

# *COME FLY WITH ME*

index 371  
commercial studio  
spring 2013

instructor:  
mark mappala

an aviation experience of  
**brand + space**



[contact]

**interior design 371 commercial design studio** [5 credits] winter quarter 2012

[april 2 - june 14, 2012] [tuesday + thursday] [1:30 pm - 4:50 pm] [room L-121]

indes371@gmail.com / mark.mappala@bellevuecollege.edu / [206] 979-5657

[overview & description]

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 design 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 assistance and 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.

[goals + outcomes]

This course focuses on the problem-solving discipline of the design process and its application to interior and exterior "commercial" spaces.

The course will introduce the relationship between aviation product/cultural branding and their built interior/exterior environment. BRAND + SPACE

Topics covered will include:

- Graphics/logo/signage design
- History of airline brand: Past, Present, & Future
- Global new aviation related spaces
- Exterior and Interior design concepts and vision
- Brand to space translation
- Finish materials
- Construction details
- "the big idea"
- Installation and furniture
- Space planning
- Presentation style and techniques
- Fixture finish materials and construction

Through in-depth analysis, discussion, and projects; students will gain a conceptual and physical understanding of retail interior design/architecture through the connection and importance of image, graphics, branding and materials which create iconic and exciting spaces.

Students will develop concepts to achieve design goals and apply theoretical knowledge and technical skills to their design solutions as they work on a variety of professionally relevant design projects.

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

1. Develop a strong vision / design concept based on research of specific aviation brands and the associated design fields of industrial, graphic design, and interior/architectural design.
2. Problem solve and incorporate the elements and principles of a design concept to achieve specified goals in the designed environment.
3. Apply theoretical knowledge and technical skills to concepts and solutions for retail spaces.
4. Keep design concept integrity from the beginning to the end of design process.
5. Identify furniture, casework, material finishes, and equipment needs of the designed environment.
6. Have reason and explain the use of specific materials according to the specific function, code and creative purposes in the development of commercial spaces.
7. Identify and apply necessary codes and regulations where applicable.
8. Develop professional quality final design documents (floor plans, reflected ceiling plans, sections, perspectives, elevations, details, renderings, material boards and models).
9. Organize conceptual and final drawings, images, materials and models to support an oral presentation of the final design.

#### [recommended literature]

#### WEBSITES:

[www.jaunted.com](http://www.jaunted.com)  
<http://blog.apex.aero>  
<http://skift.com/transport/airlines/>  
<http://www.routesonline.com/news/29/breaking-news/>  
<http://boardingarea.com/blogs/onemileatime/>  
<http://airlineroute.net/>  
<http://www.airlinetrends.com/>  
<http://www.airlinequality.com/main/forum.htm>  
<http://upgrd.com/>  
<http://centreforaviation.com/>  
[http://www.airliners.net/aviation-forums/trip\\_reports/](http://www.airliners.net/aviation-forums/trip_reports/)

[www.dezeen.com](http://www.dezeen.com)  
[www.architizer.com](http://www.architizer.com)  
[www.psfk.com](http://www.psfk.com)  
[www.contemporist.com](http://www.contemporist.com)  
<http://www.core77.com>

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

Grading / Assessment distribution:

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

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

1. 100% Attendance. If there are any conflicts please make prior arrangements with myself accordingly.
2. The project deliverable must be turned in completed, on time, and in the correct format .  
A project is also considered late if the proper copies (not originals) are not turned in.
3. All work must be high quality and professional. There will be no tolerance for sloppiness.  
Be sure you have all your equipment with you to every class.
4. There will be opportunities to verbally present in front of jurors and your colleagues. Please present with design professionalism.
5. There will be off-site critiques [within the Seattle area]. Please make the effort to attend and be on time.
6. There will be lots of constructive criticism. Do not take criticism personally.
7. All work must be original to this class and this term. This course will build on the knowledge you acquired in your previous classes. Be willing to take design risks.
8. Bring all materials to class and be prepared to work individually, and as small groups. Class time is your opportunity to work collaboratively as you will in a design firm. Share your Ideas.
9. Desk crits are crucial for design dialogue, please be prepared.
10. You must have working knowledge and a confident skill set with a variety of computer programs:  
Adobe Photoshop / Illustrator / InDesign, Sketchup, Autocad, etc.

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 .....  
\*VISION ..... \*EXPLORATION .....  
..... \*DEEP INTEREST OF INNOVATIVE DESIGN

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

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.

[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 area in the Student Services Building. Refer to the handout Student Procedures and Expectations, Arts and Humanities Division regarding eligibility for accommodation.

indes 375  
retail studio  
winter 2012

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# schedule

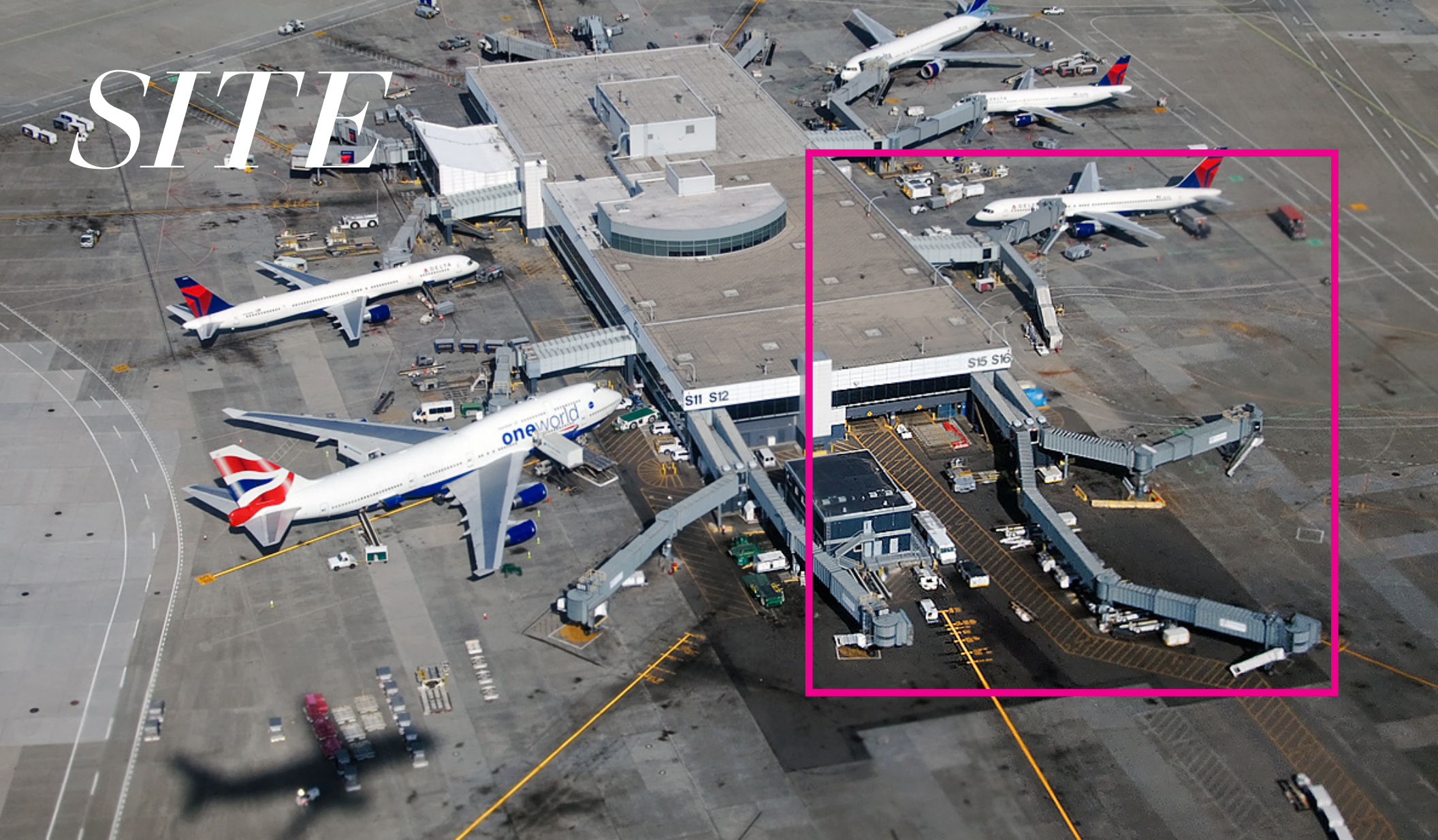
[week one][BC]	T [040213] - intro / info / class requirements and deliverables / Site & Program lecture / research TH [040413] - airport lecture / airline / brand research
[week two][BC]	T [041913] - lecture / concept & culture research / WORKING digital base models FINISH TH [041113] - concept & branding presentations PIN UP / concept & culture research / space adjacency studies / - <b>LECTURE - FRANK CLEMENTI - 6:00-7:30pm / A265</b>
[week three][BC]	T [041613] - / space adjacency programming TH [041813] - concept & branding presentations PIN UP
[week four][BC]	T [042313] - concept & branding research / desk crits TH [042513] - concept & branding research / desk crits
[week five][BC]	T [043013] - concept & branding presentations PIN UP TH [050213] - concept & branding presentations PIN UP
[week six][BC]	T [050713] - concept research / production / desk crits TH [050913] - CRIT / PIN-UP with guest
[week seven][BC]	T [051413] - concept research / production / desk crits TH [051613] - concept research / production / desk crits
[week eight][BC]	T [052113] - CRIT / PIN-UP with guest TH [052313] - production of deliverables / desk crits
[week nine][BC]	T [052813] - production of deliverables / desk crits TH [053013] - CRIT / PIN-UP with guest
[week ten][BC]	T [060413] - production of deliverables / desk crits TH [060613] - production of deliverables / desk crits
[week eleven][BC]	T [061113] - production of deliverables / desk crits TH [061313] - production of deliverables / desk crits  [XXXX13] - FINAL CRIT <b>[PROJECTS DUE 100%] LOCATION T.B.D.</b>

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# SITE



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# SITE

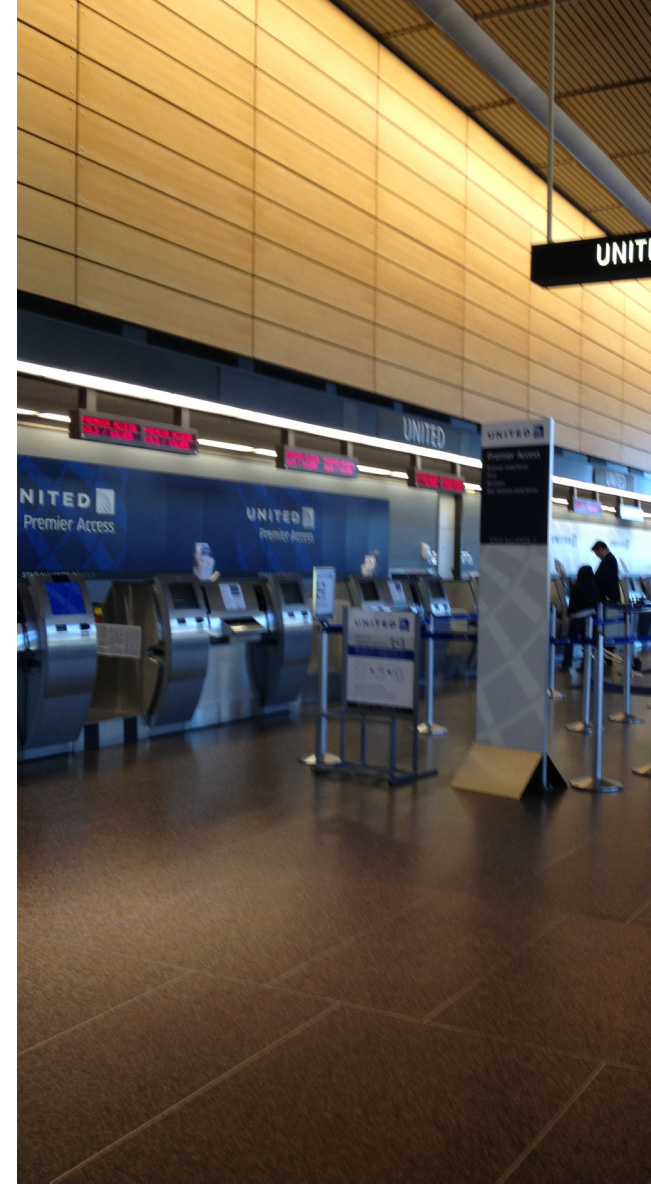
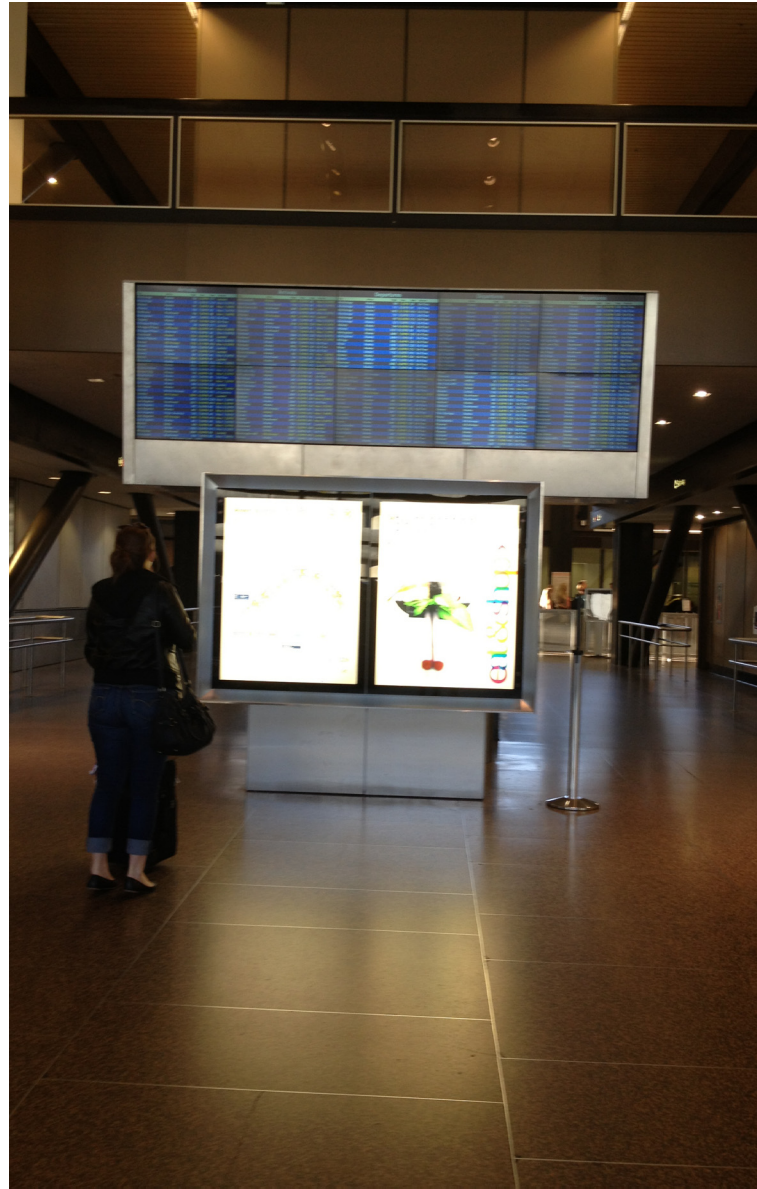


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*CHECK-IN/  
DEPARTURE*





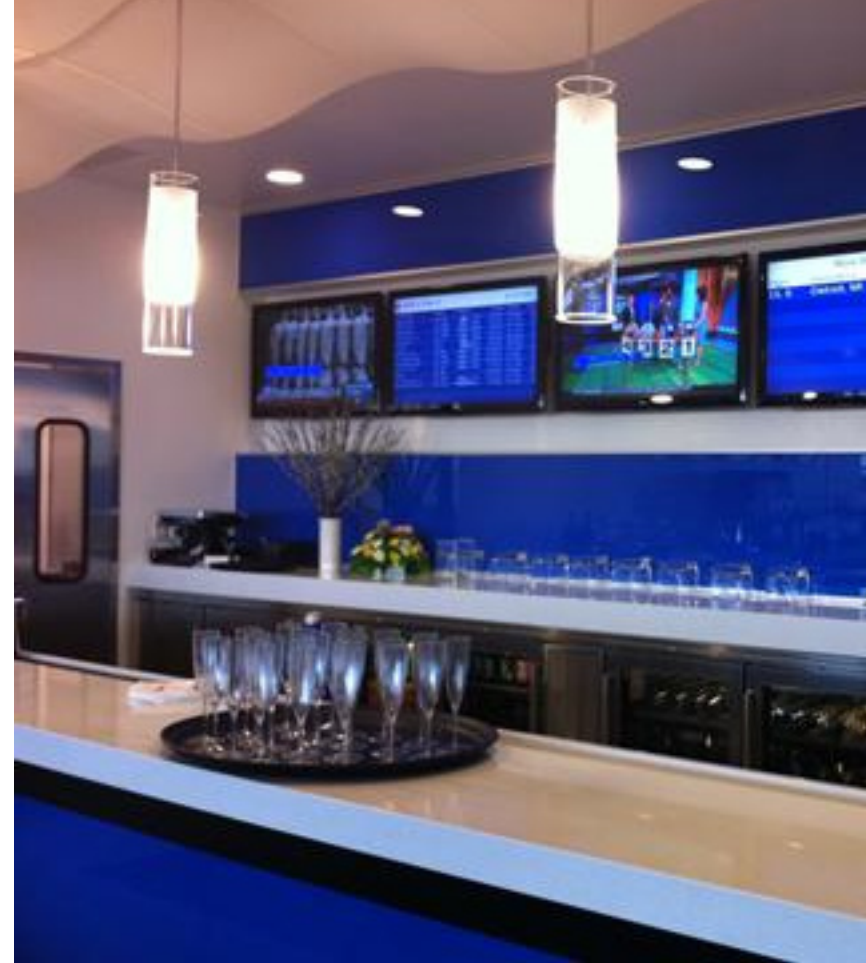
*B*



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*GATE /  
WAITING  
AREA*



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*COMMERCIAL/  
RETAIL/  
EXCLUSIVE  
AREA*



# D



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*LOUNGE /  
WELCOME /  
ENTRY /  
AREA*

F



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*BAGGAGE  
CLAIM*