

Introduction to Design

Design 200
Ohio State's Department of Industrial, Interior, and Visual Communication Design

Winter Quarter 2008
T/R 5:30–7:18 pm
Andre C. Murnieks, Senior Lecturer
e-mail: murnieks.2@osu.edu / im: amurnieks

Syllabus

Office Hours

M/W 1:00–3:00 pm in Hopkins Hall 375B

Required Texts

Design: A Very Short Introduction by John Heskett
Cradle To Cradle by William McDonough & Michael Braungart

Concept

This course is an introduction to the rationale of design. This includes an examination of the systematic design process, an overview of the practice of design, the societal impact of design, critical issues, relationship to the environment, and an introduction to the educational program offered by the Department of Industrial, Interior, and Visual Communication Design.

The field of design is dynamic and has many relevant associations with other disciplines. This course addresses the social and global responsibilities involved with design, diversity of approaches, interdisciplinary collaboration, and a broadening range of design applications. Students in many other majors can benefit from the interrelations of design with their disciplines of interest. This course addresses design awareness, appreciation, understanding, and design's relationship with society at large.

Format

The subject matter of the course is presented in a lecture series format with time provided for questions and answers following each presentation. In addition, videos and other media are also presented. Classroom activities both individual and group are also an alternative to the lecture format for the hands-on experience. Guest speakers may be invited to make presentations. Students are also assigned readings from the required texts which may or may not be reviewed in class.

Objectives

The topics covered this quarter include:

Introduce the fundamental historical roots of the fields of design.

Establish the context of design practice, the type of work generated by designers, the design process, and the client-designer relationship.

Discuss ethical and legal considerations surrounding the practice of design.

Discuss global, environmental, and cultural issues related to design.

Discuss design education, in general, and the three majors offered in the undergraduate program in the Department of Design at Ohio State.

Discuss the need for critical self assessment and aptitude for design.

Discuss application procedures, including the Portfolio Examination used to select students for enrollment in the undergraduate design program.

Attendance

Students are responsible for attending all scheduled lectures and guest speaker presentations, as well as taking notes in class. Attendance will not be taken; however, exam material is determined in part by the lecture material. If an absence is unavoidable, students are encouraged to obtain lecture notes from a fellow student.

Academic Misconduct

Academic Misconduct is defined as "any activity that tends to compromise the academic integrity of the institution, or subvert the educational process." Refer to rule 3335-31-02 in the student code of conduct for examples of academic misconduct. Any cases of academic misconduct will be referred to the Committee on Academic Misconduct (see <http://oaa.osu.edu/coam/home.html>).

Special Accommodations

If you need accommodation based on the impact of disability, contact the Office of Disability Services for assistance in verifying your need for accommodation and developing accommodation strategies. You are encouraged to contact them directly at 614-292-6207 or 614-292-0901 or email: ada-osu@osu.edu and notify your instructor.

Winter Quarter 2008
T/R 5:30–7:18 pm
Andre C. Murnieks, Senior Lecturer
e-mail: murnieks.2@osu.edu / im: amurnieks

Schedule

Week 1	01.03	Course Overview Welcome to Design 200: Introduction to Design	
Week 2	01.08	Beginnings of Design / The Industrial Revolution Snapshot 01 due; 5 pts.	<i>Heskett, Ch. 1–3</i>
	01.10	Overview of Design / Contribution to Society	
Week 3	01.15	Industrial Design Process <i>Introduce Essay 01</i> Snapshot 02 due; 5 pts.	<i>Heskett, Ch. 4–6</i>
	01.17	Interior Space Design Process	
Week 4	01.22	Visual Communication Process Snapshot 03 due; 5 pts.	
	01.24	Exam 01; 30 pts.	
Week 5	01.29	Case Study for Professional Practice Snapshot 04 due; 5 pts.	<i>Heskett, Ch. 7–8</i>
	01.31	Professional Practice: Industrial Design	
Week 6	02.05	Designers at Work <i>Introduce Essay 02</i> Snapshot 05 due; 5 pts.	<i>McDonough, Intro</i>
	02.07	Professional Practice: Visual Communication Design Essay 01 due; 30 pts.	
Week 7	02.12	Professional Practice: Interior Design Snapshot 06 due; 5 pts.	<i>McDonough, Ch. 1–3</i>
	02.14	Exam 02; 30 pts.	
Week 8	02.19	Package Design / Environmental Graphic Design / Exhibit Design Snapshot 07 due; 5 pts.	
	02.21	Design + Accessibility	
Week 9	02.26	Design + Environment / Design + Sustainability Snapshot 08 due; 5 pts.	<i>McDonough, Ch. 4–6</i>
	02.28	Design + Globalization, Legal, Monetary and Business Issues Essay 02 due; 30 pts.	
Week 10	03.04	Design + Color Snapshot bonus due; 5 pts.	<i>Heskett, Ch. 9–10</i>
	03.06	Exam 03; 40 pts.	

Please note that the above schedule is subject to change. Students will be notified in advance of these events. Students may find differences between the catalogue description of the course and specific content presented by the instructor. Courses change as experiences and resources increase and improve. Therefore, it is possible that actual content covered may be modified from course content specified earlier in this or a previous course outline.

Winter Quarter 2008
T/R 5:30–7:18 pm
Andre C. Murnieks, Senior Lecturer
e-mail: murnieks.2@osu.edu / im: amurnieks

Grading

Scale

Grades will be assigned based on a 200 point scale:

A 186 points and above	B- 160 - 165 points	D+ 134 - 139 points
A- 180 - 185 points	C+ 154 - 159 points	D 120 - 133 points
B+ 174 - 179 points	C 146 - 153 points	E below 119 points
B 166 - 173 points	C- 140 - 145 points	

The grading scale follows Ohio State's standard grading scheme.

Exams

30 pts.	Exam 01 (or 15% of final grade)
30 pts.	Exam 02 (or 15% of final grade)
40 pts.	Exam 03 (or 20% of final grade)

Essays

30 pts.	Essay 01 (or 15% of final grade)
30 pts.	Essay 02 (or 15% of final grade)

Snapshots

5 pts. ea. Snapshot x 8 = 40 pts. (or 20% of final grade)

Extra Credit

5 pts.	Snapshot Bonus
5 pts.	Snapshot Perfect (collect all 9 snapshots for an extra 5 pts. of extra credit)

Make Ups

No makeup exams, essays or snap shots are offered except in extreme circumstances (major illness, death in family, accident); proof in the form of a doctor's note for illness or documentation for other situations will be required as per university policy. Any legitimate makeup exams are to be made up within 48 hours of the scheduled exam date. No student will be permitted to take the final exam prior to the scheduled date.

Winter Quarter 2008
T/R 5:30–7:18 pm
Andre C. Murnieks, Senior Lecturer
e-mail: murnieks.2@osu.edu / im: amurnieks

Snapshots: Hunting Down Design / 5 points each

Assignment

Using the clues found on the Carmen Design 200 course site, hunt down each of the objects, environments, people, etc., and submit them in the manner specified. Read the instructions carefully and be sure to submit all the items requested plus a comment.

Since this is design class, take a moment to frame your shot. Why not be interesting, daring, funky or even a bit weird? Is there a better angle than straight on? Is centering the subject matter the only way? Are other things in the shot detracting from the subject matter?

Requirements

A camera from which you can extract images to submit via Carmen is required. A mobile phone's camera is adequate for the assignment. However, since the creativity, composition and quality of your photo is evaluated (~1 pt.), consider a time when the lighting is strong. Also, a very steady shot insures clear focus, so it might be good opportunity to learn how to use your camera's timer.

Photoshop can do wonders for less than perfect shots too. Film cameras and disposable cameras are alternatives, but you are required to scan the photos before submitting them. Many of OSU's public computer labs have scanners. See <http://oit.osu.edu> for more information.

If you do not have access to a camera, the instructor can sign a permission slip so that you can obtain a camera from Classroom Support. See <http://oit.osu.edu> for more information.

Evaluation

- 1 pt. Accurate subject matter
- 1 pt. Correct location
- 1 pt. Requested comments
- 1 pt. Followed instructions
- 1 pt. Good composition, lighting, etc.

Winter Quarter 2008
T/R 5:30–7:18 pm
Andre C. Murnieks, Senior Lecturer
e-mail: murnieks.2@osu.edu / im: amurnieks

Essay 01: Case Study / 30 points

Assignment

Write a case study of a specific product following the outline below. The case study must be written as a full paper, and not just a completed outline, but you are encouraged to organize your paper like the outline and use section headings.

You are required choose a specific product that you are already familiar with. If you choose a toothbrush, for example, you should describe, analyze and redesign a "Oral-B Advantage Control Grip"—not toothbrushes in general.

If you can't physically examine your product to write the essay, you should choose something else.

You can also choose an interior space or a visual communication piece, but you might consider sharing your idea with me first. Think "industrial." Your parents' redecorating of the den or your friend's party flyer will not count.

Requirements

7–8 pages
Include at least one well composed, lit photo of the object
Draw or sketch the proposed idea for improvement
Bind and cover. This is a design class, so presentation counts. No staples.

Outline

1. Description
 - introduce the product (include specific brand, size, model number, etc.)
 - dimensions
 - materials
 - aesthetics
 - function & use
2. Analysis
 - current situation
 - profile of present (and potential) customers
 - product objectives
 - product strengths and weaknesses
 - competition
 - problems, threats, opportunities
3. Redesign Objectives
 - specifics: what problem do you intend to solve? (focus on 1 or 2 problems)
 - feasible and attainable?
 - technical constraints?
 - measurable change? how would you evaluate your improvements?
4. Alternatives / Conclusion
 - viable solution to the problem(s)? (critique your own idea)
 - design process and principles. (summarize your thinking process)
 - show a connection. (is your redesign inspired by something related or unrelated?)
 - articulate advantages and pitfalls. (imagine the real world impact)
5. Images, sketches, etc. (put these things where they make sense)
 - photograph item to be redesigned
 - support re-design idea with drawings or sketches

Due

February 7, 2007
Turn in during class

Winter Quarter 2008
T/R 5:30–7:18 pm
Andre C. Murnieks, Senior Lecturer
e-mail: murnieks.2@osu.edu / im: amurnieks

Essay 02: Articles on Design / 30 points

Assignment

Research, find and attach an article on each of the following **subjects**. Write a **response** that relates the article to the design subject. Create a **bibliography** of all your sources. Organize a packet of articles, responses and a bibliography.

Subjects

Design + Color*
Design + Technology
Design + Diversity (global, cultural, social, racial, ecological, etc.)
Design + Legal, Monetary and Business Issues
Design + Accessibility
Design + Environment / Sustainability

* "Articles" from molly, colorcom, colorvoodoo or colormatters are unacceptable.

Response Outline

- Summarize article
- Argue the connection and relevance to industrial, interior, and/or visual communication design
- Discuss impact on the design process and/or practice
- Extrapolate on the future implications for design (perhaps thoughts that drew you to the article)

Sources

Trade magazines, research publications, newspapers are all good sources. The Fine Arts and Architecture libraries both have a full selection of design-centric magazines.

Ohio State's Library Research Database of Articles is a great place to explore:
<http://library.osu.edu/>

Requirements

Make sure that the article you have found is from a legitimate source. Your article must have a title, author and a publisher (whether it is a magazine or web site). Ads, press releases, product reviews or marketing "disguised" as an article will not be accepted.

Articles must pertain to the areas of design presented in class (industrial, interior or visual communication). Reject articles that discuss design from the perspective of engineering, decorating, science, etc.

Article responses should be between 1–2 pages and follow the basic outline and expanded upon, if necessary, to justify why you believe the article impacts design within the context of our class.

The bibliography must follow standard APA guidelines.
<http://library.osu.edu/sites/guides/apagd.php>

Presentation of the packet counts. Make clear, readable and complete copies or prints of articles. Use a consistent, designed format for your responses. Highlighting interesting or relevant passages in the article helps you write (and me grade) the assignment.

Due

February 28, 2008
Turn in during class

Winter Quarter 2008
T/R 5:30–7:18 pm
Andre C. Murnieks, Senior Lecturer
e-mail: murnieks.2@osu.edu / im: amurnieks

Study Guide 01

Reading

Heskett, Ch. 1–6

People

James Watt
Louis Sullivan
Isaac Singer

Events & Institutions

Industrial Revolution
Great Exhibition of 1851
Bauhaus
1939 World's Fair

Terms

Mass Marketing
Installment Payments
Disegno
Fine Arts vs. Design
Aesthetics
Form Follows Function
Ergonomics
Interface
Corporate Identity
Curvilinear
Rectilinear
Design Synthesis
CMYK
Methodology
Audience
Message
Hierarchy
P.O.E. Post Occupancy Evaluation
Load Bearing
Typography
Schematic

Artifacts

Steam Engine
Singer Sewing Machine

Definitions, Processes & Categories

Department's Definition of Design
Industrial Design
Interior Space Design
Visual Communication Design

Concepts

Programming
Photography vs. Illustration
Serif vs. Sans Serif
Modes of Visual Communication Design (5)
Modes of Industrial Design (2)
Linear, Cyclical & Branching Processes
Unintended User
Symbol, Icon & Metaphor
Interior Design vs. Architecture vs. Interior Decorating
FIDER: Foundation for Interior Design Education
NCIDQ: National Council for Interior Design Qualification

Media

ABC Nightline: "The Deep Dive"
The Western Tradition: The Industrial Revolution, Episode 47
The Annenberg/CPB Collection: The Industrial Revolution, "Steam Engine"

Introduction to Design

Design 200
Ohio State's Department of Industrial, Interior, and Visual Communication Design

Winter Quarter 2008
T/R 5:30–7:18 pm
Andre C. Murnieks, Senior Lecturer
e-mail: murnieks.2@osu.edu / im: amurnieks

Study Guide 02

Reading

Heskett, Ch. 7–8
McDonough, Intro
McDonough, Ch. 1–3

Concepts

Consultancy vs. Corporation
Turnkey Design
FAI: First Article Inspection
Press Check

Media

The Films of Charles and Ray Eames
Design and Nature

Events

Example Product Case Study
Logo Design Exercise
Product Design Exercise
Interior Design Exercise

Design Documents

RFP: Request For Proposal
RFQ: Request For Quote
Design Brief
Bid and/or Proposal
Contract
Deliverables
Accolades

Winter Quarter 2008
T/R 5:30–7:18 pm
Andre C. Murnieks, Senior Lecturer
e-mail: murnieks.2@osu.edu / im: amurnieks

Study Guide 03

Textbooks

Heskett, Ch. 9–10
McDonough, Ch. 4–6

Articles On-line

Big Blue Reinvents Itself
Segway's Breakdown
iTunes Undermines Social Security
Sustainability in Design Moves onto the Corporate Agenda
Buyer beware: There Are Shades of 'Greenness'
Lighting of the Future

Media

Dean Kamen's iBOT Wheelchair
Colour, An Introduction: Colour Light (if time allows)

Topics

Sustainability
Accessibility

Concepts

The Package is the Product
Contract
Design Patent
Utility Patent
Trademark
Copyright
Public Domain
Stages In Products Life [6 stages]
Green Design
Design For Disassembly
Waste Management [5 categories]
Bipol Plastic
Color Temperature (Kelvin)
Range of Disabilities [4 categories]
Universal Design
The Packaging Experience [6 parts]
Design Documents

Terms

Package Design
Exhibit Design
Ecology
Additive Primaries
Subtractive Primaries
Pigment Primaries
Secondary Colors
Tertiary Colors
Complementary Colors
Split Complementary Colors
Analogous Colors
Achromatic Colors
Monochromatic Colors
Clashing Colors
Hue, Tint, Tone & Shade
Americans with Disabilities Act
Way Finding
Simultaneous Contrast or After Image

Extra Stuff

Oxo [<http://www.oxo.com>]
Library of Congress [<http://lcweb.loc.gov>]
Patent and Trademark Office [<http://www.uspto.gov>]

Winter Quarter 2008
T/R 5:30–7:18 pm
Andre C. Murnieks, Senior Lecturer
e-mail: murnieks.2@osu.edu / im: amurnieks

Snapshots: Hunting Down Design

- Snapshot 01** Compose an interesting shot of you in your study environment with the two textbooks, syllabus and schedule. How about having the schedule on your computer screen? Distracting roommate hanging over you is optional.
- Snapshot 02** Have someone take a picture of you sitting in the Barcelona Chair in the Fine Arts Library at Ohio State. YOU have to be in the chair, but still compose a good picture showing both you and the chair. Also note the name of the designer and something interesting about the chair or the designer in your comments.
- Snapshot 03** Introduce yourself to the Academic Counselor for the Department of Design and take her picture (she's aware of the assignment). Get her business card and submit her full name with her photo. She may also be available to answer degree related questions.
- (or if the class is large) Find the office of the Academic Counselor for the Department of Design. She has business cards located outside her office. Take a photo of your hand acquiring a business card. If she happens to be there, composing the shot with her in the far background would be very interesting (she's aware of the assignment). Try to be discreet. From her business card, submit her full name with the photo in the comments. If she's not busy, she also available to answer degree related questions.
- Snapshot 04** Go to <http://www.davidcarsondesign.com> and dig deep to find video examples of his work (hint: "dcd works" and "mov files") Browse the movies, commercials, etc. and upload a screen shot of the site playing one of your favorites. Include the title of video in your comments. If you don't know how to capture a screen shot, learn how! Use Windows or Macintosh help or the Internet to find out how.
- Snapshot 05** Find the Columbus Fish Marker nearby campus. This environment was designed by our own Professor Jeffery Haase. Instead of taking a wide shot of the whole interior, find some detail you like and take a photo of it (and avoid any patrons). It might be a fixture or material or lighting, etc. Let an employee know what you're up to before shooting a photo. How about the rest room? Too weird?
- Snapshot 06** Find the Knowlton School of Architecture's Library and explore the space noting the various chairs from design's history. Pick a chair that you find interesting (not the Barcelona chair) and compose a picture of you in the chair reading a design-related magazine. In the comments, tell me who the designer is, something about the chair, and what magazine you are reading.
- Snapshot 07** Find one of the professors or instructors (besides me) in the Department of Design, introduce yourself and get permission to take a photo. Be sure to record who you're photographing—see a business card handy? If you think you'll be a distraction, move on. The chairperson also counts and advises design minor students, by the way.
- Snapshot 08** Have lunch/dinner at a typical eatery* (not "fine dining") and get a photograph clearly showing all the articles headed for the trash. Separate the items and compose the picture (cup, lid, straw, straw wrapper, etc.). List all raw materials of the items. *it doesn't necessarily have to be "fast food" like McDonald's, but the place probably offers "to go" or "take out." In fact, ordering your meal "take out" would insure even a semi-fancy place will give you plenty of waste.
- Snapshot 09** A famous architect by the name of Philip Johnson designed the Sony (originally AT&T) skyscraper in New York City which is a great example of post modernism. He's also responsible for a building on the Ohio State campus. Find out which one a get a picture of both the building and an architectural detail that you find interesting.
- Snapshot 10** Columbus is home to quite a few large design firms. Find one, visit the web site and submit three screen shots depicting each of the following: 1. a project example (or case study) that you find interesting, 2. a list of services (capabilities, etc.) that the firm provides, 3. list of past and present clients.
- Snapshot Bonus** Hunt down take a picture of one of the following outdoor sculptures: "Large Oval with Points," "Brushstrokes in Flight," or "Field of Corn (with Osage Orange Trees)." Compose your shot keeping in mind that as environmental art, people and the surrounding architecture can be a desired part of the photo.