

# The Art Institute of California - San Francisco

## Course Syllabus

**Course Number:** GD3371

**Course Title:** Project Study

**Class Meetings:** Thursday 1-5, 1170 Market, Room 310

**Session/Year:** Summer 2007

**Instructor Name:** Nina Bellisio

**Email Address:** nbellisio@aia.edu

**Phone:** (website) <http://classes.ninabellisio.com> (blog)

<http://designscout.blogspot.com/>

**Instructor Availability Outside of Class:** Tuesday, 5-6 (513)

### Project Study

#### **Course Description:**

Through observation and documenting their own work, students focus on projects of their own within an area of interest with the approval of the Academic Director. In this course, students will work with non-profit organizations.

**Course Length:** 11 Weeks

**Contact Hours:** 44 Hours

**Lecture:** 22Hours

**Lab:** 22 Hours

**Credit Values:** 3 Credits

#### **Course Competencies:**

Upon successful completion of this course, the student should be able to:

- Assess your own current skills and design tasks accordingly.
- Work independently from proposal to final execution.
- Develop an understanding of integrating their personal vision with the design problem.
- Develop an understanding of time management and conceptual thinking.
- Demonstrate the ability to self-direct, time manage, analyze and present your project goals and progress.
- Confront and remedy design problems.
- Identify, analyze, and prioritize problems.
- Apply logical design valuation.

**Course Prerequisite(s):** GD2264 Digital Message Making

**Text(s):** Suggested: *The Visual Display of Quantitative Information*, Edward R. Tufte, Graphics Press (1995) ISBN: 0-9613921-0-X.

**Materials and Supplies:** Storage disk, presentation supplies, color prints, sketchbook, pens and markers

**Estimated Homework Hours:** 4 Hours

**Technology Needed:** Computer, design software, Office software, camera, printers, scanner

**Grading Scale:**

All assignments must have clear criteria and objectives to meet. All students shall be treated equitably. It will be that student's right to know his/her grade at any reasonable point that information is requested by that student. The criteria for determining a student's grade shall be as follows (on a percentage of total points basis):

A	100-93
A-	92-90
B+	89-87
B	86-83
B-	82-80
C+	79-77
C	76-73
C-	72-70
D+	69-67
D	66-65
F	64 or below

**Process for Evaluation:**

Attendance and participation	30%
Classwork and design	15%
Research and data development	15%
Final Project/ critique	40%

**Student Evaluation/Grading Policies:**

- Class time will be spent in a productive manner.
- Grading will be done on a point system.
- Points for individual activities will be announced.
- All work must be received by the set deadlines.
- Late work receives a grade of zero.

- On-time projects may be redone with instructor approval.
- ABSOLUTELY NO WORK WILL BE ACCEPTED AFTER THE FINAL CLASS MEETS WEEK 11.

**Classroom Policy:**

- No food allowed in class or lab at any time. Drinks in recloseable bottles allowed in classroom.
- Edible items brought to class or lab must be thrown out.
- If student elects to eat/drink outside class or lab door, missed time is recorded as absent.
- Attendance is taken hourly. Tardiness or absence is recorded in 15-minute increments.
- Break times are scheduled by the instructor at appropriate intervals.
- No private software is to be brought to lab or loaded onto school computers.
- No software games are allowed in lab (unless in course curriculum).
- Headphones are required if listening to music during lab. No headphones are allowed in lecture.
- Any student who has special needs that may affect his or her performance in this class is asked to identify his/her needs to the instructor in private by the end of the first day of class. Any resulting class performance problems that may arise for those who do not identify their needs will not receive any special grading considerations.

**Disability Policy Statement:**

“It is not our policy to discriminate against qualified students with documented disabilities in our educational programs, activities, or services. If you have a disability-related need for adjustments or other accommodations in this class contact Suzanne Raffeld Disabilities Services Coordinator at: 415-276-1060 or see him/her at: room 609.”

## Suggested Course Outline

- Week 1:** **Lecture:** Discussion of the course objectives and requirements.  
**Lab:** Edward Tufte and the basics of information design, analyzing examples of good and bad information design  
**Homework:** Brainstorm ideas for individual projects
- Week 2:** **Lecture:** Gestalt shapes and golden ratios.  
**Lab:** Discuss individual proposals. Design the cover for your notebook.  
**Homework:** Write design brief and begin research and data collection
- Week 3:** **Lecture:** Using a grid.  
**Lab:** Look at design briefs. Design your personal schedule or calendar.  
**Homework:** Continue project research. Bring in recipe.
- Week 4:** **Lecture:** Icons and infographics  
**Lab:** Design a wordless recipe.  
**Homework:** Continue project research. Printed research and bibliography and digital presentation due for midterm assessment.
- Week 5:** **Lecture:** Midterm assessment.  
**Lab:** Open lab  
**Homework:** Begin layout of personal project.
- Week 6:** **Lecture:** Using type and writing good copy  
**Lab:** Design a menu for the basement café.  
**Homework:** Continue personal project.
- Week 7:** **Lecture:** Using color and value in design.  
**Lab:** Design a course listing for your major.  
**Homework:** Continue personal project.
- Week 8:** **Lecture:** Design in context.  
**Lab:** Design a portfolio page.  
**Homework:** Continue personal project.
- Week 9:** **Lecture:** Design in context.  
**Lab:** Redesign a web homepage.  
**Homework:** Continue personal project, printed comps due for critique.

**Week 10:** **Lecture:** Critiques of digital comps.  
**Lab:** Open lab.  
**Homework:** Finish and print personal project, revise design brief.

**Week 11:** **Lecture:** Project presentation  
**Lab:** Photo shoot individual projects. Students submit sketchbook documentation along with FINAL PDF file (of project) for final evaluation.  
**Homework:** None