

INDES 371 // COMMERCIAL STUDIO // FALL 2018

item #1712 // section A

instructor: Mark Mappala

M/W 6:30pm-9:50pm // sept. 17 - dec. 07, 2018

// room L-121

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PAVE DESIGN CHALLENGE

The PAVE Design Challenge is a project that brings together some of the best student design talent with store fixture manufacturers and their retail brand clients.

The clients present real life design problems to the students who, in turn, must address these problems. The best designs are chosen and are built by the manufacturers to be displayed within a prominent exhibit at the GlobalShop trade show in Chicago.
The students who design the winning entries will be brought to Chicago to present their work in person.

Students will have their design critiqued by real clients and will learn what it is like to compete for work within a real world design scenario. Winning students have the added benefit of seeing their design concept brought to life and will enjoy invaluable networking opportunities with the top design firms. Participation in the project can lead directly to internships and full-time employment.

Manufacturers have the opportunity to work with budding design talent, armed with fresh ideas. Being involved with the project will dramatically boost each manufacturer's exposure at GlobalShop as, due to the strategic placement of the PAVE exhibit during the event, additional attendee traffic is more likely to frequent the exhibit than a particular booth. Additionally, there are various marketing initiatives available to support the exhibit, and client relationships can be enhanced by the collaborative nature of the project. Besides these very tangible benefits, manufacturers will be giving back to the design community by supporting the learning development process for students.

Brands or retailers involved in the project will receive top-notch design from a large pool

of designers, and select their preferred concept(s) for prototyping. Brands and retailers will also enjoy enhanced exposure during GlobalShop.

[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 presentation and design skills. Focusing on commercial spaces, the studio will be problem solving the discipline of the design process and its application to commercial spaces. Students will develop concepts to achieve design goals and apply theoretical knowledge and technical skills to design solutions.

Prerequisite: Acceptance into the BAA program. Students may repeat course up to 15 Credits. Students may enroll in only one studio course (INDES 370, 371, 372) in any one quarter.

The structure of the class is studio with lecture, 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.

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Model making, drawing conventions, basic digital concepts, printing, and scanning may also be covered.

This is a studio class that will require you to present your work to your classmates, professionals and your instructor through daily group critiques and pin-ups. Student success and learning will happen from shared experiences and by learning from one another. Group collaboration is not only crucial for learning, but is also a guiding principal of how successful design firms are structured.

[goals + outcomes]

The course will introduce the relationship between program, experience, storytelling and their built interior/exterior environment. After completing this class, students should be able to:

- +Identify and solve problems, issues and concerns of non-residential environments
- +Develop and communicate design intent for non-residential interior environments
- +Apply and identify products, materials, furnishings, fixtures and equipment that are appropriate for non-residential use

Topics covered will include:

- Exhibition Design
- Retail design systems, installations, and fixtures
- History of brand: Past, Present, & Future
- The user and customer experience
- Commercial spaces and exterior and Interior design concepts and vision, and "the big idea"
- Lighting and finish materials, construction details, and space planning

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

After successful completion, student will be able to:

- * Successfully employ the elements and principles of design and demonstrate the ability to both define and organize space and form.
- * Develop the ability to apply functional requirements to three dimensional space and form.
- * Have learning experiences that encourage thought - both 2D and 3D thinking.
- * Continue to develop visual communication skills, architectural conventions and their application to interior design and related professions.
- * Demonstrate competent design development skills in the ability to manipulate space using plans, elevations, sketches and study models.
- * Demonstrate the ability to produce three-dimensional models both in digital and

physical form.

- * Demonstrate the ability to apply universal and accessible design strategies.
- * Present and defend your design ideas in group critiques and individual consultations with the instructor.
- * Constructively and objectively critique your own and others' work as a method of continuous quality improvement.
- * Practice effective professional design practices of group communication and collaborative learning.
- * Improve design abilities through an iterative process of group presentations, feedback, and continuous improvement.

Form and Space

- Critical relationships
- Scale
- Composition
- Massing
- Materials and Construction

Function

- Define design concept
- Define Program
- Identify client needs
- Site limitations
- Constructability
- Ordering Systems
- Accessibility
- ADA Requirements
- Universal Design
- Circulation
- Navigation

Graphic Representation

Renderings

- Communicate conceptual ideas graphically
- Three-Dimension modeling software introduction
- Physical modeling techniques

[required supplies]

daily:

- *Black Pens, pencils, markers, etc
- *Drawing Paper, 12"-24" roll tracing paper
- *Architectural Scale

*Laptop (optional)

when required:

- *Model making materials- foam core, chipboard, white glue,
- *Xacto knife, blades, drafting tools, etc

[design references]

www.architizer.com
www.psfk.com
www.dezeen.com
www.contemporist.com
www.core77.com
www.frameweb.com/news
www.archdaily.com

www.mark-magazine.com
www.architecturalrecord.com
www.wallpaper.com
www.surfacemag.com
www.dwell.com
www.interiordesign.net
www.diseqnodaily.com
www.fieramagazine.com
www.azuremagazine.com
www.metropolismag.com

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

Email: idsainfo@gmail.com

For all important announcements - join the listserve. Send an email to id@clublists.bellevuecollege.edu and type subscribe in the subject line. Follow the instructions that will be emailed back to you.

[requirements, attendance, student expectations & grading]

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

Grading / Assessment distribution:

Projects + design completed and submitted 50%

Attendance 25%

Class participation / Design effort 25%

- LATE WORK may be ACCEPTED WITH appropriate communication and arrangements- late submission will affect the grade

1. 100% Attendance. If there are any conflicts please make prior arrangements with myself accordingly. **MISSING 4 CLASSES OR MORE WILL RESULT IN A POTENTIAL SHIFT OF ONE FULL LETTER GRADE.**
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 professionalism.
5. There may be site visits [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 some working knowledge and a confident skill set with a variety of computer programs: Sketchup, Revit, Rhino, AutoCad, Adobe: Photoshop, Illustrator, InDesign, Enscape, Podium.

I would encourage participation in our desk critiques, 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.

STUDENT PROCEDURES AND EXPECTATIONS

<https://s.bellevuecollege.edu/wp/sites/59/2018/06/Student-Procedures-and-Expectations-REV-2018.pdf>

Please bring :

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

[Accessibility]

The online elements of this course are designed to be welcoming to, accessible to, and usable by everyone, including students who are English-language learners, have a variety of learning styles, have disabilities, or are new to online learning. Be sure to let me know immediately if you encounter a required element or resource in the course that is not accessible to you. Also, let me know of changes I can make to the course so that it is more welcoming to, accessible to, or usable by students who take this course in the future.

[affirmation of inclusion]

Bellevue College is committed to maintaining an environment in which every member of the campus community feels welcome to participate in the life of the college, free from harassment and discrimination. We value our different backgrounds at Bellevue College, and students, faculty, staff members, and administrators are to treat one another with dignity and respect. <http://bellevuecollege.edu/about/goals/inclusion.asp>

[Religious Holidays]

Students who expect to miss classes, examinations, or any other assignments because of their religious observance should be provided with a reasonable alternative opportunity to complete such academic responsibilities. It is the obligation of students to provide faculty with reasonable notice of the dates of religious holidays on which they will be absent, preferably at the beginning of the term. Students who are absent on days of examinations or class assignments should be offered an opportunity to make up the work without penalty (if they have previously arranged to be absent), unless it can be demonstrated that a makeup opportunity would constitute an unreasonable burden on a member of the faculty. Should disagreement arise over what constitutes an unreasonable burden or any element of this policy, parties involved should consult the department chair, or Dean.

Policy 2950 Accommodations for Reasons of Faith or Conscience
(<http://www.bellevuecollege.edu/policies/id-2950p-2/>).

[College Anti-Discrimination Statement]

Bellevue College does not discriminate on the basis of race or ethnicity; creed; color; national origin; sex; marital status; sexual orientation; age; religion; genetic information; the presence of any sensory, mental, or physical disability; or veteran status in educational programs and activities which it operates. Bellevue College is prohibited from discriminating in such a manner by college policy and by state and federal law. All college personnel and persons, vendors, and organizations with whom the college does business are required to comply with applicable federal and state statutes and regulations designed to promote affirmative action and equal opportunity.

Equal Opportunity (<http://www.bellevuecollege.edu/equal/>)

[Confidentiality and Mandatory Reporting]

As an instructor, one of my responsibilities is to help create a safe learning environment on our campus. It is my goal that you feel able to share information related to your life experiences in classroom discussions, in your written work, and in our one-on-one meetings. I will seek to keep information you share private to the greatest extent possible. However, I am required to share with the Title IX Coordinator any and all information regarding sexual assault and other forms of sexual misconduct (e.g. dating violence, domestic violence, stalking) that may have occurred on campus or that impacts someone on campus. Students may speak to someone confidentially by contacting the BC Counseling Center at (425) 564-2212. The Title IX Office can be contacted at 425-564-2641 and more information can be found at Title IX (<http://www.bellevuecollege.edu/titleix/>).

If you have any concerns, you may report to: Report Concerns (<https://www.bellevuecollege.edu/reportconcerns/>).

[Plagiarism and Copyright]

The principle of academic honesty underlies all that we do and applies to all courses at Bellevue College. One kind of academic dishonesty is plagiarism, which may take many forms, including, but not limited to, using a paper written by someone else, using printed sources word-for-word without proper documentation, and paraphrasing or summarizing the ideas of others without acknowledging the source. Plagiarism can also occur when non-written ideas are taken without documentation using someone else's design or performance idea, for example. In short, plagiarism is passing off someone else's ideas, words, or images as your own; it amounts to intellectual theft whether or not it was your intention to steal. Bellevue College instructors have access to commercial plagiarism detection software, so please be advised that any work you submit may be tested for plagiarism. Participating in academic dishonesty in any way, including writing a paper or taking a test for someone else, may result in severe penalties. Dishonestly produced papers automatically receive a grade of "F" without the possibility of make-up. The Dean of Student Services will also be notified of such conduct, and repetition of the behavior will result in progressively

more serious disciplinary action (for example, an instructor may recommend that the student fail the course for a second offense or even that a student be expelled for a serious offense, such as stealing an exam).

Grades lowered for plagiarism or other forms of dishonesty may be appealed through the regular channels, and any further disciplinary action taken by the Dean may so be appealed through existing processes.

This also applies to design projects. Plagiarism of a design is not allowed or will be tolerated.

[myBC, canvas, email]

All students registered for classes at Bellevue College are entitled to a network and e-mail account. Your student network account can be used to access your student e-mail, log in to computers in labs and classrooms, connect to the BC wireless network and log in to MyBC. To create your account, go to: <https://www.bellevuecollege.edu/netid/>.

BC offers a wide variety of computer and learning labs to enhance learning and student success. Find current campus locations for all student labs by visiting the

<http://depts.bellevuecollege.edu/helpdesk/students/> You may be required to upload some of your work to CANVAS – see the attached link if you have any questions.

<http://depts.bellevuecollege.edu/helpdesk/students/canvas/>

[disability resource center - DRC]

The Disability Resource Center serves students with a wide array of learning challenges and disabilities. If you are a student who has a disability or learning challenge for which you have documentation or have seen someone for treatment and if you feel you may need accommodations in order to be successful in college, please contact us as soon as possible. If you are a person who requires assistance in case of an emergency situation, such as a fire, earthquake, etc., please meet with your individual instructors to develop a safety plan within the first week of the quarter.

If you are a student with a documented autism spectrum disorder, there is an additional access program available to you. Contact asn@bellevuecollege.edu or 425.564.2764.

ASN is located in the Library Media Center in D125.

www.bellevuecollege.edu/autismspectrumnavigators/

The DRC office is located in B132 or you can call our reception desk at 425.564.2498.

Deaf students can reach us by video phone at 425-440-2025 or by TTY at 425-564-4110. Please visit our website for application information into our program and other helpful links at www.bellevuecollege.edu/drc

[public safety]

Public Safety is located in the K building and can be reached at 425-564-2400 (easy to remember because it's the only office on campus open 24 hours a day—2400). Among other things, Public Safety serves as our Parking Permits, Lost and Found, and Emergency Notification center. Please ensure you are signed up to receive alerts through our campus alerting system by registering at

<http://www.bellevuecollege.edu/alerts/?ref=footer>

If you work late and are uneasy about going to your car, Public Safety will escort you to your vehicle. To coordinate this, please phone ahead and let Public Safety know when and where you will need an escort. Please familiarize yourself with the emergency postings by the door of every classroom and know where to go in the event of an evacuation. Your instructor will be asked if anyone might still be in the building, so check in before you do anything else. Emergency responders will search for anyone unaccounted for.

If a major emergency occurs, please follow these two rules: 1) Take directions from those in charge of the response - We all need to be working together. 2) Do not get in your car and leave campus (unless directed to) - Doing so will clog streets and prevent emergency vehicles from entering the scene. Instead, follow directions from those in charge. Please do not hesitate to call Public Safety if you feel safety questions or concerns at any time.