

**University Of Minnesota Duluth
Department Of Art & Design
Fall 2011**

ART 8980–001 Graduate Studio Wednesday, 1:00–3:55 pm, Kirby Plaza 395
ART 8901–001 Graduate Seminar Wednesday, 4:00-5:55 pm

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Course Overview

This semester the **Graduate Seminar course** is designed to investigate design theories, design research methods, processes in graphic design, and we investigate the question, “What is Design’s unique knowledge?”

During the semester, students will produce research, observation, reflection, and participate in discussion and design projects to meet the course goals and objectives.

This semester in the **Graduate Studio course** students will practice exploratory creative exercises to identify their personal design process, aesthetic preferences, and individual voice. Graduate Studio course then applies the topics learned in the Graduate Seminar course to traditional typography projects, producing a unique and personal design synthesis of learning from both courses.

In place of a final exam, students will plan and execute a formal presentation of their work for the faculty **Graduate Review**.

The topics for this course:

1. Every discipline has a core knowledge area. What is design’s unique knowledge?
2. What are the major theories in design?
3. What is design process?
4. What is design research?

Goals & Objectives

At the end of this course you should know/be able to:

1. Know the theories of design in your interest area
 - Understand the structure of design theory

- Identify theories applicable to your interest area
2. Know various design processes in your interest area
 - Discover processes that differ from your own
 3. Understand when, how, and why to apply design research methods
 - Conduct design research
 4. Develop a personal understanding of design's unique knowledge

Required Textbook

Design Research, by Brenda Laurel.

Materials

Your choice

Projects & Weight in Course Grade

We will use the **ART 8901 Graduate Seminar** to research, observe, reflect, discuss, practice design research methods, and participate in personal creative discovery. You will need a personal sketchbook specifically for this part of the course.

In the **ART 8980 Graduate Studio** course, we will take the assignments from ART 2907 Typography as a starting point for four individual design projects. We will translate, reinterpret, and re-design each of the undergraduate assignments while incorporating the topics from Graduate Seminar. *The course grade for the Graduate Design Studio is weighted equally among the four design projects (25% for each).*

In **Graduate Seminar** we will produce process journals to document the problem solving and design process for projects that will be produced in the **Graduate Design Studio** (listed below). The process journal should synthesize all of what you learn about each topic. Include your research and personal creative process. The process journals could be as simple as a sketchbook, but I encourage you to be creative with the form of your process journals—design it! You will need to produce a separate process journal to record your process for each project (four altogether). *The course grade for the Graduate Seminar is weighted equally among the four process records (25% for each).*

1. Form & Counter Form [classifications, figure & ground]
Incorporate the topic 'design theory'
2. Project Soup [musical typographic contrasts, classical grids & alternative grids]
Incorporate the topic 'design process'
3. U&lc Magazine [type history, layout, hierarchy]
Incorporate the topic 'design research'
4. Typographic Cubes [emotional communicative possibilities of type]
Incorporate the topic 'design's unique knowledge'

Grading Policy

Grades will be determined by student performance on class and homework assignments, and the major project Your final grade is determined as follows: Projects will be given a letter grade based on the + or - system.

96–100 = A
90–95 = A-
87–89 = B+
84–86 = B
80–83 = B-
77–79 = C+
74–76 = C
70–73 = C-
67–69 = D+
64–66 = D
below–63 = F

- A. Excellent—This is usually work done by a highly motivated student meeting all or most of the performance criteria as set forth by the problem. Design process is excellent, and is well documented. In order to earn an “A” for the course students must earn “excellent” marks on every project and have superior craftsmanship.
- B. Good—This work is above average but lacks the qualities that give it the stamp of excellence. It shows better than average design sensitivity.
- C. Satisfactory—This work is average. Work is handed in on time and has fulfilled the requirements for the project, but it lacks strong visual interest and thoughtful and imaginative research.
- D. Poor—Below Average. This work is handed in on time, but is lacking in many or most areas that show any understanding of project objectives.
- F. Unacceptable—Work that is not on time or is so despicable as to be an affront to design sensibilities.

Student Conduct Code

Appropriate classroom conduct promotes an environment of academic achievement and integrity. Disruptive classroom behavior that substantially or repeatedly interrupts either the instructor's ability to teach, or student learning, is prohibited. Student are expected adhere to Board of Regents Policy: *Student Conduct Code*:

http://www1.umn.edu/regents/policies/academic/Student_Conduct_Code.pdf

Teaching & Learning: Instructor and Student Responsibilities

UMD is committed to providing a positive, safe, and inclusive place for all who study and work here. Instructors and students have mutual responsibility to insure that the environment in all of these settings supports teaching and learning, is respectful of the rights and freedoms of all members, and promotes a civil and open exchange of ideas. To reference the full policy please see: <http://www.d.umn.edu/vcaa/TeachingLearning.html>

Free, on-demand student success tips are available at www.d.umn.edu/roadmap. Select the **Online Student Success Workshops** link at the top of the page. Recommended topics include: *What it Takes to be a Successful Student, Study Tips & Note-Taking, Test Anxiety, and Understanding & Avoiding Plagiarism.*

Academic Integrity

Academic dishonesty tarnishes UMD's reputation and discredits the accomplishments of students. Academic dishonesty is regarded as a serious offense by all members of the academic community. UMD's Student Academic Integrity Policy can be found at: <http://www.d.umn.edu/conduct/integrity/>

Copyright

Copying another's words, work, or ideas is against the law. Work which is found to be in violation of United States or International Copyright Laws will automatically receive a failing grade.

Final Exams

All 1xxx-5xxx courses offered for undergraduate credit should include a final graded component or end of term evaluation that assesses the level of student achievement of one or more course objectives. All final graded components are to be administered or due at the time and place according to the final exam schedule and not during the last week of class. To reference the full policy please see: <http://www.d.umn.edu/vcaa/FinalExams.html>

Excused Absences

Students are expected to attend all scheduled class meetings. It is the responsibility of students to plan their schedules to avoid excessive conflict with course requirements. However, there are legitimate and verifiable circumstances that lead to excused student absence from the classroom. These are subpoenas, jury duty, military duty, religious observances, illness, bereavement for immediate family, and NCAA varsity intercollegiate athletics. For complete information, please see: <http://www.d.umn.edu/vcaa/ExcusedAbsence.html>

Attendance and Punctuality

In the work world, skipped meetings, tardiness, and missed deadlines are wholly unacceptable. Often designers will lose pay and/or future work as a result of acting unprofessionally or not adhering to client deadlines. In this class, you are required to act professionally: Let the instructor or a classmate know of your absence and get the lecture notes from them. Final exams cannot be made up. Absence of more than 5 class periods will result in a failing course grade.

Appropriate Student Use of Class Notes and Course Materials

Taking notes is a means of recording information but more importantly of personally absorbing and integrating the educational experience. However, broadly disseminating class notes beyond the classroom community or accepting compensation for taking and distributing classroom notes undermines instructor interests in their intellectual work

product while not substantially furthering instructor and student interests in effective learning. For additional information, please see:

<http://www.d.umn.edu/vcaa/ClassNotesAppropriateUseof.html>

Accommodations

It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students with disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities are encouraged to contact UMD Disability Services & Resources to discuss their individual needs for accommodations. In addition, please let me know as soon as possible if you have a disability for which accommodations will be requested.