Great Basin College
Fall Semester 2017

GRC 320 section 1001

Design Methods & Research, 3 credits

Instructor

Kathy Schwandt
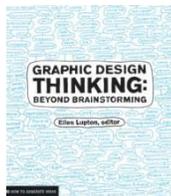office: High Tech Center (HTC) Room 129, 775-753-2218
email available through the WebCampus classroom

I do not check WebCampus messages, email or voice mail on Saturdays, Sundays, and holidays.

Prerequisite

AAS-GRC or instructor approval

Textbook

Graphic Design Thinking: Beyond Brainstorming
Princeton Architectural Press, 2011
First edition
Ellen Lupton, editor
ISBN: 9781568989792

Software

Adobe CC (possibly including After Effects, Dreamweaver, Animate, Illustrator, InDesign, Photoshop, and/or Premiere, depending on the project) is required for this class. If you do not have this software it is available for your use in this class in the GBC Elko High Tech Center computer lab or with a virtual computer. Virtual computers require a reliable and fast internet connection, and can be accessed with either a Windows or Mac computer. More information about using a virtual computer will be provided to you.

Additional Materials

Specialty papers and/or objects (such as bags, containers, pens, tags, etc.) may be used for your final project. You may also need a mounting material which can be heavy cardstock, poster board, foam core board, mat board, or similar.

Catalog Description

Lecture, readings, and studio projects exploring strategies to promote effective design thinking and analysis. Students will produce context-appropriate design solutions that resolve given design challenges in graphics and media, while increasing their technical fluency in industry-standard software applications.

Course Description

You will practice multiple techniques to analyze and define design problems, to get ideas for solving design problems, and to create effective form for design solutions.

Kathy's office schedule for fall 2017

Monday	Tuesday	Wednesday	Thursday	Friday
		11:00 - 1:30 **Office**		
	2:30 - 5:00 **Office**			

Online classes: CIT 151, GRC 119, GRC 156, GRC 320, GRC 350, GRC 365, and GRC 455

The grey boxes are the times when I should be available to meet with students in my office, **preferably by appointment**.

Expected Learner Outcomes

Upon successful completion of this class, students will be able to…	Measurements of learner outcomes:
apply a variety of techniques to analyze and define design problems,	Weekly Assignments, Discussions, and Final Project
apply a variety of techniques to get ideas for solving design problems,	Weekly Assignments, Discussions, and Final Project
apply a variety of techniques to create form for design solutions, and	Weekly Assignments, Discussions, and Final Project
use appropriate software to create design solutions.	Weekly Assignments, Discussions, and Final Project

Methods of Instruction

o Weekly modules in WebCampus. Each module (except for the Week 1 Module) opens on Wednesday at 1:00 p.m. Each module starts with an instructions document for the week. Students must read and follow these instructions; please contact me as soon as possible by WebCampus message, phone, or stop by my office if anything doesn't make sense.

o Reading and hands-on assignments from the textbook, handouts, and online sources; online discussions.

o Assignments are scheduled and due weekly through WebCampus. The Course Schedule is at the end of this syllabus.

o The Final Project at the end of the class is a culmination of techniques learned throughout the semester.

Class Participation

You must log into the WebCampus classroom at least a couple of times per week to demonstrate "attendance" in the class. You are expected to read the weekly instructions posted by each Wednesday afternoon; to read, post, and reply to discussion topics; and to submit assignments on time.

"An instructor may drop any student who has excessive unexcused absences. An instructor has the sole right to excuse an absence, assign makeup work, or apply a punitive grading policy as established by the instructor's syllabus for the class.

Specifically, you are expected to comply with the attendance policy set by each instructor."
(p. 72 of the 2017-2018 GBC General Catalog)

If, for some reason, you feel that you cannot complete the course, you must officially withdraw from the class by the course drop deadline (Thursday, November 2, 2017) by contacting Admissions & Records at 753-2102, and completing the Course Withdraw Form.

- Officially withdrawing results in a "W" on your grade report. The "W" is not used in computing your cumulative GPA; it will appear on your transcript and be permanent.
- If you do not officially withdraw, your grade will be based on the work you have completed averaged with zeros for work you have not completed.

Course Grade

Discussions	**30%**
Weekly Assignments	**50%**
Final Project	**20%**

Discussions

- Discussion postings are evaluated using a "Discussions Rubric," and each graded topic is worth 100 points.
- Your first discussion post each week is usually due by 8:00 pm Sunday. You must also make at least two additional posts replying to other students' posts by the weekly discussion topic due date and time, which is usually 1:00 pm Wednesday.

Weekly Assignments

- Each weekly assignment has its own handout giving the specifics of the assignment; each graded weekly assignment is worth 100 points.
- No late work is accepted, unless it is approved in writing by the instructor by 5:00 p.m. PST the day prior to the assignment's due date. For example, if an assignment is due on Wednesday, written approval to submit the assignment late must be given by the instructor to the student by 5:00 p.m. PST on Tuesday.
- If you have any questions about any of the assignments, please let me know—well before they're due!

Details about the **Final Project** will be provided during the 13th week of class.

The final course grade is calculated on a percentage scale and then recorded as the corresponding grade point value and letter grade as shown below.

Percentage	Grade Point Value	Letter Grade	Quality of Work
94-100	4.0	A	Superior
90-93	3.7	A-	
87-89	3.3	B+	
83-86	3.0	B	Above Average
80-82	2.7	B-	
77-79	2.3	C+	
73-76	2.0	C	Average
70-72	1.7	C-	
67-69	1.3	D+	
63-66	1.0	D	Below Average
60-62	0.7	D-	
<60	0.0	F	Failure

Grade	General Definition	Work Demonstrated
A	Demonstrates Exceptional Competence	• An ability to transcend the obvious, apply principles innovatively, and relate theoretical concepts to everyday life. Resulting insights are often personal and illuminating. • A capacity to develop ideas flexibly and fluently, yet with control and purpose.
B	Demonstrates Competence	• An ability to absorb ideas and experience in understanding concepts and principles and to interpret them meaningfully in a context of the student's own conceptions. • A capacity to develop an idea with a clear sense of order.
C	Suggests Competence	• Satisfactory understanding of concepts and principles. • Application of classroom-based learning often lacks depth and insight.
D	Suggests Incompetence	• A frequent inability to express competence. • A limited understanding of much of the subject matter. • A lack of commitment or failure to follow instructions.
F	Demonstrates Incompetence	• Work has failed to meet the minimum requirement for the course. • Student may not be adequately prepared for the courses which follow.

Grade Appeals

If a student has concerns or complaints about grading, s/he should follow the steps of the published procedures as stated beginning on page 75 in the 2017-2018 GBC General Catalog.

Class Work

Students should keep their graded work until they know their final course grade at the end of the semester in case there is any discrepancy in grades.

Student Conduct and Academic Honesty

Students are expected to conduct themselves in accordance with college standards. GBC's Student Conduct Policy begins on page 41 of the 2017-2018 GBC General Catalog.

Students are expected to be academically honest. GBC's Academic Honesty section of the 2017-2018 General Catalog is on page 28.

Accommodations for Students with Disabilities

Great Basin College is committed to providing equal educational opportunities to qualified students with disabilities in accordance with state and federal laws and regulations, including the Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1973. A qualified student must furnish current verification of disability. The Students with Disabilities Office, located in Berg Hall, will assist qualified students with disabilities in securing the appropriate and reasonable accommodations, auxiliary aids, and services. For more information or further assistance, please call 775.753.2271.

Student Computer Lab Use

You may use a GBC computer lab for this class. The GBC computer labs are provided as a service to students, and use of a computer lab is a privilege, not a right. Users must refrain from doing anything that annoys others or disrupts their education. The computer lab cannot be used for non-college work.

Lab Rules

1. Computer lab use is restricted to authorized individuals: students, faculty, and staff with appropriate logins.
2. Logins are issued to individual users and ARE NOT to be used by anyone else.
3. Food and drink are prohibited while in a computer lab. Items may be left on a table outside of a lab.
4. Children are allowed in the labs only if they are enrolled in a course offered specifically for them.
5. Internet access is to be used for class-related work only. Internet activities will be randomly monitored.
6. Computer labs are for students to use for class-related work only.
7. Copying of ANY software is prohibited without prior authorization.
8. No ringing cell phones in the labs.

Your Computer's Security

For this class you may be online with your computer. Your computer's security is your responsibility. I strongly recommend that you have security software installed on your computer and that you keep it updated. There are many options available; you might want to do online research to determine what security software is best for you. A good place to start your research is to type "security software" into Google or another search engine.

Fall 2017 GRC 320 Course Schedule (Subject to Change ☺)

Week	Dates	Topic
1	M, Aug. 28 – W, Sept. 6	Introduction, The Design Process **Discussion #1, Assignment #1**
2	W, Sept. 6 – W, Sept. 13	How to Define Problems (HTDP): Brainstorming, Mind Mapping, Interviewing **Discussion #2, Assignment #2**
3	W, Sept. 13 – W, Sept. 20	HTDP: Focus Groups, Visual Research, Brand Matrix **Discussion #3, Assignment #3**
4	W, Sept. 20 – W, Sept. 27	HTDP: Brand Books, Site Research, Creative Brief **Discussion #4, Assignment #4**
5	W, Sept. 27 – W, Oct. 4	How to Get Ideas (HTGI): Visual Brain Dumping, Forced Connections, Action Verbs **Discussion #5, Assignment #5**
6	W, Oct. 4 – W, Oct. 11	HTGI: Everything from Everywhere; Rhetorical Figures; Icon, Index, Symbol; Collaboration **Discussion #6, Assignment #6**
7	W, Oct. 11 – W, Oct. 18	HTGI: Co-design, Visual Diary, Lost in Translation, Concept Presentations **Discussion #7, Assignment #7**
8	W, Oct. 18 – W, Oct. 25	How to Create Form (HTCF): Sprinting, Alternative Grids **Discussion #8, Assignment #8**
9	W, Oct. 25 – W, Nov. 1	HTCF: Kit of Parts **Discussion #9, Assignment #9** *Wednesday, November 2 is the Official Course Drop Deadline*
10	W, Nov. 1 – W, Nov. 8	HTCF: Brand Languages, Mock-Ups **Discussion #10, Assignment #10**
11	W, Nov. 8 – W, Nov. 15	HTCF: Physical Thinking, Take the Matter Outside **Discussion #11, Assignment #11**
12	W, Nov. 15 – W, Nov. 22	HTCF: Unconventional Tools, Regurgitation, Reconstruction **Discussion #12, Assignment #12** **Course Evaluation**
13	W, Nov. 22 – W, Nov. 29	How Designers Think **Discussion #13, Final Project Information**
14	W, Nov. 29 – W, Dec. 6	**Discussion #14, Work on Final Project**
15	W, Dec. 6 – W, Dec. 13	**Discussion #15**
16	W, Dec. 13	Finals Week: **Final Project Due**