiency by writing a paper based on information obtained from research.

Information Literacy: Students will demonstrate proficiency by creating a major project over the semester.

Writing: Students will demonstrate proficiency in class discussions and informal writing assignments about ethical issues.

Oral Communication Listening: Students will demonstrate proficiency by presenting work at various stages over the semester and participating in critiques.

MATERIALS NEEDED:

• Sketchbook, black markers and folder to keep everything organized.

• **Flash Drive/External Drive/Cloud Storage:** You must have a method to save your work during the semester.

• **Inspirational tear sheets:** they need to be physical; if digital, please print out for on-hand reference.

TEACHING/LEARNING METHODS

Reading & discussions / Group think; Sprint sessions / Project-based labs / Research assignments/Zoom check-ins ; OpenLab. course site:
https://openlab.citytech.cuny.edu/bassjrcomd3701spr2022

REQUIRED READING

A Designer's Research Manual, Second Edition by Jenn & Ken Visocky O'Grady
(**full PDF available on course site and via link**)

SUPPLEMENTAL READING

Graphic Design Thinking (Design Briefs), Ellen Lupton
(Chap. 1/Creative Brief; Chap. 2/Visual Brain Dumping, Concept Presentations)
https://ebookcentral.proquest.com/lib/citytech-ebooks/detail.action?docID=3387597

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

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ATTENDANCE (COLLEGE) AND LATENESS (DEPARTMENT) POLICIES

Attendance will be considered by accumulation of logging in to live classes via Zoom, online posts and group discussions in Open Lab, project meet-ups via Calendly and of course, the projects assigned. The instructor will alert any 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. If you're having problems or issues, please talk with me sooner than later so I can do whatever I can to help you through the class.

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*).

GRADING

Research, independent and critical assessment as well as 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 that must be placed in your book **and** reviewed throughout the semester. *Five weely check-ins minimum are required*, with a showcase of ample work in-between. Failure to show process throughout the semester will results in **"O"** for that week's check-in. (*Weekly Uploads 10% + Final Process Book 15%*)

- **Breakout Sessions** **15%**
  In-class and homework related exercises to expand your research techniques and category knowledge.

- **Midterm Summary Presentation** **10%**
  Practice run in presenting an outline of where your project stands at the halfway mark.

- **Senior Project Research Proposal** **15%**
  Research, writing and creating a strategy for a chosen topic for senior project.

- **Final Concept Presentation** **20%**
  Delivering your concept pitch and convincing your fellow creatives of its merits.

- **Discussion and Participation** **15%**
  Peer feedback, discussions and group exercises through out the semester.
  Need a total of 10 interactions minimum over the course of the semeter for full credit.
  Anything less than minimum, *15% with be deducted* from full grade.

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HOMEWORK / SUBMISSIONS POLICY

- Homework/submissions are due on the specified date and time. Late assignments will be penalized.

- All submissions must be submitted digitally as a PDF and formatted correctly such as (**lastname_firstinitial_course no._semester_projectname.pdf**).

- All submissions must be uploaded to Dropbox links provided. Multiple uploads and/or duplicate files will ONLY be accept if clearly indicated. Otherwise, it's considered late.

- Any late projects (submitted after the specified date and time) will be **devalued one (1) full lettergrade**, for example: a B will become a C.

- Late assignments will only be accepted up to one week after the deadline and by the same due the week prior except in extreme situations.

- Assignments more than 1 week after the deadline will result in an **"F / O."**

- Please refer to the college's student handbook for numerical values of grades.
  Please note that absence or lateness DOES NOT excuse the submission of a project on the specified deadline without prior approval from me.

* CLASS RECORDINGS

*Students who participate in this class with their camera on or use a profile image are agreeing to have their video or image recorded solely for the purpose of creating a record for students enrolled in the class to refer to, including those enrolled students who are unable to attend live. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live.

COMMON SENSE RULES

- Mute your audio until it's time for you to speak. It cuts down on the interference so everyone can hear the speaker. And minimize any distractions around you.

- If you are having tech issues during the online classes, alert me via chat or send me a text to my cell as a back-up.

- Look on OpenLab for more class policies and student responsibilities.

FILE NAMING (REPEATING)

Students are expected to label all files. COMD convention is:
lastname_firstinitial_course no._section_project name.pdf

For example: **bassjr_andrew_3701_18108_designforchange.pdf**

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DESIGN STUDIO

WEEK	TOPIC	EXERCISES
1 In-person	• Intros; Review class structure, syllabus, OpenLab. • What is Design Studio? Senior Project? • Understanding Design for Change / Design Thinking / Project One	Overview of Class Projects (One, Two / Two A)
2 In-person	• Review SVA Presentations • Examining What is a Process Book; Understanding Terminology • Explanation of Project Two/Two A	**MIRO Breakout:** Creating a Project Plan **MIRO:** Creative Detective **MIRO:** Discovering Perspective / Tell Me About Concept
3 In-person	• What is Messaging? • Learning about research techniques • Using Mind Mapping + Defining The Problem to explore topics deeper • **PROCESS BOOK CHECK-IN**	**MIRO Breakout:** 5 Whys / Root Causes **MIRO:** Mind Mapping / Defining The Problem
4 In-person	• Understanding Empathy as a Tool • What is primary to secondary research • What is ethnographic research and tactics?	**MIRO Breakout:** Insight Statements **MIRO Breakout:** How Might We
5 In-person	• Defining an Audience • What are personas?	**MIRO Breakout:** Defining an Audience / Creating a Persona **MIRO Breakout:** KWHL Table
6 In-person	• What is a pitch? • Creating a research summary presentation report • What are creative briefs? • **PROCESS BOOK CHECK-IN**	**MIRO Breakout:** Journey Mapping **MIRO:** What are creative briefs?
7 In-person	• *Draft of research summary presentations DUE* • Understanding how to develop a concept, Part I • Visiting the Color Psychologist	**MIRO:** Critiquing Design (Constructively)
8 In-person	• **MIDTERM: Research summary presentations** • **BONUS LECTURE:** The Business of Design • **PROCESS BOOK CHECK-IN**	—
9 In-person	• Understanding how to develop a concept, Part II • Understanding concept in Execution and Deliverables • How to give a presentation • **First draft of Project Two/Two A Due**	**MIRO:** Surviving The Industry
10 In-person	• Discussion and Specs of Final Presentation • **PROCESS BOOK CHECK-IN**	—
11 In-person	• Group Discussion of Student Project and Process Books • **PROCESS BOOK CHECK-IN**	—
12 In-person	• **BONUS LECTURE:** Pricing Your Work • **PROCESS BOOK CHECK-IN**	**MIRO:** Pricing Design Work
13 In-person	• Group Discussion of Student Project and Process Books • **PROCESS BOOK CHECK-IN**	—
14 In-person	• **Project Two/Two A FINAL DUE** • **BONUS:** Getting Hired-Job Hunting • **PROCESS BOOK CHECK-IN**	**MIRO:** TBD
15 In-person	• **PROJECT ONE FINAL PRESENTATIONS DUE**	—

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Key Resources For Distance Learning

- Luis Vasquez - Sr. College Laboratory Technician
  lvasquez@citytech.cuny.edu
- Michael Cannetti - Sr. College Laboratory Technician
  mcannetti@citytech.cuny.edu
  comdclt@gmail.com
  www.comdcltfaq.wordpress.com
  (Also link to Openlab for notifications and updates.)
  (929)320-0338
- Google Chat with comdclt@gmail.com email.
- Students can use Google Chat for Chat Tech Support Questions.
- Slack Chat is available for Faculty only.
- One A.M. CLT (Michael) 8am-4pm.
- One P.M. CLT (Luis) 1pm-9pm.

Office of Computer Information Services:

- Faculty IT Support: helpdesk@citytech.cuny.edu
- Student IT Support: studenthelpdesk@citytech.cuny.edu
  OCIS Phone Number: (718) 260-5626
  Student HelpDesk Number (718) 260-4900
  9am-5pm
  Website: it.citytech.cuny.edu

Blackboard Support:

- Dr. Karen Lundstrem
- Evelyn Pak, itec@citytech.cuny.edu
  (718) 254-8565
  http://websupport1.citytech.cuny.edu/facultybb.html

Computer Loaner Program:

- https://www.citytech.cuny.edu/loaner
- 30 MacBook Airs
- 127 Apple iMacs
- Chromebooks
- iPads
- Currently no loaner WACOM Tablets
- No Loaner Cameras

ADOBE CC 2020:

- CUNY Student ID Usernames will not work off campus.
- Adobe does not work on a Chromebook.
- CUNY is working with Adobe to change the contact in order to give students use off campus. TBD when that will happen.

Remote and Virtual Desktop Solutions:

- LabStat Remote Desktop.
- Apporto Virtual Desktop.
- http://www.citytech.cuny.edu/virtual-lab/
- https://gpnet.citytech.cuny.edu/global-protect/login.esp

Basic Tips:

- Use Microsoft One Drive with your CUNY Login to backup data to the cloud.
- Follow the COMD Facebook page at Communication Design at Citytech and Instagram @comd_citytech
- Apple Keyboard Shortcuts:
  https://support.apple.com/en-us/HT201236
- You will need a USB-C Adapter for MacBooks to connect external storage devices.

Remote Desktop to the Classrooms:

- First you must install the VPN Client.
  — On a Mac it Global Protect
  — On a PC is it VNC.
  — http://www.citytech.cuny.edu/virtual-lab/docs/Chromebook.pdf
- Then once you've done that, you'll to make sure that you've signed into the VPN with your Citytech ID credentials and you make sure that you are linked to gpnet.citytech.cuny.edu
- Then you go to www.citytech.cuny.edu/virtual-lab
- Choose General Labs or Academic Labs and then choose a COMD Computer.
- Click Connect next to the computer name.
- Hit Allow.
- You will see the IP Address of the computer. Hit Connect again.
- Type in Student with a capital S in the user name. (No Password.)
- Hit Connect Again.
- It will bring you to the log in screen on that computer in the classroom. Hit Student and you are in.

Zoom Meeting Links:

https://comdcltfaq.wordpress.com/2020/08/25/article-51-8-25-2020-virtual-labs/

https://vimeo.com/451621512

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COMMENTS:

PROCESS BOOKS
2 points each weekly upload / 15 points for final upload = **25 points total**

- ☐ Week 3 Check-In*
- ☐ Week 6 Check-In*
- ☐ Week 8 Check-In*
- ☐ Week 10 Check-In
- ☐ Week 11 Check-In
- ☐ **Final Process**

BREAKOUTS
3 points each exercise used in process books = **15 points total**

- ☐ The 5 Whys*
- ☐ Insight Statements*
- ☐ How Might We*
- ☐ Journey Mapping*
- ☐ Personas/ Defining Your Audience*

MIDTERM SUMMARY PRESENTATION
5 points = **10 points total**

- ☐ Pitch Outline
- ☐ Summary Presentation

> ***** *All starred items are used to determine your midterm grade. They can not be made up after midterms towards final grade.*

SR PROJ PAPER / CASE STUDY
7.5 points = **15 points total**

- ☐ First Draft
- ☐ Final Paper/Case Study

FINAL PRESENTATION / PROJECT ONE
Up to 4 points each (1-Poor, 2-Below average, 3-Average, 4-Very Good, 5-Outstanding) = **20 points total**

- ☐ Clearly **identified** problem
- ☐ Clearly **defined/shown** audience
- ☐ Concept /Idea is **explained** clearly
- ☐ Developed a **clear** conceptual plan
- ☐ Created an **engaging** presentation

DISCUSSION / PARTICIPATION
3 points each = **15 points total**

- ☐ Week 2 SVA Review*
- ☐ Week 4 OpenLab*
- ☐ Week 6 Briefly*
- ☐ Week 9 OpenLab
- ☐ Minimum of **three** Calendy appointments

FINAL GRADE

☐