Projects & class structure

MANDATORY READINGS before first workshop 9/01

Seachange Design Institute
www.seachangedesign.com

download/read the article: Navigating a Sea Change PDF
www.seachangedesign.com/about.htm

MANDATORY VIEWINGS
TED: Sir Ken Robinson on “school kills creativity”

Sea Change Design Process workshops are scheduled for 09/06 or 09/08 and 10/25
participation in these events is MANDATORY, part of the grading process and will strongly drive the quality and intensity of the assigned projects. Please make sure NOT to miss those dates.

5 projects
will be assigned over the course of the semester

p1: orihon folding booklet—visual storytelling
building awareness

p2: poster design—your calling intention
discovering the relationship between design and human experience

p3: branding—group project
leveraging your personal calling into organizational intentions

p4: process book
gaining insight into the whole

you will develop P4 over the course of the semester to include process documentation of all previous 3 projects PLUS your resume and your businesscard
NOTE: Please keep ALL materials you create over the course of the semester and start scanning your process after each project to allow for better production and time management at the end of semester.

p5: online portfolio of ALL DSGN197 projects (SquareSpace, Behance, GoDaddy, Wix, weebly...your choice)
to be developed on your own time and presented on Finals Day at the end of the semester

Gallery Exhibit:
11/29—12/08 exhibiting project 1, project 2 and project 3
Overview

Sea Change
Positive, lasting, and profound transformation

Sea Change Design Process
Sea Change Design Process is an innovative, holistic process that helps individuals, groups and organizations find sustainable solutions to complex economic, social and environmental issues.

Work Worth Doing Workshops
The 2 workshops will introduce you to the Sea Change Design Process and some techniques within it. You will know how to begin to design sea changes.

The 2 workshops will guide you in developing your calling by answering these questions at the heart of well-designed work:
What is my creative calling?
What is the creative context of my work?
How can I source and align my creativity?
What creative connections are critical to my success?
What results from my creative flow?

Definition of Design used in this class:
Design is the conscious planning and meaningful acts that influence our relationships to ourselves, each other, the future, the sacred and nature.

You will experience design thinking and techniques.

Design, by its very nature, makes human intention manifest. You will learn to design intentions.

Design uses holistic, integrated processes that transform complexity into order. You will learn systems thinking* to see and synthesize, to identify and assemble parts into recognizable patterns by using non-linear thinking.

Design is human centric. It aligns all levels so that the spirit can soar, bringing creativity to the surface.
You will learn to sense and surface the deeper levels of humanity.

Design embodies interdependence and partnership, fostering healthy bonds. You will learn to recognize key interlinks and interactions that facilitate the creation and sharing of ideas, information and energy.

*Systems thinking
is a framework that is based on the belief that the component parts of a system can best be understood in the context of relationships with each other and with other systems, rather than in isolation. The only way to fully understand why a problem or element occurs and persists, is to understand the part in relation to the whole. Standing in contrast to Descartes’s scientific reductionism, it proposes to view systems in a holistic manner.
Contract

In here, there is infinite room to dream, to explore, to risk, and above all, to create. Park your limitations, judgments, and fears in the parking lot. Give yourself permission to be free and to remember what you love to do.

Agreements

I will introduce you to the Sea Change Design Process
I will give you my guidance, knowledge, trust and respect
you invest yourselves with openness and willingness
you strive for excellency and craftsmanship
you commit to listen, learn, support, and invest in each other
you are responsible for your own well being

there is no right and wrong. this is a dialog, a conversation, a place to learn to ask questions.

Signed: ___________________________  Date: ___________________________

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office hours:
tth 11:30am–12:20pm

course syllabus and handouts
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