

San José State University
Department of Design / Industrial Design Program
DSID 132, Soft Goods, Section 01, Spring 2020

Instructor:	Prof. Alison Armstrong
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Office Hours:	TTH 12-12:30
Class Days/Time:	TTH 12:00 - 14:50
Classroom:	Art 205
Prerequisites:	DSID 32A Credit or with permission of the instructor

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 DSID 132 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 the internet to be able to access the Canvas site. You may also use a tablet or your phone. Some 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](http://www.sjsu.edu/senate/docs/F13-2.pdf) at <http://www.sjsu.edu/senate/docs/F13-2.pdf> for more details.

Course Description

This class will focus on products, furniture, clothing, shoes, and other artifacts that contribute to current lifestyles. Discussions will introduce students to the people that are

on the fringe of product design (fashion, furniture, art) and that constantly push the limits on what the industry considers design. All products designed will incorporate soft materials into the solution and will introduce new ways of looking at “product”. Perhaps the most challenging aspect of working with soft materials is that often they first start as a flat material and then must be transformed into three-dimensional objects that are fully functional. Pattern making, sewing techniques, joining methods, and fastening alternatives will be explored. A theme will be introduced after the start of the semester and all products produced must be able to conceptually, and in their final state, be a manifestation of that theme. Students will be required to keep a sketchbook all semester and will be expected to record their ideas on a daily basis into their sketchbook.

Course Goals:

Student Learning Objectives

Students will be required to complete at least two products in this course, in addition to the final critique. There will be a hyper iterative method to this course that will require students to develop their ideas in 3D form with many steps devoted to rough patterns, final patterns, and final form exploration.

There will be the following deliverables for this course: sketches, mock-ups, models, final functional prototypes, process books and a sketchbook. Assigned homework will be expected at the beginning of the morning class session. There will be an in class activity or quiz associated with all homework including readings. We will work in class on both sessions each week – so – come prepared to work in class.

You will be required to:

- Turn in two design projects at the end of the semester with interim reviews and progress checks throughout the term.
- Turn in Project 2 process book that includes all work (edited for relevancy) completed during the semester on final projects (interim phase deliverables and other work that is important to the project).
- A final visual presentation will take place during the last two weeks of class.
- On-time postings of homework and progress on projects on Canvas.

Course Learning Outcomes (CLO)

On successful completion of the course students shall be able to:

- (LO 1) Demonstrate how to make patterns for transforming fabric or other flat material, into a 3D object.
- (LO 2) Demonstrate a basic understanding of how the sewing machine works and a variety of sewing techniques on a variety of materials.
- (LO 3) Demonstrate how to fit an idea within a conceptual theme and how to

- defend/describe how the product does so in a professional manner.
- (LO 4) Apply introductory methods of human factors and ergonomics in relationship between a product and the human body – specifically, a product that is often in contact with the body in some way.
- (LO5) Identify, analyze, and assess the body of work in the professional field that has been created by designers “outside” of the typical consumer product industry.
- (LO 6) Demonstrate and explain how sketchbooks play a role in creativity.

Required Texts/Readings

Textbook

All assigned reading will be posted on Canvas. Assigned readings from the books below in Required Reading Resources plus some blogs, online journals and print only trade journals will be on Canvas.

Required Reading Resources

Fischer, Anette; Basics Fashion Design 03: Construction, Ava Academia; 2009. ISBN-2-94037-375-2

Seivewright, Simon; Basics Fashion Design 01: Research and Design, Ava Academia; 2007. ISBN-2-94037-341-8

Udall, Jenny; Basics Fashion Design 02: Textiles and Fashion, Ava Academia; 2008. ISBN 978-2940373642

Required Materials List

Materials you will need to complete work in the first week of class:

- manila file folder or poster board for pattern making (available at Campus store)
- sketchbook & notebooks (min size 8.5 x 11)
- pencils
- fabric scissors (or dressmaker shears)
(<http://www.joann.com/mundial-cushion-soft-9in-dressmaker-shears/9815960.html#prefn1=brand&prefv1=Mundial&start=3>)
- magnetic or wrist pin cushion
- quilting pins or long straight pins
- tailors chalk
- water soluble marking pens
- rotary cutter and cutting mat (min size for mat = 12”x18”, larger is better)
- seam ripper
- sewing tape measure

- ruler / yard stick (metal preferred)

Materials you will need for the semester:

- pinking shears (optional)
- craft knife or x-acto knife and blades
- thread
- hand sewing needles (package of 10 min - various sizes)
- access to camera/video for documenting research
- muslin
- fabric and supplies for final project

Library Liaison

Monika Lehman, Liaison Librarian for Design Department

Email: Monika.Lehman@sjsu.edu

Phone: 408.808-2657

Shop Test

The Department of Design requires that Industrial Design students attend and pass the shop safety orientation at least once each year. We will be showing the video in class and then you will have at least a week to review the video again on your own as it is posted online (<http://www.sjsu.edu/atn/services/webcasting/events/shopysafety.html>) now. The shop test date will be announced the first day of class. That will be the only date that you will be able to take the shop test for this course so make sure you have studied up and paid your shop test fee at the bursars office before that date. You must provide proof of enrollment and the original receipt from the bursar's office that you have paid the required \$20 shop fee to fund #62089 prior to taking the test.

Classroom Protocol

Active participation in class activities is a significant factor in student 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 taped/pinned up to the walls 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. If the student is not on time to class, the work is not pinned up by the time limit, and the student is not ready to begin the critique at the 15-minute mark, the work may not be presented in the critique. 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 so that he/she may respond and inform the student in a timely manner. Do not pass the message to the professor through another student! Students are expected to leave the classroom in a clean condition with all the desks arranged in the standard configuration at the end of each class meeting so that the next class has an organized, clean room waiting for them.

Cell phones, digital tablets, and laptops are also disruptive and inconsiderate to your classmates and the instructor. Unless it is being used for a class activity, please turn off all electronic devices that can potentially disrupt class. If you disrupt or withdraw from class activities due to your inability to silence and ignore these devices, it will count against the participation portion of your final grade and you will be asked to leave the classroom. If emergency personal issues (family, medical, etc) require you to leave your phone on, you may do so by making arrangements with the instructor in advance. The instructor may need to answer the phone during class due to professional demands or university business, though this will be minimal. Additionally, talking in class during a lecture is considered disruptive to the class, and generally rude, and will adversely affect the participation grade and the student may be asked to leave the classroom.

Assignments and Grading Policy

Students will be engaged in lectures, discussion, research and design activities, and lab time during class meeting times and they will be assessed on engagement in those activities in their Participation grade. Students will have homework assignments to do outside of class (up to 12 hours per week) that include reading, writing, sketching in their sketchbook, and design project activities (LO1-7). Students will be required to turn in a mid-term body of work done to date, along with keeping up to date on uploading all assignments to Canvas for grade assessment (LO1-7). You will be required to turn in your final project on the final presentation date (LO1-7). The assigned final will be the turning in of your project process book in both printed hard copy AND digital format on Canvas (1-7). Grading will follow the standard SJSU A-F system.

All grades are assessed on the following three criteria: Quality, Effort, and Completeness.

A = 100% to 97%
A = 97%-94%
A minus = 94% to 91%
B plus = 91% to 87%
B = 87% to 85%
B minus = 85% to 81%
C plus = 81% to 77%
C = 77% to 75%
C minus = 75% to 71%
D plus = 71% to 67%

D = 67% to 65%
 D minus = 65% to 61%
 F = 61% to 0%

Grading is weighted during the semester as follows:

Class participation	10%
Concept Reviews	15%
First Project- Simple Bag	10%
Midterm- Marketing Presentation	15%
Second Project Final Model & Presentation	25%
Process Book	15%
Sketchbook	10%

All assignments are due on time. No late work is accepted (this includes work that is required for uploading to Canvas). Extra credit is not possible in this course as the workload is significant enough. A passing grade for this course is a D-, however, D-project work will usually not help develop a strong Portfolio for internships or your next portfolio review. The Participation grade in this course will be assessed through your engagement in Work/Activity sessions and critiques each week. 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/) at <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 it is required that by their 3rd year in the program that all ID students have a large format printer (11"x17" or 13"x19"). A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. These items include digital and VHS camcorders, VHS and Beta video players, 16 mm, slide, overhead, DVD, CD, and audiotape players, sound systems, wireless microphones, projection screens and monitors. The ID Program will provide access to the large format printer for mid-term critiques and final presentations. Students will be given an allotment of paper for this course. Any additional needs for printing can be accommodated by going to Plotter Pros (<http://www.plotterpros.net/index.shtml>) in San Jose.

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Course Schedule

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

Week	Date	Topics, Readings, Demos, Assignments, Deadlines
1	TH 1/23	Course Introduction and Overview of Semester Deliverables Discussion: What is a soft good? Assign: Project 1: Simple Bag Homework: Copying the pattern
2	T 1/28	Lecture: Pattern Making - 2D to 3D object Progress check: pattern making Demo: setting up machine, basic stitches Demo: first part of sewn bag Shop Test (if needed)
	TH 1/30	Lecture: Survey of Soft Goods Review: sewing work on bag Discussion: Idea of Project 2 Homework: Home Survey
3	T 2/4	Review and critique of Project 1 (drop off bag at beginning of class) In class activity: Bag Dis-assembly Discussion of Home Survey Homework: Backpack exercise prep
	TH 2/6	Intro to Project 2 In-class Exercise: Backpack Catalog & Redesign Homework: Backpack sketches
4	T 2/11	Review: Backpack concepts Discussion: Routine v Non-routine Homework: HOME object
	TH 2/13	Presentation/discussion: HOME object In-class exercise: Stuck on the Moon Homework: How does HOME change?
5	T 2/18	Discussion: HOME changes Discussion: incorporation of discussions and exercises into project development Work in class: team forming, beginning of work on category development & research
	TH 2/20	Team research and development
6	T 2/25	Team research and development

	TH 2/27	In-class activity: Quick modelmaking & prototyping for softgoods
7	T 3/3	Mid-term presentation - Group A Research presentations from groups. This will include an organized presentation of the groups' collected data and the opportunity areas that the group has found. This presentation needs to be uploaded to Canvas by Monday, 2 March by 11:00 pm Homework: 30 concepts, individual problem statement
	TH 3/5	Mid-term presentation - Group B Research presentations from groups. This will include an organized presentation of the groups' collected data and the opportunity areas that the group has found. This presentation needs to be uploaded to Canvas by Monday, 2 March by 11:00 pm Homework: 30 concepts (30 total for 3/10 presentation), individual problem statement
8	T 3/10	Critique: 30 concepts (Sketches + Notes that provide enough information to show/define concept)
	TH 3/12	Guest speaker One on one project review
9	T 3/17	Critique: 5 concepts - (sketches and prototypes)
	TH 3/19	Discussion: The Elevator Pitch - How to sell your idea Homework: Elevator pitch
10	T 3/24	Critique: 3 concepts (Sketches and prototypes) presented via Elevator Pitch
	TH 3/26	Homework: Final idea (detailed sketches and prototype), Selection/order/purchase of final materials
11	T 3/31	Spring Break - No Class
	TH 4/2	Spring Break - No Class
12	T 4/7	Selection of final idea & Refining final idea
	TH 4/9 TH 4/9	Refining final idea
13	T 4/14	One on one project review Work in class/shop: Final model build
	TH 4/16	Work in class/shop: Final model build

14	T 4/21	Work in class/shop: Final model build
	TH 4/23	Work in class/shop: Final model build
15	T 4/28	Work in class/shop: Final model build + presentation
	TH 4/30	Work in class/shop: Final model build + presentation
16	T 5/5	<p>Final Critique - Group B (Everyone must have their presentation posted to Canvas by 11:00 pm on Monday, 4 May. Keep in mind that it can take up to an hour to upload.) Attendance is mandatory for all students in the class</p> <p>Final Model & Final Presentation. This digital presentation should include the following information: (a) Images of your final design. Multiple views with callouts to explain key features and Beauty shots (b) Images of final design in use, in context. (c) Storyboard explaining key innovations. (d) Images of Ergonomics interaction (e) Story or Explanation of the “Why” of your work. Show the thinking and development behind your design</p> <p>Homework: Final process book- (Digital)</p>
	TH 5/7	<p>Final Critique - Group A (Everyone must have their presentation posted to Canvas by 11:00 pm on Monday, 4 May. Keep in mind that it can take up to an hour to upload.) Attendance is mandatory for all students in the class</p> <p>Final Model & Final Presentation. This digital presentation should include the following information: (a) Images of your final design. Multiple views with callouts to explain key features and Beauty shots (b) Images of final design in use, in context. (c) Storyboard explaining key innovations. (d) Images of Ergonomics interaction (e) Story or Explanation of the “Why” of your work. Show the thinking and development behind your design</p> <p>Homework: Final process book- (Digital)</p>
17	T 5/13	Submission of digital process book