



Kean University / Michael Graves College
Syllabus: Introduction to Design & Visual Culture

COURSE INFORMATION

DSN 1100, Section 01: Introduction to Design and Visual Culture

Semester: Spring 2019
Class Hours: Wednesday 5:15p.m. – 7:45 p.m.
Class Location: GLAB 327
Pre-requisites: None. Required for BFA Graphic Design, BFA Interior Design, BID Industrial Design; elective for all others.

FACULTY INFORMATION

Faculty: Richard Palatini, Instructor
Office Hours: By appointment
Contact Phone: 908-239-4751
E-mail: rpalatin@kean.edu
Class Website: theadvert.richpalatini.com

CATALOG DESCRIPTION

An introduction to design as an essential human activity and as a primary creator of popular material culture. A wide range of media, trades and professions will be addressed.

COURSE OBJECTIVES

- Understand the similarities to and the differences between art and design
- Understand the functions of design in both "high" culture and popular culture
- Understand the interrelatedness of design to: fine arts, humanities, social sciences, visual style, technologies, and client-based problem-solving
- Understand history, theory, and criticism as they apply to design
- Understand that the creation of responsible design solutions is greatly strengthened by engaging the intellectual dimension of design

COURSE CONTENT

- Definitions of art and design
- Functions of design
- The design process
- Design disciplines
- Contexts: history, theory, criticism, technologies

REQUIRED TEXTBOOKS

Title: *The Design of Everyday Things: Revised and Expanded Edition*
Author: Don Norman



Publisher: Basic Books

Title: *Emotional Design: Why We Love (or Hate) Everyday Things*

Author: Don Norman

Publisher: Basic Books

OPTIONAL TEXTBOOKS

Title: *Visual Communication Design: An Introduction to Design Concepts in Everyday Experience*

Author: Meredith Davis, James Hunt

Publisher: Bloomsbury Publishing

Title: *How to Use Graphic Design to Sell Things, Explain Things...*

Author: Michael Beirut

Publisher: Harper Design

Title: *House Industries: The Process is the Inspiration*

Author: Andy Cruz, Rich Roat, Ken Barber

Publisher: Watson-Guption

REQUIRED MATERIALS

- Sketchbook/notebook
- Basic pens/pencils/erasers
- Folder or 3-ring binder to keep handouts and assignments organized
- Laptop/notebook computer is strongly recommended for in-class research and group projects

Additional materials, books, periodicals, publications and other suggested material will be discussed in class. Some will be electronic/digital (online).

METHODS OF INSTRUCTION

- Lecture presentations
- Discussion
- Assigned readings
- Electronic discussion
- Small group work
- Field trips
- Written assignments
- Verbal presentations

COURSE SEQUENCE*

WEEK	DATE	TOPIC(S)
1	01/23/19	Introduction to Visual Culture/Review Course Content and Requirements
2	01/30/19	Definition and Discussion of Art and Design
3	02/06/19	Design in Everyday Life
4	02/13/19	Emotional and Visceral Functions of Design



5	02/20/19	Behavioral Expressions of Design
6	02/27/19	Mid-Course Luxury Design Assignment
7	03/06/19	Design Disciplines/ Digital & Analog
8	03/13/19	SPRING RECESS
9	03/20/19	Cross Pollination of Fashion, Media and Motion Design
10	03/27/19	In-Class Mid-Course Assignment / Presentations Part II
11	04/03/19	Design Analysis, Evaluation and Criticism
12	04/10/19	Design Technologies and Applications
12	04/17/19	Digital Design and Influences
13	04/24/19	Global Design & Visual Culture
14	06/01/19	Local Design & Visual Culture
15	05/08/19	No Class – Monday Schedule
16	05/15/19	End-of-Course Exam

**Class sequence, subjects and topics are subject to revision.*

ACADEMIC CALENDAR / SPRING 2019 SEMESTER

IMPORTANT DATES:

01/29	Last day drop with 100% refund and with no mark on academic record
02/05	Last day to withdraw with a 75% refund
02/12	Last day to withdraw with a 50% refund
03/11-17	Spring Recess – No Class
04/12	Last day to withdraw from courses with “W” grade (no refund)
05/08	Classes follow a Monday schedule – No Wednesday classes meet
05/15	Final class meeting

For full calendar and all important dates regarding the spring 2019 academic semester visit:
<http://www.kean.edu/offices/registrar/academic-calendar>

METHODS OF EVALUATION

The following is a provisional description of the grading process for the class.

Assignments, Projects & Participation	60%
Mid-course Project	20%
<u>End-of-course Examination</u>	<u>20%</u>
Course Grade	100%

ASSESSMENT

Rubrics uses to assess student learning outcomes are located at the end of the syllabus:

- Oral Component
- Discussion/Participation Component
- Written Component



CLASS PROCEDURES

It is necessary to arrive to class with required assignments completed to avoid being counted absent for class. Ideas are exchanged and questions raised by one student benefit everyone. Be prepared: bring your files, ideas, and texts/assigned readings to class.

CLASS COMMUNICATION

Out-of-class communication is vital to inform the class of schedule changes or clarifications. It is important that you supply a valid and current e-mail address and *check it every day*. When corresponding via email, please understand it may at times take up to 48 hours or more to receive a response.

Notifications, handouts, readings, assignment information, changes in schedule and announcements affecting class activities and procedures will be posted weekly, or in a timely manner as is appropriate on the “Intro to Design” page, online at theadvert.richpalatini.com

Note that information distributed online at the theadvert.richpalatini.com constitutes informing you of course changes and updates. All details in this syllabus are subject to revision. Any necessary revisions will be announced in class. Such announcements will constitute adequate notification to all class members whether present or not. Please be aware it is your responsibility to remain apprised of all class matters.

In the event of an emergency, which will force you to miss class, please contact the instructor. In case of inclement weather, refer to Kean University’s website, www.kean.edu, or call 908.736.5326 to determine the status of class meetings and school closures and/or delayed openings.

Please silence all cell phones and other devices while in class. Text messaging and use of all forms of social media are not permitted in class at any time.

CLASS ATTENDANCE

Success in this class requires appropriate attendance. You are permitted two (2) unexcused absences; the grade for the course will be reduced by 1/2 grade level for each additional unexcused absence. Other absences may be excused with a doctor’s note or other documentation of an emergency, at the discretion of the instructor.

If a student exceeds three unexcused absences, the individual will fail the class.

Arriving more than 15 minutes late or leaving early without previous authorization is considered an absence. So, it is important to be aware of your attendance record and quantity of absences so as to avoid the detrimental effect they can have on your final grade should they exceed established guidelines.

Information and course content, which is missed due to tardiness or absence, is the sole responsibility of the student. Due to scheduling constraints, it is not possible to repeat missed information, so first speak with a classmate and visit at the theadvert.richpalatini.com to obtain this content. Please contact your instructor if you have additional questions, but only after you have taken the responsibly of speaking first with a classmate and visited the theadvert.richpalatini.com for information missed due to an absence.



A grade of “incomplete” in the course will be awarded only in cases of serious illness or hospitalization (authenticated, written notification from a doctor is required), or in cases of death of an immediate family member. A grade of “incomplete” is not awarded as a result of poor time management and/or incomplete projects. The removal of a grade of “incomplete” is the responsibility of the student. The process must be conducted according to established university policy unless other arrangements have been previously agreed to.

PROJECT SUBMISSION POLICY

Unless otherwise indicated, all out-of-class assignments are due at the start of class on the date they are due.

“Class participation” grade will be based primarily on providing contributions, verbal or otherwise, and presenting the required materials to review in class.

In-class assignments must be completed together as a group or individually in the specific class as assigned. As a result, in-class assignments cannot be made up at a future date, unless an exemption is granted. Accommodations will be considered in the case of a medically excused absence/death in the family/etc. The simplest way to avoid problems is to attend all class meetings in a timely manner.

ORIGINALITY AND PLAGIARISM:

No student shall submit the work of another individual, organization or entity, either in part or in total, and represent such work as his/her own. This practice is considered to be emphatically unethical and in direct violation of the Kean University Academic Integrity Policy.

(<http://www.kean.edu/admin/uploads/pdf/AcademicIntegrityPolicy.pdf>).

Students found to be guilty of such behavior will receive a final course grade of “F” and, depending upon circumstances, may be required to leave the program.

FIELD TRIP POLICY

A field trip may be part of the course. Participation will be required and an absence will be counted as a class absence. All transportation and transportation costs are the responsibility of the student. It is also required that you dress appropriately (neat/casual) when attending field trips as we all collectively represent the Robert Busch School of Design at Kean University.



UNIVERSITY POLICIES

Students are responsible to review and understand the *University Academic Integrity Policy* (available at the Center for Academic Success or at <http://www.kean.edu/admin/uploads/pdf/AcademicIntegrityPolicy.pdf>)

Students should review the *Student Code of Conduct*, as it discusses expectations of appropriate conduct in the classroom: <http://www.kean.edu/KU/Code-of-Conduct>.

The Students Rights and Responsibilities handbook is available at: <http://www.kean.edu/KU/Forms-Policies-and-Publications>

Students are strongly encouraged to register for the University's emergency notification system (www.mir3.com/kean) in order to be informed of campus emergencies, weather notices, and other announcements.

All students must have a valid Kean email account. For those who do not already have one, forms are available on-line at <http://www.kean.edu/KU/Forms-OCIS>; click on E-mail Account Request Form.

Americans with Disabilities Statement & Non- Discrimination Statement:

Kean University is an affirmative action, equal opportunity institution. Students with documented disabilities that may need special instructional accommodations or who may need special arrangements in the event of an evacuation should notify the instructor as soon as possible and no later than the second week of the term. Students may contact Kean Disability Office in Downs Hall Room 127 to discuss special needs.

KU Non-Discrimination Policy:

Kean University is an affirmative action, equal opportunity institution.

It is the policy of the Kean University Administration that there will be no discrimination or harassment because of age, disability, gender, marital status, national origin, race, religion, sexual orientation, or veteran status in any educational programs, activities or employment. Persons having questions about equal opportunity and non-discrimination, please contact Human Resources at 737-4910 for referral to the appropriate personnel.