



DES 123 – Exploring the Design Process

Units: 2

Term—Day—Time: Fall 2022 - Wed- 3.20-6.00 pm

IMPORTANT:

The general formula for contact hours is as follows:

Courses must meet for a minimum of one 50-minute session per unit per week over a 15-week semester. Standard fall and spring sessions (001) require a final summative experience during the University scheduled final exam day and time.

Location: Mateo St & Palmetto St, Los Angeles, CA 90013

Instructor: Mengyi Zhuo

Office: Mateo St & Palmetto St, Los Angeles, CA 90013

Office Hours: Wed 10:00-6:30

Contact Info: mandizhuo@gmail.com

IT Help: Hayk Avetisyan

Hours of Service: Mon-Fri, 10:00-5:00

Contact Info: havestisy@usc.edu

Course Description

This course introduces students a concept in design—the basic idea of design is crucial. The idea of design are the foundation of every visual medium, from fine art to modern web design. Effective design is all about communicating and sharing meaningful ideas, and creating empathy and joy. After you get the proficient Adobe skill, learning how to practice and improve your conceptual thinking will be your endless goal as a creative designer. It sounds hard to do, but the simple expression is that you need to know clearly what your design purpose is before you do a design, not just an aesthetic expression.

In this class we work in a variety of mediums, but always focus on what really matters – ideation, research, problem solving, and making for a targeted audience to improve, educate or transform their experiences. A big idea is a universal truth told in the most unexpected way. A big idea evokes some emotion or action out of viewers. To come up with big ideas, designers use their intuition, curiosity, spontaneity, personal experience, and lateral thinking. What we will do in this course is using your young observation to make something new on design.

Learning Objectives

1. **Analysis:** Investigate the project history and the background of the design concept. Analyze, observe, and deconstruct visual information in group presentation reports. Investigate design thinking processes to make a mind map.
2. **Making:** Use sketching, mind-mapping, thumbnail drawings, mockups, video, and web technologies in the final presentation.
3. **Connectivity:** Visit an exhibition with course recommendations every week and analyze the feedback of a specific project. Read the provided books and answer the questions on the blackboard.
4. **Engagement:** Prepare weekly lessons in advance. Class participation will be based on student participation in discussions, tutorials, and diary entries.

Prerequisite(s): None

Co-Requisite(s): None

Concurrent Enrollment: None

Recommended Preparation: None

Course Notes

Class starts at 3:30pm. Please send me an e-mail before the noon in our class day if you miss class. More than 3 unexcused absences will lower one's class participation grade and excessive absence will make it difficult to pass the course.

Technological Proficiency and Hardware/Software Required

Adobe Photoshop, Adobe Illustrator, Keynote

Description and Assessment of Assignments

In this course, students will be challenged to practice conceptual thinking producing their selected design compositions. and come up with as many ideas as possible in a given period of time. I vary the assignments to practice thinking across a whole variety of mediums—film, print, design, digital. For longer projects, small teams will work together to ideate, research and problem solve.

Grading Breakdown

Including the above detailed assignments, how will students be graded overall? Participation should be no more than 15%, unless justified for a higher amount. All must total 100%.

Assignment	Points	% of Grade
Design Observation	100	10
Collage Design	200	20
Redesign a package	100	10
Team work- Local Sign Desi	200	20
Reading Essay	200	20
Team work- museum poste	200	20
TOTAL	1000	100

Grading Scale

Course final grades will be determined using the following scale

A	95-100
A-	90-94
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	63-66
D-	60-62
F	59 and below

Assignment Rubrics

Include assignment rubrics to be used, if any.

Assignment Submission Policy

Come to each class on time and prepared with the assignment from the previous week and the materials you need for the current class. Your assignments are posted in Blackboard for submission and grading and are due as stated in class, unless other arrangements have been made. Each week, be ready to present and discuss your work, Receive and give feed critical feedback that improves your work and those around you , and build on others work.

Grading Timeline

50% Participation in class - coming prepared with the asked amount of work, participation in critiques and following of feedback from previous rounds. 50% Execution of the each work you hand in at the each class.

Additional Policies

If you have to miss class let us know through email ahead of time. You are still expected to hand in work for the class you missed BEFORE the next class (email is fine) or your grade will be affected..

Course Schedule: A Weekly Breakdown

(Please refer to the [Contact Hours Reference](#) guide.)

	Topics/Daily Activities	Readings and Homework	Deliverable/ Due Dates
Week 1	Introduction. Design and Art	Bring 5 design work you loved most and your top1 design you made Reading1: Don't make me thing(Steve Krug)	Prepare a presentation in class / Next class
Week 2	What is good design and why it works	First Design Assignment 1: Collage Design- Do Research of sustainable paper bag around you	Prepare a presentation in class / Next class
Week 3	Strategic Thinking	First Design Assignment 2: Collage Design- Use magazine to make a paper bag	Bring your bag in class / Next class
Week 4	Deep Dive into Concept Design	Second Design Assignment 1: Redesign a package- Find a package in your home you think is ugly and design it in the way you like	Bring the original package you pick to the class and print out your redesign package, make sure it can fit with the production/ Next class
Week 5	How to Create Tension, Guest Lecturer	Write an essay of reading 1, 400 words, essay needs including what kind of part is new for you, which sentence inspire you, anything in the book related to your art working in the last one month you made? Reading1: Don't make me thing(Steve Krug)	Submit the essay on blackboard/ Next class
Week 6	Building an Integrated Design Campaign	Team work 1- Local Sign design, 3-4 people/ team, walk out and do research of 2 local signs each person	Prepare a presentation in class / Next class
Week 7	Gamification, Guest Lecturer	Team work 1- Local Sign design, pick one of the local sign to redesign it, each person did one	Prepare a presentation in class / Next class
Week 8	Product Innovation	Midterm: see each team's presentation	
Week 9	Social Good: Using Creativity for Positive Chang	Reading2: Strategic Design(Giulia Calabretta)	Take time to read the book
Week 10	Experiential Design, Guest Lecturer	Team work 2- Museum poster, 3-4 people/ team, go to the exhibition open now and take the picture of	Prepare a presentation in class / Next class

		the exhibition and any print out poster or flyer	
Week 11	Experiential Design	Team work 2- Museum poster	Prepare a presentation in class / Next class
Week 12	Hyper Personalization	Presentation in class	
Week 13	Hyper Personalization	Prepare the final presentation- pick three works this semester, presentation including the description of the work, the research, and the final piece, if you think your design need improve, do it, you have time for it	Schedule a time with professor to see your draft
Week 14	Crafting Final Projects	Prepare the final presentation	Prepare a presentation in class / Next class
Week 15	Crafting Final Projects	Write an essay of reading 2, 400 words, essay needs including what kind of part is new for you, which sentence inspire you, anything in the book related to your art working in this semester you made?	Submit the essay on blackboard/ Next class
FINAL	Final Presentation		Date: For the date and time of the final for this class, consult the USC <i>Schedule of Classes</i> at classes.usc.edu .

Statement on Academic Conduct and Support Systems

Academic Conduct:

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Part B, Section 11, “Behavior Violating University Standards” policy.usc.edu/scampus-part-b. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, <http://policy.usc.edu/scientific-misconduct>.

Support Systems:

Student Counseling Services (SCS) – (213) 740-7711 – 24/7 on call

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention. engemannshc.usc.edu/counseling

National Suicide Prevention Lifeline – 1 (800) 273-8255

Provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week. www.suicidepreventionlifeline.org

Relationship and Sexual Violence Prevention Services (RSVP) – (213) 740-4900 – 24/7 on call

Free and confidential therapy services, workshops, and training for situations related to gender-based harm. engemannshc.usc.edu/rsvp

Sexual Assault Resource Center

For more information about how to get help or help a survivor, rights, reporting options, and additional resources, visit the website: sarc.usc.edu

Office of Equity and Diversity (OED)/Title IX Compliance – (213) 740-5086

Works with faculty, staff, visitors, applicants, and students around issues of protected class. equity.usc.edu

Bias Assessment Response and Support

Incidents of bias, hate crimes and microaggressions need to be reported allowing for appropriate investigation and response. studentaffairs.usc.edu/bias-assessment-response-support

The Office of Disability Services and Programs

Provides certification for students with disabilities and helps arrange relevant accommodations. dsp.usc.edu

Student Support and Advocacy – (213) 821-4710

Assists students and families in resolving complex issues adversely affecting their success as a student EX: personal, financial, and academic. studentaffairs.usc.edu/ssa

Diversity at USC

Information on events, programs and training, the Diversity Task Force (including representatives for each school), chronology, participation, and various resources for students. diversity.usc.edu

USC Emergency Information

Provides safety and other updates, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible. emergency.usc.edu

USC Department of Public Safety – UPC: (213) 740-4321 – HSC: (323) 442-1000 – 24-hour emergency or to report a crime.

Provides overall safety to USC community. dps.usc.edu