

[contact]

interior design 267 digital design presentations [3 credits]
spring 2013 [room L-116]
[april 01 - june 12, 2013] [monday + wednesday] [3:00 pm- 4:20 pm]
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[overview & description]

Digital Design Presentation builds on skills covered in INDES 167. Students employ digital design tools in the organization and presentation of their design solutions. This class will introduce various strategies for effectively linking media and message, using fundamental graphic and identity design principles, and evaluation methods for producing design presentation packages and printed documents.

Prerequisite: INDES 167 and either INDES 165 or INDES 265 with a C- or better

Students will gain a conceptual and physical understanding of how research, typography, graphic presentation / layout and communication of ideas play a key role in the design field. The objective is to evoke in students an enthusiasm and excitement for the discovery of personal, professional and project based presentation skills.

This is a lecture-discussion and design studio and In an effort to assure that each student understands the power of the process and the product of presentations, active learning exercises will be used as enabling agents that empower students to develop their individual style of verbal and graphic skills.

The structure of the class is lecture combined with a studio which means that you will be expected to produce work during each scheduled class. You must be prepared and have all equipment needed to produce work at every class. Software training will be offered of various Adobe products such as Photoshop, InDesign, Illustrator, Acrobat & google Sketch-Up. These software tools can be used to enhance the communication of design solutions and concepts. Basic digital concepts, printing, and scanning will also be covered.

[objectives & outcomes]

Outcomes:

Upon completion of the course, students should be able to:

1. Demonstrate an awareness and competency for a wide range of graphic presentation formats that can be used to create presentations, resumes, and portfolios.
2. Develop the skills required to produce and present design ideas in a way that promotes individual professionalism through interior design.
3. Demonstrate the knowledge required to use basic digital presentation equipment and software such as Adobe Photoshop, InDesign, Illustrator, Acrobat, digital scanners and color printers to visually communicate design process, and create individual presentation media.
4. Effectively combine text and images in electronic formatted documents.
5. Color manage and correct images and photos.
6. Manage digital files for archiving and greater efficiency.

digital design presentation

[content & deliverables]

****Lectures and demonstrations within the design studio environment***

****Student presentations of individual / group research design projects***

[DUE DATE LISTED ON SCHEDULE]

Project #1 - MAGAZINE GRID EXERCISE

Project #2A - TYPOGRAPHY EXERCISE

Project #2B - TYPOGRAPHY POSTER EXERCISE

Project #3 - BUILDING POSTER EXERCISE

Project #4 - BROCHURE EXERCISE

[requirements,
attendance & grading]

Grading will be based on **design effort/project completion, class participation,** and **attendance.**

Required tools :

- USB drive (1GB minimum storage capacity)
- Notebook
- 12"-18" tracing paper or sketch book with Pen, Pencils, Markers, etc

- Xacto knife and blades

Completion of all assignments is required to pass this course.
Your projects will be assessed according to effort and completion.

Grading / Assessment distribution:

Project exercises completed and submitted	50%
Attendance	25%
Class participation/ Design effort	25%

I would encourage participation in our discussions and lectures with the idea that no question is a wrong question.

I am open and willing to provide guidance on any design and technical issues that may arise during the course. Please let me know if you have difficulty understanding an assignment. If you have specific concerns with the expectations of the class, your work, or the method of instruction, bring them to my attention.

Please contact me by phone or email if you cannot attend class to make arrangements with myself or with fellow students regarding assignment / lecture information.

Please bring :

- *RIGOR**
- *CREATIVITY**
- *EXPLORATION**
- *DEEP INTEREST OF INNOVATIVE DESIGN**
- *VISION**

Each student will come to the class with a certain skill set, hopefully you will leave with a considerably larger one. Quality of work and grading is not gauged according to other students, rather it is determined from the individual skill sets of each student. I will however gauge the amount of effort and participation a student shows against other students, so in a sense you are competing against others for 15% of your grade.

Your final grade in this class will be calculated based on the percentages and numerical values listed below. I will grade each assignment based on outlined project requirements and return it to you in a timely manner as a record of your status in the class. I will hold the grading of attendance, effort and class participation until the end of the quarter to allow for an overall perspective.

Work is to be turned in on time, as scheduled. Late work will not be accepted, graded or commented on. If you have a conflict with any deadline contact me as soon as possible so that we can find a resolution to the problem, usually I will ask that your project be submitted ahead.

- LATE WORK WILL NOT BE ACCEPTED - GRADED OR COMMENTED ON -
- NO EXCEPTIONS -

If you have any questions or concerns about your grades, please see me as soon as possible. Please be aware that simply attending class and completing the required assignments will not entitle you to an "A" in this class. Doing what is required of you is not outstanding, it is satisfactory and will thus entitle you to a "C" in this class. If you have any questions, please review the grading policy of the school at: <http://bellevuecollege.edu/catalog/enroll/grades.asp>

An "Incomplete" grade may be awarded only in cases where extenuating circumstances have prevented the student from completing no more than one of the projects or tests for the quarter. To be eligible for an "I" grade, the student must have prior approval of the instructor. Questions about grades, including an approximation of the letter grade earned to date, will be welcomed at any time during the quarter.

Attendance, effort and class participation	30%
Project #1 - MAGAZINE GRID EXERCISE	5%
Project #2A - TYPOGRAPHY	10%
Project #2B - TYPOGRAPHY POSTER	15%
Project #3 - BUILDING LAYOUT	20%
Project #4 - BROCHURE EXERCISE	20%

Numeric Grade Scale:	100 - 94 = A
	93 - 90 = A-
	89 - 87 = B+
	86 - 83 = B
	82 - 80 = B-
	79 - 77 = C+
	76 - 73 = C
	72 - 70 = C-
	69 - 60 = D
	< 59 = F

[recommended literature]

BOOKS:

- **Lewis Tsurumaki Lewis** Opportunistic Architecture
- **Elements of Typographic Style**: Robert Bringhurst
- **Envisioning Information**: Edward Tufte
- **Geometry of Design**: Kimberly Elam
- **The Information Design Handbook**: Jenn and Ken Visocky O' Grady

MAGAZINES:

- ***Wallpaper**
- **Print**
- **Metropolis**
- **Surface**
- **V / Vman**
- **Communication Arts**
- **Monocle**
- **iD**
- **Colors**
- **FRAME**
- **MARK**

[etc.]

policies / special needs

You will be working in the BCC computer lab using both the PC's, software, various scanners and printers. I AM NOT RESPONSIBLE FOR ANY EQUIPMENT WHICH IS NOT WORKING OR MALFUNCTIONING. If you choose to use the printers and scanners you must do so at your own risk- be aware of the equipment and supplies before a project is due. I will not accept late work due to equipment or supply limitations.

Anyone dropping this course beyond the time allowed by the college will receive a failing grade and will have to repeat the course at a future time. This is to save everyone wasted time and effort. This is a studio course, and therefore very time and labor intensive. Please be realistic about your class scheduling.

Please be aware of and review all other requirements for both the Arts and Humanities Division and Bellevue Community College found online at:

<http://bellevuecollege.edu/artshum/AHGdIns-StdntGrwth.htm>

<http://bellevuecollege.edu/artshum/policy.html>

With regard to Academic Honesty, note that for studio courses ALL WORK MUST be performed by the individual. Consequently, any studio work that is submitted for a grade that has not been seen by the instructor prior to submittal may be refused as being of questionable origin.

If you require accommodation based on a documented disability, emergency medical information to share, or need special arrangements in case of emergency evacuation, please make an appointment with me as soon as possible. If you would like to inquire about becoming a DSS student you may call 564-2498 or go in person to the DSS (Disability Support Services) reception are in the Student Services Building. Refer to the handout Student Procedures and Expectations, Arts and Humanities Division regarding eligibility for accommodation.

Advising + Enrollment Information

<http://bellevuecollege.edu/ArtsHum/interiordesign/>
<http://bellevuecollege.edu/enrollment/calendar/deadlines/#Fall-2011>

Blue Cards:

Students for the most part can self-register.

If a student is trying to register for a class and it is full, they will need a blue card. If they are trying to register a time conflict class, IE an overlap of any time in their schedule, they need a blue card.

Blue cards can be obtained at the Division office R-230. Online classes, the student must complete the online blue card request. Found here: <http://bellevuecollege.edu/services/bluecard.asp>

The student must have you complete the blue card with the course information and faculty, program chair or program manager signature. If the student needs an entry code to add the class, please refer them to the Entry Code Procedure.

Entry Codes:

Entry Codes must be requested by email.
Detailed information is required to process entry code requests:

Please refer students who need entry codes to the Interior Design Department Website so their request is complete.

<http://bellevuecollege.edu/artshum/interiordesign/Entry%20Codes.html>

Certain classes offered each quarter may require entry codes if:

- It is a special topic course
- You've transferred credits from another college
- You are trying to take a course out of sequence because of work or family.

To request an entry code please e-mail indes.advisor@bellevuecollege.edu and include:

- The course number, the class name and the item number.
- the quarter you are requesting a code for
- why you need the code (you transferred credits or need to take a course out of sequence)
- your phone number
- your student id number.

Please allow at least one business day to receive a response to your request. Requests sent on Fridays after 3:00pm or on weekends may take until Tuesday to be answered.
Please don't call the Interior Design Program office for Entry Codes.

IDSA - Interior Design Student Association

<http://idsainfo.blogspot.com/>

idsainfo@gmail.com



Interior Design @ BC List Serve

To help students stay informed, the Interior Design Department has created a listserv - an e-mail bulletin board that allows faculty to reach students in the program with the latest program-related information and announcements.

We recommend that you subscribe to the listserv. This is how you do it:

Send an e-mail to id@clublists.bellevuecollege.edu

Type the word **subscribe** in the subject line.

Shortly afterwards you will receive an e-mail confirmation from the list.

You must reply to this message to complete the process.

When you wish to *remove yourself* from the list you need only send an e-mail to the listserv address with the word **unsubscribe** in the subject line. You will receive a confirmation notice that you have been removed from the list.

Students have reported difficulty subscribing to the listserv through **Hotmail**, **Comcast**, and other providers. If you receive a "List Posting Error Notification" after replying to the confirmation e-mail, you can place a help request ticket through the student technology support center can set you up manually. Just go to <https://bellevuecollege.edu/STSC/> and fill out the form.

RECOGNITION OF SYLLABUS

The syllabus is a contract between the student and instructor, establishing the learning outcomes and context, as well as the expected conduct, rights, and responsibilities of students in this class. It is important that you understand and are prepared for the learning experience ahead by understanding the syllabus contents.

Please sign below, as confirmation that you've read the syllabus and that you will discuss with the instructor any issues that you consider confusing, problematic, or open to dialogue with the entire class. If your discussion is of a personal nature, please make an appointment with me, rather than discuss it during class.

Please print name

Signature

Date

digital design
presentation

[week one][BC]

[040113] - intro / info / class requirements and deliverables
assignment - **PROJECT #1 THE GRID** magazine/book article "gridding" introduction

[040313] - movie - HELVETICA / **PROJECT #1 THE GRID pin-up**

[week two][BC]

[040813] - **PROJECT #1 THE GRID DUE** / movie - HELVETICA /
PROJECT #2 TYPE introduction

[041013] - **PROJECT #2 TYPE** / work in class session / desk crits

[week three][BC]

[041513] - **PROJECT #2 TYPE pin-up** / desk crits

[041713] - **PROJECT #2 TYPE** / work in class session / desk crits

[week four][BC]

[042213] - **PROJECT #2 TYPE DUE** / **PROJECT #2B TYPE POSTER assigned** / work in class
session / desk crits

[042413] - **PROJECT #2B TYPE POSTER** / work in class session / desk crits / lecture -
abstraction strategies

[week five][BC]

[042913] - **PROJECT #2B TYPE POSTER pin-up** / work in class session / desk crits

[050113] - **PROJECT #2B TYPE POSTER** work in class session / desk crits

[week six][BC]

[050613] - **PROJECT #2B TYPE POSTER DUE** / **PROJECT #3 BUILDING LAYOUT** introduction

[050813] - **PROJECT #3 BUILDING LAYOUT** / work in class session / desk crits

[week seven][BC]

[051313] - **PROJECT #3 BUILDING LAYOUT pin-up** / work in class session / desk crits

[051513] - **PROJECT #3 BUILDING LAYOUT pin-up** / work in class session / desk crits

[week eight][BC]

[052013] - **PROJECT #3 BUILDING LAYOUT** / work in class session / desk crits

[052213] - **PROJECT #3 BUILDING LAYOUT DUE** / **PROJECT #4 BROCHURE** introduction

[week nine][BC]

[052713] - HOLIDAY

[052913] - **PROJECT #4 BROCHURE pin-up** / work in class session / desk crits

[week ten][BC]

[060313] - **PROJECT #4 BROCHURE** / work in class session / desk crits

[060513] - **PROJECT #4 BROCHURE pin-up** / work in class session/desk crits

[week eleven][BC]

[061013] - **PROJECT #4 BROCHURE pin-up** / work in class session/desk crits

[061213] - **PROJECT #4 BROCHURE DUE**

PROJECT #1 THE GRID

MATERIALS:

TRACE PAPER
VARIOUS MARKERS (Different colors)
MAGAZINE (2 Pages)
XACTO

ASSIGNMENT OVERVIEW:

The “Grid” assignment is an exercise in training your eye to recognize the basic principles of compositional layout.

ALIGNMENT
TEXT AND IMAGE PLACEMENT AND RELATIONSHIP
PROPORTION AND SCALE
LEGIBILITY

PROJECT #2A TYPOGRAPHY

MATERIALS:

**SKETCHBOOK
TRACE PAPER
VARIOUS MARKERS
XACTO**

COMPUTER PROGRAMS:

**ADOBE ILLUSTRATOR
ADOBE INDESIGN
PRINTER (VARIOUS)**

ASSIGNMENT OVERVIEW:

The "Typography" assignment is an introductory project, creating an abstract composition within the maximum 8"X 8" format using only ONE alpha or numerical or symbol from the following typefaces. (You may only chose one.)

**ARIAL
HELVETICA
TIMES NEW ROMAN
COURIER
CENTURY GOTHIC
EDWARDIAN SCRIPT
ISO (SERIES)
SWISS 721 (SERIES)**

Through the analysis of the positive / negative space and abstraction of scale and proportion, create an abstract composition using only the chosen character. The composition is to reflect the essence of the character and typeface.

FORMAT:

**8" X 8"
WHITE PAPER or PHOTO PAPER
BLACK AND WHITE ONLY - (NO COLOR)**

PROJECT #2B TYPOGRAPHY POSTER

MATERIALS:

**SKETCHBOOK
TRACE PAPER
VARIOUS MARKERS
XACTO**

COMPUTER PROGRAMS:

**ADOBE ILLUSTRATOR
ADOBE INDESIGN
PRINTER (VARIOUS)**

ASSIGNMENT OVERVIEW:

The “Typography Poster” assignment is an extension of the “Typography” project creating an informational and abstract composition within the maximum 11”X 17” format using one of the typefaces below. (ADDITIONAL TYPEFACES MUST BE APPROVED PRIOR)

**ARIAL
HELVETICA
TIMES NEW ROMAN
COURIER
CENTURY GOTHIC
EDWARDIAN SCRIPT
ISO (SERIES)
SWISS 721 (SERIES)**

Through the analysis and addition of information, alpha-numerical characters, color, image and symbols: This composition is to reflect the spirit of the typeface while visually communicating the importance of graphic clarity and order.

FORMAT:

**11” X 17”
PAPER
COMPOSITION CAN BE IN BLACK/WHITE OR COLOR**

PROJECT #3 BUILDING LAYOUT

MATERIALS:

SKETCHBOOK
TRACE PAPER
VARIOUS MARKERS
XACTO

COMPUTER PROGRAMS:

ADOBE ILLUSTRATOR
ADOBE INDESIGN
PRINTER (VARIOUS)

ASSIGNMENT OVERVIEW:

The "Building Layout" assignment is a project creating an informational composition within the maximum 11"X 17" formats with the use of a (2) 11" X 17" sheets from one of the architectural projects listed below. (BUILDING CHOICE WILL BE ASSIGNED RANDOMLY)

- *LES BAIN DE DOCKS - JEAN NOUVEL
- *THE MOUNTAIN - HOUSING PROJECT - BIG ARCHITECTS
- *ROLEX LEARNING CENTER - SANAA
- *SAO PAULO HAVAIANAS FLAGSHIP STORE - ISEY WEINFELD
- *STARBUCKS CAFE FUKUOKA - KENGO KUMA
- *1111 LINCOLN ROAD - HERZOG AND DE MEURON
- *OSLO OPERA HOUSE - SNOHETTA
- *FASANO HOTEL LAS PIEDRAS - ISEY WEINFELD
- *VIKKI CHURCH - JKMM ARCHITECTS
- *HOLMENKOLLEN SKI JUMP - JDS ARCHITECTS
- *CAIXA FORUM - HERZOG AND DE MEURON
- *21/21 DESIGN SIGHT - TADAO ANDO
- *SZATMARY PALACE - MARP
- *CHAPEL OF ST. IGNATIUS - STEVEN HOLL
- *THERMAL BATHS VALS - PETER ZUMTHOR
- *RIVER SAUNA - JENSEN / SKODVIN ARCHTECTS
- *CEMETERY IN ALTACH - BERNARDO BADER
- *GUANGZHOU OPERA HOUSE - ZAHA HADID
- *SIPOPO CONGRESS CENTER - TABANLIOUGLU ARCHITECTS
- *DOMINUS WINERY - HERZOG AND DE MEURON
- *ALESIA MUSEUM - BERNARD TSCHUMI ARCHITECTS
- *WELLINGTON INTERNATIONAL AIRPORT "THE ROCK" - STUDIO PACIFIC / WARREN & MAHONEY

Through the analysis and addition of architectural information, color, image and text:
This composition is to reflect the spirit of the architectural project while visually communicating the importance of graphic clarity, order, and information through a single or double page layout.

FORMAT:

(2) 11" X 17" PAPER
COMPOSITION CAN BE IN BLACK/WHITE OR COLOR

PROJECT #4 BROCHURE EXERCISE

MATERIALS:

SKETCHBOOK
TRACE PAPER
VARIOUS MARKERS
XACTO

COMPUTER PROGRAMS:

ADOBE ILLUSTRATOR
ADOBE INDESIGN
PRINTER (VARIOUS)

ASSIGNMENT OVERVIEW:

The "Brochure exercise" assignment is a project creating a potential proposal of a graphic layout for personal marketing purposes. This assignment can take the form of the following (YOUR CHOICE) :

PORTFOLIO and or PAGE(S) LAYOUTS
BUSINESS CARD/RESUME/COVER LETTER/WORK SAMPLES COLLATERAL
STUDIO PROJECT PRESENTATION BOARDS

Through the analysis and addition of architectural information, color, image and text: Your marketing and graphic composition is to reflect the spirit of YOU and your professional and or academic intent, while visually communicating graphic clarity, order, and information. This project is a synthesis of all the lessons learned from past projects this quarter.

FORMAT:

YOUR CHOICE.