San José State University
Department of Design / Industrial Design Program
DSID121, ID Process, Section 1, Fall 2017

<table>
<thead>
<tr>
<th>Instructor:</th>
<th>John McClusky</th>
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<tbody>
<tr>
<td>Office Location:</td>
<td>Art 227</td>
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<tr>
<td>Telephone:</td>
<td>(408) 924-4538</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:john.mcclusky@sjsu.edu">john.mcclusky@sjsu.edu</a></td>
</tr>
<tr>
<td>Office Hours:</td>
<td>Thursdays 12:00am – 2:00pm</td>
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<tr>
<td>Class Days/Time:</td>
<td>Tuesday and Thursday 8:00am-10:50pm</td>
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<tr>
<td>Classroom:</td>
<td>IS 118</td>
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<tr>
<td>Prerequisites:</td>
<td>DSID125A; HFE Graduate or Instructor Consent</td>
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<tr>
<td>Course Fees:</td>
<td>Course fees collected for DSID121 ($45) will be used to supplement some costs of materials for this class and for running the ID Labs and maintaining equipment.</td>
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Canvas Course Management Website & Course Format

This course uses a hybrid method of teaching. A hybrid course means that there are components of the course that are done in the classroom and other components that require using the online course management system. Copies of the course materials such as the syllabus, assignment handouts, grading, etc. may be found on the DSID121 course Canvas website. You may find your link to this website on MySJSU, along with your login/password info. You are responsible for regularly checking with the messaging system in Canvas for course updates, assignments, etc. All class correspondence and grading will also be managed through the class Canvas site. If you do not check Canvas often, you should set up your email forwarding to forward all class correspondence to your preferred email address. You must have access to a computer and Internet to be able to access the Canvas site. You may also use a tablet or your phone. Many assignments will be required to be turned in on Canvas, in which case you will need to have access to some basic software such as MS Office (MS Word) or some writing software, Adobe Acrobat (for making pdfs), and basic scanning software for scanning sketches to upload to the assignment portal. See University Policy F13-2 at http://www.sjsu.edu/senate/docs/F13-2.pdf for more details.
Course Description

This course explores how a conscious and rational approach can enhance creativity. Techniques used include goal setting, brainstorming, time-management, evaluation matrices and journal keeping.

There is no magic formula or secret process that will guarantee successful innovation every time on every project. However, there are ways to better foster more consistent creative output. This course will focus helping you better understand design processes commonly utilized in design professions to better achieve more consistent innovation. Course activities will center on externalizing your own design process as it currently exists, refining it, applying it and communicating it to others.

Course Goals:

Student Learning Objectives

DSID121 class activities will include: films, videos, readings, quizzes, class discussions, and in-class exercises. In addition to the class activities, you will be responsible for three research-based reports. The reports will focus on:

(1) Understanding and articulating the design process of others
(2) Understanding and articulating your own design process
(3) Refining your design process
(4) Proposing design projects with a clear plan for completion.
(5) Quizzes will focus on the key concepts discussed in the readings and how you might apply those concepts in your own work.

Course Learning Outcomes (CLO)

Upon successful completion of this course, students will be able to:

LO1: Articulate and describe their design process to others.
LO2: Revise and personalize the design process by which they undertake creative work.
LO3: Explain the historical perspective of the design process.
LO4: Propose a design project with a clear plan as to how they would achieve success.
LO5: Articulate design awareness, knowledge and intent, both in their own work and when discussing the work of others in informal classroom discussions as well as formal critiques at the end of each project. This should be demonstrated in their ability to actively discuss, critique, and engage in professional review of their work and that of their peers work.

Required Texts/Readings

Required Reading Textbook:
9781609018382. (Available in the SJSU Bookstore)

**Required Reading on Canvas:**

These readings will be provided on the DSID121 Canvas site or at the King Library as needed throughout the semester. Reading list is available on Canvas:


**Recommended Reading on Canvas:**


**Course Fees**

Course fees collected for DSID121 ($45) will be used to supplement some costs of materials for this class and for running the ID Labs and maintaining equipment.

**Library Liaison**

Elisabeth Thomas, Liaison Librarian for Design Department
Email: Elisabeth.thomas@sjsu.edu
Phone: 408.808-2193

**Classroom Protocol**

Active participation in class activities is a significant factor in a student’s success in the Industrial Design program. Active learning facilitates mental growth, skill enhancement, creates a life long learner and improves the goals of becoming a good designer. Students are expected to be on time to class and when a class critique is planned, work is to be displayed on the table at the center of the room by 10 minutes after the official start of the class period. Be ready to start the critique by 15 minutes after the class officially starts.

Students are to be respectful of the professor and their peers and any disruptive activities in
the classroom will result in the student being asked to leave the class. Arriving late to class without prior arrangement and approval from the professor is considered disruptive. If the student cannot be in the classroom by the start of class, please do not interrupt the class in session by entering the classroom. If a student encounters any problems that inhibit their ability to participate in the class, please provide as much advance notice as possible to the instructor via Canvas so that he/she may respond and inform the student in a timely manner. Do not pass a message to the instructor through another student! Students are expected to leave the classroom in a clean condition at the end of each class meeting so that the next class has an organized, clean room waiting for them.

Cell phones, tablets, laptops are also disruptive and inconsiderate to your classmates and instructors. **Phones are NOT permitted in this class** and you will be asked to turn off and surrender your phone at the start of each class. If you disrupt or withdraw from class activity and are unable to silence your devices, it will count against the participation portion of your final grade (LO 5). Additionally, talking in class during a lecture is considered disruptive to the class and will adversely affect the participation grade and you may be asked to leave the classroom. If personal issues (family, medical, etc) require you to leave your phone on, you may do so by making arrangements with the instructor in advance of the start of the class.

**Assignments and Grading Policy**

Students will be engaged in demos, discussions and critiques during class meeting times and they will be assessed on engagement in those activities in their Participation grade (LO5). Students will have homework assignments to do outside of class (12-18 hours per week) that include reading and writing assignments, research activities and, two- and three-dimensional sketching and drawing assignments as required by the course assignments (LO 1-5). Students will be required to be present to discuss their work in classroom critiques (LO 5). Grading will follow the standard SJSU A-F system.

A+, A, A- / 100+ - 91% / Excellent  
B+, B, B- / 90 – 81% / Above Average  
C+, C, C- / 80-71% / Average  
D / 70-61% / Below Average  
F / Below 61% / Failure

Grading is weighted as follows:

1) Quizzzes on Readings (LO 1-4): 24%  
2) Project 1: Reverse-Design your design process (LO 1-5) 21%  
3) Project 2: Team Project Proposal (LO 1-5) 35%  
4) Class Participation in discussions and classroom exercises (LO 1-5): 20%

All assignments are due on time. No late work is accepted. A passing grade for this course is a D-. The Participation grade in this course will be assessed through your engagement in Work/Practice sessions, assignment pin-ups, class discussions and critiques. Actively
engaging and exhibiting life-long learning skills during class are the mode by which participation is assessed.

**University Policies**

SJSU’s Office of Graduate and Undergraduate Programs maintains university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. You may find all syllabus related University Policies and resources information listed on [GUP’s Syllabus Information Web Page](http://www.sjsu.edu/gup/syllabusinfo/).

**Student Technology Resources**

It is a requirement for ID students to have their own computer with the required software (Adobe CS, Solidworks, MS Office) and a large format printer (11”x17” or 13”x19”). The ID Program will provide access to the large format printer for critiques and presentations. Students will be given an 8 linear foot allotment of paper for this course (enough for 1 draft and 1 final print). Any additional needs for printing can be accommodated by payment through the IDSA Student Chapter or Plotter Pros ([http://www.plotterpros.net/index.shtml](http://www.plotterpros.net/index.shtml)) in San Jose.

Adobe Creative Suite licenses are available through the SJSU Adobe software program for faculty, staff, and students. Students can access Adobe Creative Suite 6 Design and Web Premium, and should be able to download it from [http://its.sjsu.edu/services/adobe/](http://its.sjsu.edu/services/adobe/). Adobe Creative Suite 6 Design and Web Premium includes: Photoshop CS6 Extended, Illustrator CS6, InDesign CS6, Dreamweaver CS6, Flash® Professional CS6, Fireworks® CS6, Acrobat® X Pro, Bridge CS6, Media Encoder CS6.
## DSID 121 / ID Process, Fall 2017, Course Schedule, Section 1

*Schedule is subject to change with fair notice (one week) in class or via notice on Canvas.*

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics, Readings, Demos, Assignments, Deadlines</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>R 8/24</td>
<td>Review of syllabus, course content, assignment structure, course expectations, materials requirements. Assignment: Reading 1; The Design Process by Aspelund, pp.1-16.</td>
</tr>
<tr>
<td>2</td>
<td>T 8/29</td>
<td>Class Discussion: Reading 1 Reading 1 Quiz due on Canvas no later than 8am on Tuesday, August 30. Assignment: Reading 2; The Design Process by Aspelund, pp.17-38. Assignment: Project 1; Reverse-Design your design process.</td>
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<td></td>
<td>R 8/31</td>
<td>Film and discussion in class.</td>
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<tr>
<td>3</td>
<td>T 9/5</td>
<td>Class Discussion: Reading 2 Reading 2 Quiz due on Canvas no later than 8am on Tuesday, August 27. Assignment: Reading 3; Zeisel, pp.19-32 (available on Canvas. Allocate some time for this reading).</td>
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<td></td>
<td>R 9/7</td>
<td>Present a 3-4 Minute summary of the project you will reverse-design. Why that project? Reference Readings 1&amp;2 to explain. Upload any projection materials to Canvas no later than noon on Thursday, Sept. 8.</td>
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<tr>
<td>4</td>
<td>T 9/12</td>
<td>Class Discussion: Reading 3 Zeisel Reading 3 Quiz due on Canvas no later than 8am on Thursday, Sept. 13. Assignment: Reading 4; Aspelund, pp.39-78 Address questions in class regarding Reverse Design Project (Project 1)</td>
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<td></td>
<td>R 9/14</td>
<td>Individual Consultations re: Reverse Design Project (Project 1) Sign up for times on Canvas</td>
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<tr>
<td>5</td>
<td>T 9/19</td>
<td>Individual Consultations re: Reverse Design Project (Project 1) Sign up for times on Canvas</td>
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<td></td>
<td>R 9/21</td>
<td>Class Discussion: Reading 4 and Film Reading 4 Quiz due on Canvas no later than 8am on Thursday, Sept. 15. Assignment: Reading 5; Aspelund, pp.79-110 Additional Reading (not required): The Power of Design by Nussbaum (available on Canvas)</td>
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<tr>
<td>6</td>
<td>T 9/26</td>
<td><strong>Final Presentations: Project 1 Reverse Design of your project design process. Pin up or project your presentation.</strong> Upload your final presentation (.pdf format) to Canvas Assignment folder, Project 1 Reverse Design Process no later than 9:00pm on Monday, September 26.</td>
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<tr>
<td></td>
<td>R 9/28</td>
<td><strong>Remaining Final Project 1 Presentations</strong> (if needed) Assignment: Reading 6; Buijs &amp; Van Der Meer, pp.1-23 (available on Canvas)</td>
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<td>7</td>
<td>T 10/3</td>
<td>Class Discussion: Reading 5 Reading 5 Quiz due on Canvas no later than 8am on Thursday, October 4.</td>
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<td></td>
<td>R 10/5</td>
<td>Class Discussion: Reading 6 Reading 6 Quiz due on Canvas no later than 8am on Thursday.</td>
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<td>Date</td>
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<td>Activity</td>
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<td>Oct 6</td>
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<td>Assignment: Reading 7; Philips, pp.1-16 (available on Canvas)</td>
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<td>Assignment: Project 2 – Team Project Proposal</td>
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<td>Oct 10</td>
<td>T 10/10</td>
<td>ICPS Brainstorm of DSID128 Project Topics</td>
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<td>R 10/12</td>
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<td>Class Discussion: Reading 7</td>
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<td>Potentially a continuation of Project 2 Topic Brainstorm (if needed)</td>
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<td>Reading 7 Quiz due on Canvas no later than 8am on Thursday, October 13.</td>
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<td>Assignment: Reading 8; Williams, pp.17-38 (available on Canvas)</td>
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<td>Oct 10</td>
<td>T 10/17</td>
<td>Group Consultations for Project 2 (sign up for a time slot on Canvas)</td>
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<tr>
<td>R 10/19</td>
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<td>Class Discussion: Reading 8</td>
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<td>Reading 8 Quiz due on Canvas no later than 8am on Thursday, October 20.</td>
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<td>Assignment: Reading 9; Aspelund, pp.111-134</td>
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<td>Oct 24</td>
<td>T 10/24</td>
<td>Film and discussion</td>
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<td>Class Discussion: Reading 9</td>
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<td>Reading 9 Quiz due on Canvas no later than 8am on Thursday, October 25.</td>
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<td>Assignment: Reading 10 Aspelund, pp. 135-158</td>
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<tr>
<td>Oct 26</td>
<td>R 10/26</td>
<td>Group Consultations for Project 2 (sign up for a time slot on Canvas)</td>
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<tr>
<td>Oct 31</td>
<td>T 10/31</td>
<td>Class Discussion: Reading 10</td>
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<td>Reading 10 Quiz due on Canvas no later than 8am on Tuesday, Nov. 1.</td>
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<td>Assignment: Reading 11; Aspelund, pp.189-209</td>
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<td>Nov 3</td>
<td>R 11/3</td>
<td>Upload your potential project topics to Canvas no later than 8am on</td>
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<td>Tuesday, Nov. 3. Include a full description as to the specific</td>
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<td>opportunities that you see.</td>
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<td>Nov 8</td>
<td>T 11/8</td>
<td>Class discussion: Reading 11</td>
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<td>Reading 11 Quiz due on Canvas no later than 8am on Tuesday, November 8.</td>
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<td>Assignment: Reading 12; GANTT Information (available on Canvas)</td>
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<tr>
<td>Nov 10</td>
<td>R 11/10</td>
<td>Class exercise</td>
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<tr>
<td>Nov 14</td>
<td>T 11/14</td>
<td>Group Consultations for Project 2 (sign up for a time slot on Canvas)</td>
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<td>Upload your Project 2 annotated outline to Canvas no later than 9pm on</td>
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<td>Monday, Nov. 14.</td>
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<tr>
<td>Nov 16</td>
<td>R 11/16</td>
<td>Group Consultations for Project 2 (sign up for a time slot on Canvas)</td>
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<tr>
<td>Nov 21</td>
<td>T 11/21</td>
<td>Class Discussion: reading 12</td>
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<td>Reading 12 Quiz due on Canvas no later than 8am on Tuesday, November 21.</td>
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<tr>
<td>Nov 23</td>
<td>R 11/23</td>
<td>Thanksgiving Holiday – Campus Closed</td>
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<tr>
<td>Nov 28</td>
<td>T 11/28</td>
<td>Class time for working on Project 2</td>
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<tr>
<td>Nov 30</td>
<td>R 11/30</td>
<td>Class time for working on Project 2</td>
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<td>Due: Rough Draft of Independent Project Proposal (Project 2) due on</td>
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<td>Canvas no later than 5pm on Friday, December 1.</td>
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<td>Date</td>
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<td>Event</td>
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<td>16</td>
<td>T 12/5</td>
<td>Final Presentations: Group Project Proposals (Project 2)</td>
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<td></td>
<td>R 12/7</td>
<td>Final Presentations: Group Project Proposals (Project 2) continued.</td>
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<tr>
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<td>F 12/15</td>
<td>Final Exam</td>
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