



Ringling College of Art + Design

Ringling College of Art and Design

DSNA 125X_01

Intro to Design Thinking

Spring 2016

Instructor: David Foote

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Building and Room: Academic Center/412

Meeting Days and Times: Tuesday/Friday 8:30 AM - 11:15 AM

Credit Hours: 3

Prerequisites/Corequisites: N/A

Course Description:

This course examines ways that Visual Problem Solving and Design Thinking techniques can solve design and communication problems. Students will research and explore the creative process and be introduced to new approaches using Design Thinking Tactics (ie. Brainstorming, Research, Personas) combined with Visual Problem Solving methods (ie. Grid, Image & Text, Composition) to develop and enhance the experience between user and product, consumer and brand.

Additional Course Information: N/A

Course Goals:

- To Introduce the connection between communication problems, research and target audiences
- To explain various design thinking tactics for creating ideas
- To examine the fundamentals of visual communication methods when implementing ideas
- To discuss current industry standards, ethics and roles

Student Learning Outcomes:

- Demonstrate an awareness of the industry practices and standards for designing and creating experiences between user and product, consumer and brand
- Analyze a situation before attempting a solution and demonstrate the fundamental use of research and tactics for solving a communication problem
- Process audience driven objectives to solve a client problem

Required/Recommended Textbooks, Readings, and Materials:

Readings, materials and information will be supplied throughout the course as needed.

Projects, Papers, and Assignments:

The course will include various Exercises, Assignments and/or Projects. Detailed information will be provided when each are assigned.

Institutional Attendance Policy:

Refer to the RCAD Student Handbook for information about the Institutional Attendance policy.

Advertising Design / Graphic Design Program Attendance Policy:

This is a professional studio course. In order to be counted present, the student must:

- Be on time and present for the entire class period.
- Have work properly and professionally prepared for submission or critique.
- Be prepared to work in class with all necessary texts, tools, reference and materials.

Any students not present at the start of the class session will be marked LATE. Three LATE marks will equal one unexcused ABSENCE. Students arriving more than 10 minutes late, leaving class early or overextending break time may also be counted ABSENT at the discretion of the instructor.

Absences affect grades. You are part of a creative team. Class time is required to complete the necessary requirements of the course. Discussions, critiques, studio time, in-class assignments and presentations are impossible to make-up or recapture. It is the student's responsibility to insure that he/she is accounted for and present during each class.

When a student must be absent from class, they should notify the instructor ahead of class via email. It is the student's responsibility to find out what was missed in class by contacting *a classmate or classmates*, checking email, Canvas, the course webshare, Google drive and any additional course resources that may have been updated. *It is not the instructor's responsibility to notify the student of what was missed in class.*

Penalties Due to Unexcused Absences

There is no direct penalty for the first 2 unexcused absences. However, project grades will be affected if a deadline is missed on the dates of those absences.

The 3rd unexcused absences will result in a full letter grade deducted from the course grade for the semester. (B+ will be dropped to C+)

The 4th unexcused absences will result in automatic failure of the course.

Excused Absences

As noted in the *Ringling College Attendance Policy*, in the event of absences as a result of illness or bereavement, documentation of that diagnosis or event must be submitted to your advisor. *Missing class to attend a counseling or medical appointment is not automatically justification for an excused absence.* Absences for any religious holidays occurring during this course must be submitted to your instructor at the beginning of the semester in order to be excused.

Absence from Class for Recruiters and Interviews (For Juniors and Seniors)

Students who have been granted interviews with on-campus recruiters during class time must notify the instructor, preferably in advance of class, or at the very start of the class period. Students will be excused to leave class to conduct the interview, but are expected to return promptly upon the interview's completion. Students who do not return to class after their interview or do not inform faculty of an interview will not be excused and will be subject to the regular attendance policy as stated above.

Due Dates

Students who are absent on due dates are not automatically excused from their responsibility to submit the assigned work on time. Assignments to be submitted via Email, Canvas or posted to websites must still meet assigned deadlines in order to be accepted for grading.

Late Work

Late work will not be accepted. Projects not submitted by the assigned deadline will result in a failing grade for the assigned work. Depending on the value of that project relative to the overall evaluation for the semester, this *may result in failure of the course.*

Extensions

Extensions will only be granted in the case of serious medical or emergency situations (death in the family, severe illness or accident) and will be handled on a case-by-case basis at the discretion of the instructor, in consultation with Academic Advisors, Student Life and/or Health Center personnel.

Extensions to deadlines will not be granted for any other reason including, but not limited to: hard drive crashes, corrupt files, technical difficulties, printer failures, lost flash drives or disks or otherwise improperly saved work. These excuses aren't acceptable in the workplace and therefore not acceptable in the classroom. Students are responsible for seeking prompt resolution to software and hardware problems from IT for and working in advance of deadlines. Make-up projects or presentations due to unexcused absences will not be permitted.

Grading:

Specific grading and evaluation information will be documented, presented and discussed when Exercises, Assignments and/or Projects are assigned.

Incompletes

Incomplete grades are rarely given and are only given at the discretion of the instructor. Possibly only in relation to persistent documented illness, although for such a case a Medical Withdrawal is recommended. See the RCAD Academic Information section of the Student Handbook for more information about incomplete grades.

Grading Scale:

Grade		Numerical Equivalent	Percentage Scores*
A	Superior Performance	4.00	94-100
A-		3.67	91-93
B+		3.33	88-90
B	Above Average	3.00	84-87
B-		2.67	81-83
C+		2.33	78-80
C	Average Performance	2.00	74-77
C-		1.67	71-73
D+		1.33	68-70
D	Below Average	1.00	64-67
D-	Lowest Passing Grade	0.67	61-63
F	Failing	0.00	0-60
WF	Withdrew Failing	0.00	

*Scores above .5 will be rounded up to the next full point

Grades not computed into the GPA		
W	Withdrew Passing	It is the student's responsibility to adhere to the withdrawal deadline listed in the academic calendar.
I	Incomplete	Incompletes are only granted at the discretion of the instructor. See student handbook for more information.

Course Calendar/Schedule:

Week 01:	Introduction & Brainstorm	
Week 02:	Information Architecture	
Week 03:	Wireframe	
Week 04:	Professional Day/NO CLASS	Grid & Type
Week 05:	Style & Tone	
Week 06:	Design	
Week 07:	Design	
Week 08:	Presentation	
SPRING BREAK		
Week 09:	TBD	
Week 10:	TBD	
Week 11:	TBD	
Week 12:	TBD	
Week 13:	TBD	
Week 14:	TBD	
Week 15:	TBD	
Week 16:	Last Class	

Additional Policies and Information**Professional Courtesy**

Professional courtesy requires that all cell phones, pagers, music players, headphones, email, instant messenger, etc., be turned off during class time. A first violation of courtesy results in a warning, ongoing violations will affect process and professionalism scores and course grades.

Disabilities Accommodations: The Ringling College of Art and Design makes reasonable accommodations for qualified people with documented disabilities. If you have a learning disability, a chronic illness, or a physical or psychiatric disability that may have some impact on your work for this class and for which you may need accommodations, please notify the Director of the Academic Resource Center (Room 227 Ulla Searing Student Center; 359-7627) preferably before the end of the drop/add period so that appropriate adjustments can be made.

Health and Safety: Ringling College of Art and Design is committed to providing students, faculty, and staff with a safe and healthful learning and work environment and to comply with all applicable safety laws and regulations and safe work practices. Rules and safety guidelines for maintaining a safe working environment in this shop/studio/class will be provided to you at the beginning of the course (i.e.

students must wear close-toed shoes, students must wear protective eyewear, students may not eat or drink in the studio, etc.).

Academic Integrity Policy: Academic Integrity is the process of openly acknowledging the sources of your ideas and creations in the building of your personal and public identity as a practitioner in the artistic community. Ringling College expects students to acknowledge their sources of ideas and images in a manner consistent with best professional practices in their field. Your instructor will inform you of appropriate ways to document and acknowledge sources for this course.

Professional Behavior in the Classroom: Students are expected to assist in maintaining a classroom or studio environment, which is conducive to learning. In order to assure that all students have the opportunity to gain from time spent in class, unless otherwise approved by the instructor, students are prohibited from using cellular phones, or other personal electronic devices; from eating or drinking in class, making offensive remarks, sleeping, or engaging in any other behavior that is a potential distraction. Inappropriate behavior in the classroom shall result in, at a minimum, a request to leave the class.