

COMD3701

# DESIGN STUDIO

OL75

SPR2021

**TUESDAYS • 6 TO 9:20 PM**

INSTRUCTOR ANDREW BASS, JR

**ONLINE**

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

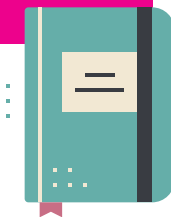
**Information Literacy:** Students will demonstrate proficiency by creating a major project over the semester.

**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; OpenLab. course site: <https://openlab.citytech.cuny.edu/bassjrcomd3701spr2021ol75>

### 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/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. **Must be placed in the book AND reviewed throughout the semester. 5 check-ins required, with a showcase of ample work in-between.** Failure to show process throughout the semester will result in "O" for that week's check-in.  
 (Weekly Uploads 10% + Final Process Book 15%)*
- **Breakout Sessions ..... 15%**  
*In-class or HW-related exercises to expand your research techniques and category knowledge.*
- **Midterm Research Summary Report ..... 10%**
- **Senior Project Research Paper ..... 15%**  
*Research, writing and why the topic is important/impactful.*
- **Final Concept Presentation ..... 20%**
- **Discussion and Participation ..... 15%**  
*Peer feedback, discussions, quizzes & comments through out the semester.  
**Need a total of 10 interactions** over the course of the semester for full credit.  
**Anything less than 10 will be deducted from full grade.***

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## HOMEWORK/SUBMISSIONS POLICY

- Homework/submissions are due within the first 15 minutes of class. 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 (15 minutes after class begins) 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.
- 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.*

## 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.
- Minimize any distractions around you.
- If you are having tech issues during the live lecture, 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.



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## FILE NAMING (REPEATING)

Students are expected to label all files. COMD convention is:  
**lastname\_firstinitial\_course no.\_section\_project name (dot) pdf.**

For example: **bassjr\_andrew\_370l\_ol75\_designforgood.pdf**

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## SLACK

**Please sign up here**, to access our course Slack channel.

- Please download the app to your smartphone and keep it "on"
- I will post important items, and ideas, to Slack
- You can communicate, for a quick reply
- You can ask me questions, throughout the week
- You can ask fellow students for insight and feedback

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WEEK	TOPIC	EXERCISES
1	<ul style="list-style-type: none"> <li>• Intros; Review class structure, syllabus, OpenLab.</li> <li>• What is Design Studio? Senior Project?</li> <li>• Defining Social Impact Design &amp; design thinking</li> </ul>	<b>MIRO:</b> Ideation + Brainstorming / <b>Breakout:</b> 5 Whys / Root Causes Overview of Class Projects (One and Two)
2	<ul style="list-style-type: none"> <li>• <b>Breakout:</b> Creating a Project Plan.</li> <li>• What's a process book? Understanding Terminology</li> <li>• Review SVA Presentations</li> </ul>	<b>MIRO: Breakout:</b> Project Planning / Creative Detective Examining What is a Process Book
3	<ul style="list-style-type: none"> <li>• Understanding empathy</li> <li>• Learning about research techniques</li> <li>• Talk, Listen, Write to explore topics deeper</li> </ul>	<b>MIRO:</b> Discovering Perspective / Tell Me About Concept Examining What is a Process Book
4	<ul style="list-style-type: none"> <li>• Primary to secondary research</li> <li>• Triangulation / Creating Insight statements</li> <li>• Ethnographic research and tactics</li> </ul>	<b>MIRO: Breakout:</b> Insights / <b>Breakout:</b> How Might We Examining What is a Process Book Introduction to Project Two
5	<ul style="list-style-type: none"> <li>• <b>Breakout:</b> What are personas</li> <li>• <b>Breakout:</b> Create a concept</li> <li>• <b>Breakout:</b> What are creative briefs</li> </ul>	<b>MIRO:</b> Who Are We Talking To / Creating a Persona / <b>Breakout:</b> KWHL Table
6	<ul style="list-style-type: none"> <li>• <b>Breakout:</b> Journey Mapping</li> <li>• Research Summary Presentation (the pitch/sell)</li> </ul>	<b>MIRO:</b> Defining an Audience / Creative Briefs
7	<ul style="list-style-type: none"> <li>• Review of Class Creative Briefs</li> <li>• How to Give a Presentation</li> <li>• Critiquing Design (Constructively)</li> </ul>	<b>MIRO:</b> How to Critique
8	<ul style="list-style-type: none"> <li>• <b>MIDTERMS:</b> Research Summary Presentations</li> <li>• Visiting The Color Psychologist</li> </ul>	—
9	<ul style="list-style-type: none"> <li>• Review Concepts and Next Steps</li> <li>• Concept, Execution and Deliverables</li> <li>• <b>BONUS:</b> The Business of Design</li> </ul>	<b>MIRO:</b> Surviving The Industry
10	<ul style="list-style-type: none"> <li>• <b>PROJECT TWO FIRST DRAFT DUE</b> (Senior Proj. Research Paper)</li> <li>• Discussion and Specs of Final Presentation</li> </ul>	—
11	<ul style="list-style-type: none"> <li>• Discussion of Senior Project Abstracts (Project Two)</li> <li>• Discussion of Student Process Books</li> </ul>	—
12	<ul style="list-style-type: none"> <li>• <b>BONUS:</b> Pricing Your Work</li> </ul>	<b>MIRO:</b> How to Price Your Design Work
13	<ul style="list-style-type: none"> <li>• Discussion of Student Process Books</li> </ul>	—
14	<ul style="list-style-type: none"> <li>• <b>PROJECT TWO FINAL DRAFT DUE</b> (Senior Proj. Research Paper)</li> <li>• <b>BONUS:</b> Getting Hired-Job Hunting</li> </ul>	<b>MIRO:</b> TBD
15	<ul style="list-style-type: none"> <li>• <b>FINALS:</b> Project One Final Presentations</li> </ul>	—

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## Key Resources For Distance Learning

- Luis Vasquez - Sr. College Laboratory Technician  
[lvasquez@citytech.cuny.edu](mailto:lvasquez@citytech.cuny.edu)
- Michael Cannetti - Sr. College Laboratory Technician  
[mcannetti@citytech.cuny.edu](mailto:mcannetti@citytech.cuny.edu)  
[comdclt@gmail.com](mailto:comdclt@gmail.com)  
[www.comdcltfaq.wordpress.com](http://www.comdcltfaq.wordpress.com)  
(Also link to Openlab for notifications and updates.)  
(929)320-0338
- Google Chat with [comdclt@gmail.com](mailto: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](mailto:helpdesk@citytech.cuny.edu)
- Student IT Support: [studenthelpdesk@citytech.cuny.edu](mailto:studenthelpdesk@citytech.cuny.edu)  
OCIS Phone Number: (718) 260-5626  
Student HelpDesk Number (718) 260-4900  
9am-5pm  
Website: [it.citytech.cuny.edu](http://it.citytech.cuny.edu)

### Blackboard Support:

- Dr. Karen Lundstrem
- Evelyn Pak, [itec@citytech.cuny.edu](mailto: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](https://www.instagram.com/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](http://gpnet.citytech.cuny.edu)
- Then you go to [www.citytech.cuny.edu/virtual-lab](http://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>