

Syllabus v.1.0

(as of 1/03/13)

Course No: ATEC 4347.001 Special Topics in Arts and Technology
Course Title: **Advanced Design: Visual Communication**
Instructor: Chip Wood, Clinical Associate Professor
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Secondary Contact: chipwood.texas@gmail.com
Class/Day & Time: Spring Semester 2013/Mondays 4:30pm – 6:45pm
Location: ATEC Rm 1.104 (MacLab)

Course Description

This course has been designed to equip students with advanced methods used by professional designers to research, analyze and organize data, and then delineate and explain their ideas **visually**. The focus of this course is learning how and why it is important to communicate **visually** as an integral part of a problem solving and innovation process. Students will learn how to communicate with confidence, lead collaborative team exploration, and create **visually** evocative ideas that capture the imagination and inspire conceptual thinking.

Reference Textbooks: *The Rapid Vis Toolkit*, by Kurt Hanks, *Rapid Viz*, by Hanks & Belliston, *Universal Methods of Design*, by Martin & Hanington, *Universal Principles of Design*, by Lidwell/Holden/Butler.

The course work will consist of:

- Weekly lectures and class discussion
- Weekly textbook reading assignments
- Weekly visualization technique assignments
- Weekly use of a sketchbook for visual ideation
- A semester-long project

Course Requirements

- Attendance to all classes*
- All assignments need to be completed on time**
- All students need to participate individually and as a contributing member of the class
- All students will need to construct and present a final project presentation

Grading Procedure

Because this course's emphasis will be on providing the student with an awareness and understanding of Design methods and techniques, it is very important that students participate individually and collectively to insure that everyone has a successful learning experience. Students will be evaluated on attendance, participation in class, assignments, and the quality of work completed week to week. Assignments will be discussed throughout the course, with specific requirements spelled out each week. See grading breakdowns at the end of this document.

Classroom Conduct

- Students are to focus their attention on the subjects at hand in the classroom, i.e., lectures, presentations, discussions, and set aside all other activities.
- All open communication (talking) should be relevant to the subject at hand and have value to the class as a whole.
- Competitiveness between students will be friendly and encouraging at all times.

Course Schedule & Outline

Classes a/b

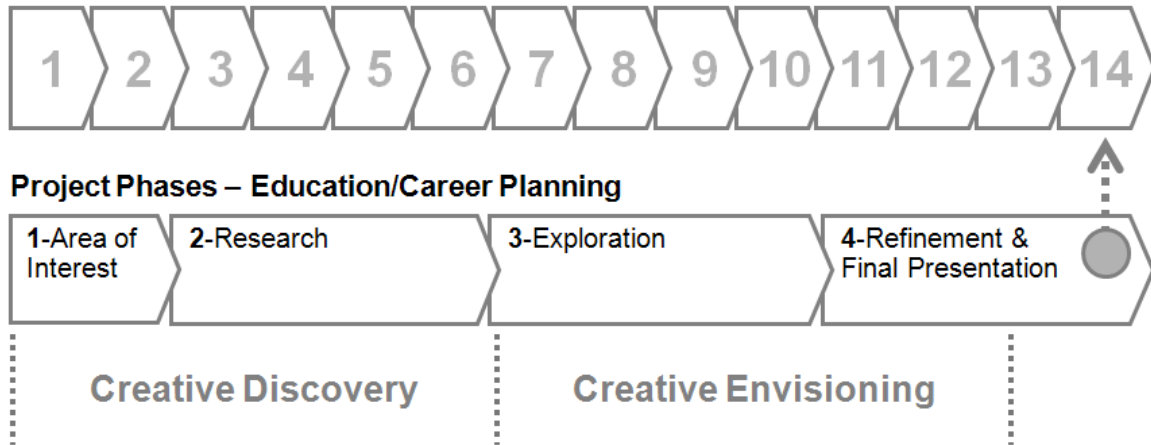


Figure 1.0

1/14 Class 1 **1** – Course Introduction & Overview

1a – RapidVis Workshop: How Designers Communicate

inClass Assignment #1a: Draw your own hand holding your phone

Reading Assignment: Digital handouts

1b – Project Lecture/Discussion: Professional Areas of Interest

Project Assignment #1b: Describe Your Area of Interest and Show Visual Samples

1/21 NoClass – MLK Holiday

1/28 Class 2 **2a** – RapidVis Workshop: Visual Vocabulary

inClass Exercise: Build a page of Iconic Mind Stamps

RapidVis Assignment #2a: Simple shapes found in morgue samples

Reading Assignment: Digital handouts

2b – Project Lecture/Discussion: Secondary Trend Research

Assignment #1b Review: Arena of Interest statements

Project Assignment #2b: Secondary Trend Research about your area of interest

2/04 Class 3 **3a** – RapidVis Workshop: Simple Visual Ideation

Assignment #2a Review: Simple shapes found in morgue samples

inClass Exercise: Reduce ATEC website graphics onto iPhone display

RapidVis Assignment #3a: Thumbnail sketches in area of interest

Reading Assignment: Digital handouts

3b – Project Lecture/Discussion: Primary Research-1

Assignment #2b Review: Secondary Research Findings

Project Assignment #3b: Show plan for observational research

2/11 Class 4 **4a** – RapidVis Workshop: People & Other Stuff

Assignment #3a Review: Thumbnail sketches in area of interest

inClass Exercise: Sketch your neighbor & create people mind-stamps

RapidVis Assignment #4a: Thumbnail sketch(s) with people in area of interest

Reading Assignment: Digital handouts

4b – Project Lecture/Discussion: Primary Research-2

Assignment #2b Review: Secondary Research Findings

Project Assignment #3b: Show network map & plan for interview research

2/18 **Class 5** **5a – RapidVis Workshop: Visualizing a 3-D World (Perspective)**

Assignment #4a Review: Thumbnail sketch(s) with people in area of interest

inClass Exercise: Basic perspective practice

RapidVis Assignment #5a: Sketch 6 objects in perspective

Reading Assignment: Digital handouts

5b – Project Lecture/Discussion: Heuristic Discovery

Assignment #3b Review: Show network map & plan for Primary Research

Project Assignment #4b: Prep show & tell slides about new discoveries

2/25 **Class 6** **6a – RapidVis Workshop: Basic Form Delineation**

Assignment #5a Review: TBD

RapidVis Assignment #6a: TBD

Reading Assignment: Digital handouts

6b – Project Lecture/Discussion: Analysis & Graphical Frameworks

Assignment #4b Review: Show & tell slides about new discoveries

Project Assignment #5b: Prepare at least one Framework slide to share

3/04 **Class 7** **7a – RapidVis Workshop: Visual Story Telling**

Assignment #6a Review: TBD

RapidVis Assignment #7a: TBD

Reading Assignment: Digital handouts

7b – Project Lecture/Discussion: Informed Divergent Thinking

Assignment #5b Review: Show & tell slide of one graphical framework

Project Assignment #6b: Visual descriptions of divergent ideas from new framework

3/11 **NoClass – Spring Break**

3/18 **Class 8** **8a – RapidVis Workshop: Framing (Organizing) Visual Concepts**

Assignment #7a Review: TBD

RapidVis Assignment #8a: TBD

Reading Assignment: Digital handouts

8b – Project Lecture/Discussion: Evolved Point of View

Assignment #6b Review: TBD

Project Assignment #7b: Produce a slide with EPofV statement

3/25 **Class 9** **9a – RapidVis Workshop: Graphical Planning for Groups**

Assignment #8a Review: TBD

RapidVis Assignment #9a: TBD

Reading Assignment: Digital handouts

9b – Project Lecture/Discussion: Informed Convergent Thinking

Assignment #7b Review: Present synthesized statement of EPofV

Project Assignment #8b: Develop decision matrix or tree-diagram graphic

4/01 **Class10 10a** – RapidVis Workshop: Leading Creative Mobs

Assignment #9a Review: TBD
RapidVis Assignment #10a: TBD

10b – Project Lecture/Discussion: Rough Draft for Conversation

Assignment #8b Review: TBD
Project Assignment #9b: TBD

4/08 **Class11 11** – RapidVis Workshop: Final Project Requirements Review

11b – Project Lecture/Discussion: OK, What’s Your Story? (3Ws)

Assignment #10b Review: TBD
Project Assignment #11b: Show individual 3Ws story in class

4/15 **Class12 12a/12b** – Best in Class Presentations Lecture (Sample Motifs)

4/22 **Class13 13** – Final (Exam) Presentations

4/29 **Class15 14** – Final (Exam) Presentations

Grading Scale

A	91-100	Excellent
B	81-90	Above Average
C	71-80	Average
D	61-70	Poor
F	00-60	Failing

Grading Weights

30 Points	Attendance (10 at 2.1 points each)*
30 Points	Assignments (10 at 3.0 points each)**
10 Points	Fill up Sketch Notebook & Collect a Design Reference Morgue
30 Points	Final Project Presentation

*Attendance & Tardy Policy – Attendance is mandatory. Lack of attendance will affect your grade because absences will not only leave holes in understanding of the lesson contents but also degrade the benefit to other students in regard to discussions and work sessions. Coming to class late or leaving early will also be counted as absences without prior approval from the instructor.

**Assignments not handed in on time will be docked as shown on the roster

Drop Procedures (see <http://utdallas.edu/student/registrar/calendar/>) – If you are unable to complete this course, you should withdraw from it. Withdrawing from a course is a formal procedure, with a specific published deadline (see semester academic calendar), which you must initiate. The instructor cannot do it for you. You must do this through the Registrar’s Office.

Student AccessAbility – It is the policy and practice of The University of Texas at Dallas to make reasonable accommodations for students with properly documented disabilities. Written notification from the Office of Student AccessAbility (OSA) is required. Students who have questions about receiving accommodations, or those who have, or think they may have, a disability (mobility, sensory, health, psychological, learning, etc.) are invited to contact the Office of Student AccessAbility for a confidential discussion. OSA is located in the Student Services Building, suite 3.200. They can be reached by phone at (972) 883-2098, or by email at studentaccess@utdallas.edu