Great Basin College
Fall Semester 2013
GRC 350 section 1001

Design Ideation & Process,  3 credits

Instructor
Kathy Schwandt
office: High Tech Center (HTC) Room 129, 775-753-2218
e-mail available through the WebCampus classroom
I do not check email or voice mail on Saturdays, Sundays, and holidays.

Prerequisite
AAS-GRC or instructor approval

Website
http://cot.gbcnv.edu/~schwandt/350home.htm

Textbook
Creative Workshop
80 Challenges to Sharpen Your Design Skills
HOW Books, 2010
First edition
David Sherwin
ISBN: 978-1600617973

Software
Adobe CS6 (possibly including After Effects, Dreamweaver, Flash, Illustrator, InDesign, Photoshop, and/or Premiere, depending on the project) is required for this class. If you do not have this software it is available for your use in this class in the GBC Elko High Tech Center computer lab or with a virtual computer. Virtual computers require a reliable and fast internet connection, and can be accessed with either a Windows or Mac computer. More information about using a virtual computer will be provided to you.

Additional Materials
Specialty papers and/or objects (such as bags, containers, pens, tags, etc.) may be used for your final project. You may also need a mounting material which can be heavy cardstock, poster board, foam core board, mat board, or similar.

Catalog Description
Course investigates a range of approaches and strategies to enrich the conceptual and exploratory phases of the design process. Studio projects in digital process drawing and concept rendering.

Course Description
You will develop and refine your working process for solving design problems. Emphasis will be on foundation skills such as creativity, identity development, and typography in a variety of design disciplines such as advertising, branding, and wayfinding.
Kathy’s Office Schedule for Fall 2013

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>11:00 - 12:15</td>
<td>11:00 - 12:15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IS 101</td>
<td>IS 101</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:00 - 4:00</td>
<td>1:00 - 3:00</td>
<td>Office</td>
<td></td>
<td>Office</td>
</tr>
</tbody>
</table>

Online classes: COT 151, GRC 119, GRC 188, and GRC 256

The grey boxes are the times when I should be available to meet with students in my office, preferably by appointment.

The other labeled boxes are the times when I will be teaching in class.

If I am unavailable, please leave a voice mail message at 753-2218, or an e-mail message at kathy.schwandt@gbcnv.edu. I will contact you ASAP.

Expected Learner Outcomes

<table>
<thead>
<tr>
<th>Upon successful completion of this class, students will be able to...</th>
<th>Measurements of learner outcomes:</th>
</tr>
</thead>
<tbody>
<tr>
<td>analyze a given design problem,</td>
<td>Weekly Assignments, Discussions, and Final Project</td>
</tr>
<tr>
<td>generate multiple ideas to solve a given design problem,</td>
<td>Weekly Assignments, Discussions, and Final Project</td>
</tr>
<tr>
<td>develop and render concepts,</td>
<td>Weekly Assignments and Final Project</td>
</tr>
<tr>
<td>describe and implement phases of the design process,</td>
<td>Weekly Assignments, Discussions, and Final Project</td>
</tr>
<tr>
<td>solve design problems in a variety of design disciplines, and</td>
<td>Weekly Assignments and Final Project</td>
</tr>
<tr>
<td>apply expanded design foundation skills.</td>
<td>Weekly Assignments and Final Project</td>
</tr>
</tbody>
</table>
Methods of Instruction

- Weekly modules in WebCampus. Each module (except for the Week 1 Module) opens on Wednesday at 1:00 p.m. Each module starts with an instructions document for the week. Students must read and follow these instructions; please contact me as soon as possible by WebCampus message, phone, or stop by my office if anything doesn’t make sense.
- Reading and hands-on assignments from the textbook, handouts, and online sources; online discussions.
- Assignments are scheduled and due weekly through WebCampus. The Course Schedule is at the end of this syllabus.
- The Final Project at the end of the class is a culmination of techniques learned throughout the semester.

Class Participation

You must log into the WebCampus classroom at least a couple of times per week to demonstrate “attendance” in the class. You are expected to read the weekly instructions posted by each Wednesday afternoon; to read, post, and reply to discussion topics; and to submit assignments on time.

“An instructor may drop any student who has excessive unexcused absences. An instructor has the sole right to excuse an absence, assign makeup work, or apply a punitive grading policy as established by the instructor’s syllabus for the class. Specifically, you are expected to comply with the attendance policy set by each instructor.”
(p. 51 of the 2013-2014 GBC General Catalog)

If, for some reason, you feel that you cannot complete the course, you must officially withdraw from the class by the course drop deadline (Friday, October 25, 2013) by contacting Admissions & Records at 753-2102, and completing the Course Withdraw Form.

- Officially withdrawing results in a "W" on your grade report. The "W" is not used in computing your cumulative GPA; it will appear on your transcript and be permanent.
- If you do not officially withdraw, your grade will be based on the work you have completed averaged with zeros for work you have not completed.

Course Grade

<table>
<thead>
<tr>
<th>Discussions</th>
<th>30%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly Assignments</td>
<td>50%</td>
</tr>
<tr>
<td>Final Project</td>
<td>20%</td>
</tr>
</tbody>
</table>

Discussions

- Discussion postings are evaluated using a “Discussion Topics Rubric,” and each graded topic is worth 100 points.

Weekly Assignments

- Each weekly assignment has its own handout giving the specifics of the assignment; each graded weekly assignment is worth 100 points.
- No late work is accepted, unless it is approved in writing by the instructor by 5:00 p.m. PST the day prior to the assignment’s due date. For example, if an assignment is due on Wednesday, written approval to submit the assignment late must be given by the instructor to the student by 5:00 p.m. PST on Tuesday.

Details about the Final Project will be provided during the 13th week of class.
If you have any questions about any of the assignments, please let me know—before they’re due!
Course Grade, continued

The final course grade is calculated on a percentage scale and then recorded as the corresponding grade point value and letter grade as shown below.

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Grade Point Value</th>
<th>Letter Grade</th>
<th>Quality of Work</th>
</tr>
</thead>
<tbody>
<tr>
<td>94-100</td>
<td>4.0</td>
<td>A</td>
<td>Superior</td>
</tr>
<tr>
<td>90-93</td>
<td>3.7</td>
<td>A-</td>
<td></td>
</tr>
<tr>
<td>87-89</td>
<td>3.3</td>
<td>B+</td>
<td></td>
</tr>
<tr>
<td>83-86</td>
<td>3.0</td>
<td>B</td>
<td>Above Average</td>
</tr>
<tr>
<td>80-82</td>
<td>2.7</td>
<td>B-</td>
<td></td>
</tr>
<tr>
<td>77-79</td>
<td>2.3</td>
<td>C+</td>
<td></td>
</tr>
<tr>
<td>73-76</td>
<td>2.0</td>
<td>C</td>
<td>Average</td>
</tr>
<tr>
<td>70-72</td>
<td>1.7</td>
<td>C-</td>
<td></td>
</tr>
<tr>
<td>67-69</td>
<td>1.3</td>
<td>D+</td>
<td></td>
</tr>
<tr>
<td>63-66</td>
<td>1.0</td>
<td>D</td>
<td>Below Average</td>
</tr>
<tr>
<td>60-62</td>
<td>0.7</td>
<td>D-</td>
<td></td>
</tr>
<tr>
<td>&lt;60</td>
<td>0.0</td>
<td>F</td>
<td>Failure</td>
</tr>
</tbody>
</table>

Grade Appeals

If a student has concerns or complaints about grading, s/he should follow the steps of the published procedures as stated on page 53 in the 2013-2014 GBC General Catalog.

Class Work

Students should keep their graded work until they know their final course grade at the end of the semester in case there is any discrepancy in grades.
Student Conduct and Academic Honesty

Students are expected to conduct themselves in accordance with college standards. GBC’s Student Conduct Policy is outlined on pages 28-30 of the 2013-2014 GBC General Catalog.

Students are expected to be academically honest. GBC’s Academic Honesty section of the 2013-2014 General Catalog is on page 30.

Accommodations for Students with Disabilities

Great Basin College is committed to providing equal educational opportunities to qualified students with disabilities in accordance with state and federal laws and regulations, including the Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1973. A qualified student must furnish current verification of disability. The Students with Disabilities Office, located in Berg Hall, will assist qualified students with disabilities in securing the appropriate and reasonable accommodations, auxiliary aids, and services. For more information or further assistance, please call 775.753.2271.

Student Computer Lab Use

The GBC computer labs are provided as a service to students. Use of a computer lab is a privilege, not a right. Computer Lab Rules are posted throughout the lab. Photoshop and InDesign are available only on certain computers in the GBC Elko High Tech Center lab; the lab aide on duty can direct you to these computers.

Lab Rules

1. Computer lab use is restricted to authorized individuals: students, faculty, and staff with appropriate logins.
2. Logins are issued to individual users and ARE NOT to be used by anyone else.
3. Food and drink are prohibited while in a computer lab. Items may be left on a table outside of a lab.
4. Children are allowed in the labs only if they are enrolled in a course offered specifically for them.
5. Internet access is to be used for class-related work only. Internet activities will be randomly monitored.
6. Computer labs are for students to use for class-related work only.
7. Copying of ANY software is prohibited without prior authorization.
8. No ringing cell phones in the labs. ☹️
# Fall 2013 GRC 350 Course Schedule *(Subject to Change 😊)*

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Topic</th>
</tr>
</thead>
</table>
| 1    | M, Aug. 26 – W, Sept. 4 | Week 1 Learning Module  
Discussion #1, Assignment #1                                      |
| 2    | W, Sept. 4 – W, Sept. 11 | Week 2 Learning Module  
Discussion #2, Assignment #2                                       |
| 3    | W, Sept. 11 – W, Sept. 18 | Week 3 Learning Module  
Discussion #3, Assignment #3                                         |
| 4    | W, Sept. 18 – W, Sept. 25 | Week 4 Learning Module  
Discussion #4, Assignment #4                                         |
| 5    | W, Sept. 25 – W, Oct. 2 | Week 5 Learning Module  
Discussion #5, Assignment #5                                         |
| 6    | W, Oct. 2 – W, Oct. 9  | Week 6 Learning Module  
Discussion #6, Assignment #6                                          |
| 7    | W, Oct. 9 – W, Oct. 16 | Week 7 Learning Module  
Discussion #7, Assignment #7                                           |
| 8    | W, Oct. 16 – W, Oct. 23 | Week 8 Learning Module  
Discussion #8, Assignment #8                                          |
| 9    | W, Oct. 23 – W, Oct. 30 | Week 9 Learning Module  
Discussion #9, Assignment #9                                           |
| 10   | W, Oct. 30 – W, Nov. 6 | Week 10 Learning Module  
Discussion #10, Assignment #10                                        |
| 11   | W, Nov. 6 – W, Nov. 13 | Week 11 Learning Module  
Discussion #11, Assignment #11                                         |
| 12   | W, Nov. 13 – W, Nov. 20 | Week 12 Learning Module  
Discussion #12, Assignment #12                                         |
| 13   | W, Nov. 20 – W, Nov. 27 | Week 13 Learning Module  
Discussion #13, Final Project Information                               |
| 14   | W, Nov. 27 – W, Dec. 4  | Week 14 Learning Module  
Discussion #14, Work on Final Project                                  |
| 15   | W, Dec. 4 – W, Dec. 11 | Week 15 Learning Module  
Discussion #15, Course Evaluation                                      |
| 16   | W, Dec. 11        | Finals Week: Final Project Due                                        |