

kcai school of design course syllabus

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user experience

user

COURSE NUMBER *desn 305*
CREDIT HOURS *three (3)*
INSTRUCTOR *micheel kidwell, assistant professor*
CONTACT *mkidwell@kcai.edu*
OFFICE HOURS *friday 2:30-3:30 or by appointment*
COURSE MEETINGS
monday 11:40-2:20 & wednesday 8-10:40
LOCATION *design building, rm 102*

DESCRIPTION

This studio explores the capacity of graphic design to create an experience for the user, whether purely visual or tangible. The dialogue between designer and audience is studied, for the purpose of pragmatic and appropriate design decisions. Class exercises will push initial experimentation through the sense of touch, with special consideration to human factors. Two-dimensional design knowledge will be unified with the three-dimensional and screen-based object. Individual writing, design research tools and methods will further the student's understanding of user experience.

OBJECTIVES

- develop an understanding of the end user's role in the design process
- understand the elements that contribute to effective design
- introduce three-dimensional and screen-based design
- experience using design research tools and methods

STRUCTURE

- four DESIGN projects: one team project, three individual projects
- presentations and discussions; critiques
- retail field trips

POLICIES

USE OF STUDIO TIME (AKA: WORK DAYS)

Professionalism and responsibility will be emphasized this semester. You are expected to manage your time properly, and are required to be actively working on *this class* during studio time. Sleeping or working on another class will result in one verbal warning then an absence will be recorded. Leaving to get supplies, food, research or other is acceptable only after discussing with me.

DISABILITIES ACCOMMODATIONS

Students who have documented disabilities and are eligible for accommodations must provide documentation of the disability to Kathy Keller, Disabilities Coordinator in the Academic Resource Center before accommodations can be provided.

ATTENDANCE DETAILS FOR THIS COURSE

The general attendance policy is in place because students are responsible for the entire content of the courses, including required portfolios and examinations. An absence from a regularly scheduled class or studio session is defined by a student not attending a scheduled class time *and/or missing a significant portion of any class time, as defined by the instructor.*

Excused absences include absences due to illness of the student, illness of an immediate family member for whom the student must care, death of an immediate family member, religious observance (where the nature of the observance prevents the student from being present during class), or representation of KCAI in an official capac-

ity. Students seeking an excused absence must provide documentation to the ARC to substantiate the excuse. The ARC will notify instructors that the documentation has been received and is on file.

The attendance policy details for all graphic design courses:

- late = out of the classroom during roll call at the beginning of class. Being late three times will count as one absence.
- absent = late by 30 minutes or more, sleeping, disengaged, viewing the latest non class-related web video, lack of participation, or working on another class are all examples of being absent. All absences will be considered un-excused until proper paperwork/verification is received from the ARC.
- three un-excused absences = one letter grade reduction.
- five un-excused = two letter grade reduction
- six un-excused = course failure

The instructor maintains a record of all absences. The instructor will also provide details (dates) as requested but ultimately, it remains the student's responsibility to manage their attendance numbers.

USE OF COMMUNICATION TECHNOLOGIES & CLASS CONDUCT

Please practice the utmost respect for classmates, instructors, and your own intellectual development during designated course times—mute your cell phone, refrain from e-mail, texting, or web surfing during class/studio. *also:* no weapons, swearing, illegal drugs/alcohol, gambling, spitting, or threatening gestures.

ACADEMIC DISHONESTY POLICY

Academic Dishonesty is defined as follows:

A: The copying of another student's, work or the use of unauthorized notes and materials during examinations,

B: Plagiarism, or the presentation of either the written or visual work of others (including that of other students), as one's own

C: Plagiarism is a serious offense in the academy, as well as illegal in the context of our nation's copyright law. As such, it is important to know what plagiarism is in both one's studio and liberal arts work. According to the Modern Language Association, plagiarism is "the wrongful act of taking the product of another person's mind, and presenting it as one's own." In other words, plagiarism is the use of not just words but ideas borrowed from someone else without crediting the source. Students are required to learn the arts-standard, Chicago Manual of Style guidelines for citing sources referenced in their own work, and must follow them carefully in their research and writing projects.

Students are also expected to be honest in their studio practices, particularly since the practice of appropriation is such an important strategy in art history. Though they might appear to be similar, plagiarism and appropriation are actually two very different practices. While it is true that appropriation involves taking possession of something often without permission—which for the visual artist usually means taking an image—it is also true that an appropriated image isn't passed off as the original production of the appropriating artist. Indeed, the appropriation artist wants the viewer to recognize that an image has been utilized and referenced. (An artist who appropriates an image inevitably wishes to comment upon the original source in some way, usually as a critique, parody, or homage—all of which happen to fall under the realm of "fair use" in copyright law.) As such, appropriation is actually more like citing a source than plagiarizing it. All academic dishonesty is taken as an offense against the Institute and may result in penalties assessed by the faculty member teaching the course in which the offense has occurred and the Judicial Board, up to and including expulsion.

When a faculty member has reason to believe that an act of academic dishonesty has occurred, s/he will inform the student/s involved, the head of the department (or director/dean, if applicable) in which the course is offered, and the head of the department (or director/dean, if applicable) in which the student is majoring. The faculty member will forward a report in writing to the Dean of Student Life for presentation before the KCAI Judicial Board. The Judicial Board will interview and/or receive written statements from the student accused of academic dishonesty prior to making any determination.

Once a determination has been made that an offense did occur, faculty members maintain the right to assign a failing grade to the student. (Faculty members shall articulate their basic grading policy concerning academic dishonesty in their syllabi.) Additional penalties, up to and including expulsion, will be determined by the Judicial Board working in tandem with the faculty member who reported the offense.

COURSE PLAGIARISM POLICY

Any project/paper discovered to have its origins anywhere other than the student's mind will result in a ZERO. Research or opinion papers utilizing any ideas directly from a source must cite the source properly, utilizing the Chicago Manual of Style.

CHEATING & UNAUTHORIZED ASSISTANCE

It is inappropriate for students to provide or receive unauthorized assistance during an examination or for assignments. For example, the use of cheat sheets, copying from another individual's paper/examination is in violation of the KCAI student code of conduct.

CRITIQUES & LATE/INCOMPLETE/MISSED PROJECTS

A project is complete when all the required deliverables have been met in a finished, professional manner. Projects submitted for any final critique (aka: reveal) that are not completed will be graded as-is. Any project not submitted at the beginning of its final critique will result in a failing grade for the project, unless the absence or tardy can be excused with proper documentation. It is best to submit an *incomplete project on time for partial credit rather than not delivering at all and receiving a failing grade (ZERO credit)*. Students that miss classes will be expected to make up all studio work in addition to homework assignments and generally will not be granted extensions to project deadlines.

PROJECT REVISIONS

Any project is subject to improvements based on instructor and student feedback. After a final project critique/reveal, revisions may be necessary and are encouraged for your portfolio development. Students are encouraged to make necessary revisions in a timely manner (about 2 weeks) after the initial critique/reveal date. Projects revisions are generally not accepted for grade adjustment—exceptions will be at the instructor's discretion.

COURSE AND PROCESS DOCUMENTATION

A process record is highly recommended for this course and should consist of all the inspiration, thoughts notes, concepts, notes regarding project development, and evidence of your visual inquiry. Annotate your blog posts with the label for this class—DESN 305.

Your design process (and progress) is reviewed regularly, during individual meetings held throughout the duration of a project. These meetings serve to replicate the professional activity of periodically meeting with either a client or project manager. Your design process is assessed as either satisfactory or unsatisfactory based on the quantity and quality of content.

At semester's end, CD documentation of your project work is required. The CD should include final packaged working files (INDD, PSD, AI, or other), appropriate final presentation files (PDF, JPG, or other) as well as quality digital photographs of your three course projects.

END-OF-SEMESTER REVIEW

Spring semester juniors are not required to participate in an end-of-semester review.

GRADING

Students will be graded against the instructor's perception of their full potential, as well as upholding a BFA degree and in relation to expected entrance into professional design practice. Generally, students' work will be assessed considering these program-wide criteria:

- ability to clearly meet the stated project objectives.
- level of quality/finish achieved in the final design.
- ability to professionally articulate thoughts and ideas
- effort from concept through refinement to completion.

Each design project is graded based upon specific criteria that will be provided at the time of its assignment.

The course grade is determined by the sum of four design projects:

WEIGHTED VALUE FOR EACH PROJECT

<i>the practical</i>	25%
<i>the poetic</i>	30%
<i>the persuasive</i>	30%
<i>the persuasive²</i>	15%

the GRADING SCALE

A	90-100	SUPERIOR
A-	81-89	
B+	75-80	
B	68-74	ABOVE AVERAGE
B-	61-67	
C+	55-60	
C	48-54	AVERAGE
C-	41-47	
D+	35-40	
D	21-34	BELOW AVERAGE
F+	20-0	FAILURE

THE PROJECT SCHEDULE

- M JAN 25
begin *the practical*

- M FEB 15
begin *the persuasive*

- W FEB 17
reveal *the practical*

- M MAR 22
begin *the persuasive²*

- M MAR 29
reveal *the persuasive*

- M APR 5
reveal *the persuasive²*
begin *the poetic*

- M MAY 10
reveal *the poetic*

CLASS MATERIALS & TEXT

No book or extensive large format printing is required to complete this course. Projects will require the purchase of 3-D scale modeling materials and many color laser prints.