Syllabus

COURSE TITLE
Design and Visual Communication 2

INSTRUCTOR
Kim Beckmann

CONTACT INFORMATION
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MEETS
15 weeks, 3 credits
Monday/Wednesday, 8:00am - 10:10am
Building KSE / Rm 316

Course Prerequisite: A grade of B- or better in ART 323 Typography 2.

Course Description: Design and Visual Communication 2 is one of two (3 credit) courses taken simultaneous that focuses on design entrepreneurship. Students are challenged with the task to create a niche product or service that has value and is able to reach a target audience. ART 422 Design Methodologies (DM) is the second course and must be taken at the same time as ART 421 Design and Visual Communication 2 (DVC 2). The curriculum in DM provides students with a broad range of learning opportunities: design talks, workshops, experiential activities and exercises focused on research strategies, methodologies, and techniques used throughout the design innovation process. The DVC 2 course affords students the opportunity to immediately apply what they are learning in DM through active engagement in a semester long project.

It is through the active engagement in both courses that the design process is expanded to focus on the designer as a researcher, strategist and entrepreneur. The semester long project in product or service innovation affords students the opportunity to self-define areas of contextual inquiry and opportunity. Emphasis is placed on developing skills and expanding tools designers use to empathize with people’s lives, to understand, conceptualize and communicate the circulation of capital, people, and culture from a regional to global scale and to intelligently envision the products or services of the future.

Expanded Course Description: In depth research and active engagement with the design process, advance students’ abilities to effectively identify a design problem, to clearly define it, to strategically manage the complexity of solving the problem, to design in context for a target audience, and to be accountable for their design decisions. Problem-identification skills are developed at the front end of the design process where primary and secondary research tools and techniques are examined and implemented. Students use rapid prototyping techniques, in addition to collaborative and co-creative processes, to investigate and appropriately solve a design problem. Rapid prototyping facilities at UWM will be available for students to use. Access and types of facilities will be discussed in depth in class. The facilities include access to a laser cutter, 3D printer, silkscreen printing. Throughout the course students examine their role as a design strategist by engaging in and managing: research, design thinking, design process, collaboration, co-creation, contextual inquiry, storytelling and fundamental business practices.

A designer must not only be an expert in form but also have a broad range of skills in the social sciences, technology, and the organization of teams. Their ability to manage complex design problems, to design in context for a target audience and to be accountable for design decisions through evaluative criteria elevates the designer from “maker” to “design strategist.” Therefore, each assignment is designed to create opportunities for students to discover, interpret, and communicate what a designer is, the role a designer plays, and the value a designer brings to what
David Holston calls the “conceptual economy.”

In order to advance students’ abilities in the design process, focus is placed on the front end of the design process. Behavioral research tools and techniques advance their ability to gather existing research data as well as to generate new data to contribute to the development of new knowledge. Successful use of the design process affords students the ability to assess needs and wants in order to conceive of and produce appropriate solutions. Research findings provide insight for creating and building a brand identity. Storytelling strategies provide compelling ways for students to convey a company and product’s message to its intended audience as well as serve as an assessment tool throughout the design process. The semester project concludes with students producing a unique product or service for exhibit at the Design Entrepreneur Showcase. The showcase is a way for students to use their storytelling abilities to share and promote their product or service to investors, stakeholders, consumers, design professionals, and public.

Overall the curriculum in DVC 2 is designed to inspire students in ways that traditional assignments involving hypothetical clients simply do not. Students are immersed in all aspects of design: research, business strategy development, market assessment, brand development, rapid prototyping, user testing, full-production of a highly refined prototype exhibited at the Design Entrepreneur Showcase. By providing students the opportunity to create a unique product or service that has value, and to find a market that will reach its targeted audience, students discover: 1) Research is interactive. Collecting data and generating new data to increase one’s knowledge is a collaborative process that involves designers, experts from diverse fields, investors, stakeholders, the public, target audience members, and more. 2) Collaboration is critical in today’s “conceptual economy.” This course fosters collaboration and co-creation — the design entrepreneurial process cannot succeed without a class effort and involvement from a broad range of experts, investors, stakeholders, and consumers. 3) Design is contextual. To ensure that design solutions are meaningful they must address the business needs of a company and the needs of the target audience. 4) Designers are business partners. Designers too often are thought of as a support service. They are brought in at the end of a project and asked to communicate a strategy without understanding what the strategy is or how it was devised. 5) Design process provides value to the client. Designers must be a part of the conversation from the start. Their ability to strategically manage the design process can greatly contribute to businesses needs for speed, to innovate, to manage risk, to manage projects effectively, to collaborate and co-create, and to provide transparency in their organizations.

Course Objectives: The coursework in DVC 2 is designed to enable students to:

- Demonstrate design thinking skills.
- Foster professional business practices in design entrepreneurship.
- Develop competencies in brand identity.
- Apply visual and verbal communication competencies through storytelling.
- Expand primary and secondary research tools and techniques.
- Integrate rapid prototyping techniques into the design process.
- Apply project management skills (time, organization, team building, risk, etc.).
- Refine interpersonal communication skills (listening, questioning, body language, manage emotion, suspend judgment, etc) throughout the design process.
- Foster abilities to work effectively in multi-disciplinary, collaborative teams.
- Prepare professional written and visual documents (blog, bio, design brief, dynamic story...).
Required Texts:  
A Designer's Research Manual: Succeed in Design by Knowing Your Clients and What They Really Need  
By Jennifer Visocky O’Grady and Ken O’Grady

It Will Be Exhilarating: Indie Capitalism and Design Entrepreneurship in the 21st Century  
By Tom Gerhardt and Dan Provost  
Cost: $5  
Purchase here: http://www.studioneat.com/products/exhilaratin

Recommended Texts:  
See Course Resources on D2L :: UWM Library Research Guide

Required Professional Memberships:  
*ABSOLUTELY CRITICAL TO PURCHASE!!!!!

*Tumblr.com Membership (FREE). We will be using Tumblr in place of a physical process book.

Pinterest.com Membership (FREE). Pinterest is a virtual pinboard. It lets you share all the important/inspiring things you find on the web. We will be using Pinterest as a research and archive tool. Students will post a link to their own Pinterest site on Tumblr.

AIGA-Wisconsin Membership (1 year, $50). Be sure to specify the UWM-AIGA Student Chapter when purchasing your membership. AIGA’s 20,000+ members share and promote a professional ethos. Opportunities for networking are plentiful through your local chapter, which offers a wide variety of programs and events locally and nationally. Your membership makes possible the activities of a national organization promoting design’s value on your behalf, and gives you access to professional development and exclusive benefits that can only be provided by an organization with the scale and reach of AIGA. Note: There is a NEW Membership structure now. The base membership is called “Contributor”. There is NO “Student” category any longer.

behance.net (FREE). Is a site where you can showcase your work or find work. There are two types of users those looking to promote themselves and those looking to hire. All AIGA members can post work on the AIGA Behance site. Furthermore, each May AIGA-WI holds The Student Excellence Competition. AIGA-WI member students share their portfolio on the AIGA Behance site for judging. Winners are announced in June and portfolios showcased on the AIGA-WI Behance site.

LinkedIn.com (FREE). A professional online networking/self-promotion website.

Required Software:  
Legal Fonts  
Adobe Master Collection  
For collaborative work: Students often use Google+ Hangouts and Google Docs

Evaluation Criteria:  
See Attendance and Grading Policies.

University Resources And Policies:  
http://www.uwm.edu/Dept/SecU/SyllabusLinks.pdf  
http://www4.uwm.edu/acad_sff/policy/academicmisconduct.cfm  
http://www4.uwm.edu/studentorg/ssa/executive/student_health_insurance.cfm  
http://www4.uwm.edu/sac/

Estimated Time Commitment:  
Time in class: 4 hrs per week for 15 weeks = approx. 60 hours  
Time spent outside of class: 8 hrs/week for 15 weeks = approx. 120 hours
Estimated Time Commitment (continued):

Total Estimated Time: 180 hours (approx. 12 hrs/week)
Please note that this is an estimation of time investment. Students are evaluated on performance.
To successfully complete the assigned coursework and meet the course objectives, student time investment may be more.
Time outside of class will be spent in a combination of the following activities:
• reviewing weekly course materials
• viewing an online video or reading an article
• posting design process to Tumblr w/ appropriate MLA citations
• working with your design team on your semester project
• attending the Keynote Address (Wednesday December 7th, 6:00-8:00pm)
• setup and public presentation of final project at the UWM Design Entrepreneur Showcase
• participation in the Design Entrepreneur Showcase (Thursday December 8th, 4:30-9:30pm)

Overall Course Requirements:

• Students must have completed all the necessary prerequisites to qualify for admission into this class.
• Students who demonstrate a lack of motivation in attendance and/or in completing their work on a timely basis will be asked to drop the class.
• Participation and Attendance: class discussions, workshops, experiential exercises, Q&A sessions with guest speakers are critical to creating growth within each student, therefore, participation and attendance are components of the final grade. (See critical supplemental documents to the syllabus: Evaluation Criteria)
• Students will be required to use the UWM D2L system outside of class to submit assignments. Students are to arrive prepared to engage content, share information, participate in the development of new knowledge. The classroom or “laboratory” is a place where students enter an open space of learning. It is expected students will attend all classes and bring creative force, enthusiasm, imagination dedication, and an open mind to their own development for these are qualities that cannot be taught, they can only be stimulated and appreciated. The assignments in this course will expose students to the same kind of thought processes and problem-solving methods that they will use as professionals. Turn off all cell phones / ipods prior to coming to class. It is extremely disruptive to the class and guest speakers when phones ring. Students are to be immersed in the class dynamics rather than texting. Students ARE NOT to work on outside projects in class. Use class time wisely and efficiently. Students who continue to not engage in the class will be asked to leave and will be marked absent. (PLEASE MAKE NOTE OF THIS REGARDING ATTENDANCE AND PARTICIPATION EVALUATION), Be prepared appropriately for class. Effective time management is difficult but crucial to your success as a professional.

Students will need to have access to all necessary computer technology, printers, and software to complete all assignments. All of which can be found in the university computer labs, Architecture 3D rapid prototyping labs, and Department of Art and Design labs. The discussion forum on D2L will serve as an online space to for students to discuss readings and design talks. Dropbox will be used to submit digital versions of all assignments.
Assignments: The assigned work for Design and Visual Communication 2 is one semester-long project broken down into the following components:

1. Hypothesis 20% of project grade
2. Information Graphic 10% of project grade
3. Personas 10% of project grade
4. Business Model Canvas 10% of project grade
5. Branding 10% of project grade
6. Prototype 10% of project grade
7. Dynamic Storytelling 10% of project grade
8. Pitch 10% of project grade
9. Public Presentation 10% of project grade

The final grade will be assessed according to this breakdown of student performance:

1. Semester-long project 75% of final grade
2. Blog posts 5% of final grade
3. Professionalism/participation 20% of final grade

Critical Supplemental Documents to the Syllabus:
The following additional documents serve as critical supplemental materials to syllabus. The syllabus cannot be separated from these documents. It is only through careful examination of ALL course materials that students can confidently understand the expectations of the course and their performance within it.

* Class Schedule (an overall Course Schedule subject to change if necessary)
* Selected Bibliography
* Evaluation Criteria (Grading and Attendance Policy and University Policies)
* Student Contract (A signed acknowledgement and agreement for the syllabus and above cited documents)

Over the course of the semester students will participate in design talks, workshops, experiential exercises, and a semester long project. Coursework in Design and Visual Communication 2 will bridge with coursework in Design Methodologies to create a powerful learning experience for all students. Faculty teaching these courses highly encourage students to synthesize what they are learning in both courses. On D2L under Content is the semester schedule — a description of all in-class activities can be found. It is critical that students regularly visit D2L to stay current on in-class and outside of class activities and assignments. Any changes to the schedule will be announced in class, posted on D2L, and if necessary email announcements will also go out.

Materials and Supplies: Between now and the end of the semester, you’ll approximately spend between $175 - $300 on books, supplies, materials, production services for this course.

Imaging Sources
Library, your own photography and drawings, etc. All intellectual property MUST BE HONORED AND APPROPRIATELY DOCUMENTED IN YOUR DESIGN PROCESS.

Printing
While we have several output facilities on campus you may need to use a vendor off campus due to heavy usage, equipment down, or specialty printing that you decide on. Please plan accordingly.

Miscellaneous Materials, Vendors, Resources
Depending on the direction of your project an array of materials, vendors, and resources not listed above may be needed. Please plan budgets, time, and access to service providers/vendors accordingly.