

The Art Institute of California - San Francisco

Course Syllabus

Course Number: GD4412

Course Title: Senior Project Design Studio

Class Meetings: Thursdays, 8-12, 1120 Market, Room 513

Session/Year: Winter 2007

Instructor Name: Nina Bellisio

Email Address: nina@bellisio.com

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

Instructor Availability Outside of Class: Wednesday, 5-6 (310)

Senior Project Design Studio

Course Description:

In this course students develop an independent project. Development of a long-term assignment and extending the skills learned in previous studio classes are emphasized.

Course Length: 11 Weeks

Contact Hours: 44 Hours

Lecture: 22 Hours

Lab: 22 Hours

Credit Values: 3 Credits

Course Competencies:

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

- Develop an understanding of observation, documentation, investigation and research as well as extending the skill already learned.
- Develop a clear understanding of their design process.
- Develop presentation skills.
- Develop problem-solving skills.
- Develop the ability to critique.

Course Prerequisite(s): GD3384 Advanced Design

Text(s): Design Literacy: Understanding Graphic Design (Paperback), Steven Heller, Allworth Press (ISBN: 1581153562)None

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:

Homework	10%
Participation	30%
Final Project	40%
Quizzes	20%

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:** Intro to project specs, discussion of concept vs. outcome
Lab: presentation of resources (see class website)
Homework: reading: Design Literacy- Persuasion, brainstorm project concepts, write timeline
- Week 2:** **Lecture:** journal- Persuasion, presentation of ideas, creating a brainstorm web
Lab: select concept, writing a design brief
Homework: reading: Design Literacy- Mass Media, project design brief
- Week 3:** **Lecture:** journal- Mass Media, project research and roughs
Lab: small group critique
Homework: reading: Design Literacy- Type, project research and comps
- Week 4:** **Lecture:** journal-Type
Lab: critique of research and comps
Homework: prepare for midterm assessment
- Week 5:** **Lecture:** midterm project assessment (progress according to personal timeline)
Lab: none
Homework: reading: Design Literacy- Language, continue project
- Week 6:** **Lecture:** journal- Language
Lab: film "An Inconvenient Truth"
Homework: reading: Design Literacy- Identity, continue project
- Week 7:** **Lecture:** journal- Identity
Lab: small group critique
Homework: reading: Design Literacy- Iconography, continue project
- Week 8:** **Lecture:** journal- Iconography
Lab: Continue developing assignment.
Homework: reading: Design Literacy- Style, continue project
- Week 9:** **Lecture:** journal- Style
Lab: small group critique- printed comps

Homework: reading: Design Literacy- Commerce, revise design brief

Week 10: **Lecture:** journal- Commerce
Lab: full class in-process critique- printed comps
Homework: finish final project

Week 11: **Lecture:** final presentation and documentation
Lab: none
Homework: None