ID4062 Capstone Studio Syllabus

4 Credit Hours – Spring semester 2026

Mondays & Wednesday - 9:00 AM – 11:55 PM

Studio Located in Stubbins Gallery

Instructor Information

Instructor	Email	Office Hours & Location
Professor Roger Ball	roger.ball@design.gatech.edu 24-hour response usually	Room 150 M-TH 12:00-1:00

General Information

Description

The capstone as the final ID studio represents the culmination of skills and knowledge the student has learned during their time in GTID. The Capstone Studio is not the usual "one size fits all" course as it offers the freedom to choose risky and experimental self-directed projects that have strong Design impact. Students create a fully developed portfolio quality Capstone project that best suits their individual goals. Capstone projects promote their design profile online.

The major Capstone project is not assigned it is driven by research. We introduce professional level research methodology and resources. We use the **Trend research** method which uses trend research, market research, statistics, demographics, presentations, user research, subject area experts, peer review and instructor feedback to determine the strongest Capstone project topic.

Pre- &/or Co-Requisites

ID 3031 Studio

Course Goals and Learning Outcomes

Upon completion of the course students are expected to demonstrate knowledge, skill, and abilities in the following areas:

- o   Research design trends in culture, technology, commerce
- o   Identify Design opportunity areas
- o   Fully develop a self-directed Capstone Design Project

Course Requirements & Grading

Description of Graded Components

Assignment	Weight
1 – Assignment 1 – LinkedIn 2050	**10%**
2 – Assignment 2– Major project	**70%**
3 – Engagement	20%

Extra Credit Opportunities

Please approach me individually of you are interested in extra credit opportunities.

Pitch Competitions:
There are two main pitch competitions for ID students to enter
1. CreateX - https://create-x.gatech.edu/
2. Inventure Prize- https://inventureprize.gatech.edu/

Grading Scale

Your final grade will be assigned as a letter grade according to the following scale:

A	90-100%	(Guide: Independent work style and exceeding expectations)
B	80-89%	(Guide: Meet expectations)
C	70-79%	(Guide: Meets the majority of expectations)
D	60-69%	(Guide: Fails to meet some expectations)
F	0-59%	(Guide: Fails to meet most expectations)

Course Materials
Reading List
Design:
1. (book) DesignDirect: Creating your own Design microbrand. Ball,R
2. (book) Flow: The Psychology of Optimal Experience. Csikszentmihalyi,M
3. (book) Designing Your Life, Burnett & Evans
4. (book) The Art of Lateral Thinking. DeBono,E
5. (book) The Rise of the Creative Class. Florida,R
6. book) The Ten Faces of Innovation: IDEO's Strategies for Driving Creativity Throughout Your Organization. Littman,J
7. (book) The Design of Everyday Objects. Norman,D
8. (book) Design for the Real World: Human Ecology and Social Change. Papanek,V
9. (book) The Experience Economy. Pine & Gilmor
10. (book) Creating Breakthrough Products ,Vogel & Cagan

Design on the web

Product reviews:
Wirecutter New York Times (NYT)
Students get a free NYT account set up account and use your GT email

Course Website and Other Classroom Management Tools
Digital Tools:

The course uses three essential digital tools:
1. Zotero. We will use a shared group on Zotero for researching and sharing journals articles and documents.
2. Canvas. For distributing course materials, class announcements, weekly reviews, discussion posts and for submitting class assignments.
3. LinkedIn. For recruiting subject area experts, growing professional network, finding job leads and posting of design content.

[Professional Design Research](#)
The go to resource for research is typically for most students is Google. Google is fine for a quick overview but is not robust enough for professional design research. You will use the professional, in-depth research resources and databases of the library. Knowing how to do next level design research is a critical skill in your design toolkit. The library is our key partner in this course and your ability to use and apply the trend research and statistical tools in the library will be critical to your success in this course. https://libguides.gatech.edu/c.php?g=54146&p=349984.

GT Library contact:

Catherine Mancini
Head, Campus Engagement & Scholarly Outreach
Liaison to the College of Design
Georgia Institute of Technology Library
Atlanta, GA 30332-0900
Phone: 404-385-3249
Email: catherine.manci@library.gatech.edu

Course Expectations & Guidelines

Academic Integrity

Georgia Tech aims to cultivate a community based on trust, academic integrity, and honor. Students are expected to act according to the highest ethical standards. For information on Georgia Tech's Academic Honor Code, please visit http://www.catalog.gatech.edu/policies/honor-code/

Any student suspected of cheating or plagiarizing a Design, quiz, exam, or assignment will be reported to the Office of Student Integrity, who will investigate the incident and identify the appropriate penalty for violations.

Accommodations for Individuals with Disabilities

If you are a student with learning needs that require special accommodation, contact the Office of Disability Services (often referred to as ADAPTS) at (404)89-2563 or http://disabilityservices.gatech.edu/, as soon as possible, to make an appointment to discuss your special needs and to obtain an accommodations letter. Please also e-mail me as soon as possible in order to set up a time to discuss your learning needs.

Assignment Upload

All submissions require upload to two locations, Canvas for grading and Google Drive folder for presentations. Upload reduced size folders only (< 25 MB).

Attendance

Students must attend class at designated times with all assigned work prepared for review. They are permitted three unexcused absences without documentation. According to GT policy, after five absences, students fail the course because they have not attended enough to justify the credit hours.

Classes begin promptly at 9:05. Students are encouraged to arrive 10-15 minutes early to check the network, confirm assignments have been uploaded, and catch up with classmates. If you anticipate missing a class for a valid reason, such as a major religious observance or participation in an approved Institute activity, please inform your instructor in advance. In the event of an unexpected situation, it is your responsibility to contact your instructor within 24 hours of the scheduled class time.

http://www.catalog.gatech.edu/rules/4/

Late Assignments & Resubmissions

My aim is to ensure you have the best possible work for your portfolio so I encourage resubmissions, which is why I have a distinctive late policy for assignments. All assignments must be submitted by the due date for grading. However, I am always open to accepting resubmissions **without penalty** after the deadline. When submitting an assignment, ask yourself, "Is this my best work?" If there's any doubt, continue refining it and resubmit once it meets your quality standards. If your resubmission shows improvement, I will raise your grade.

Additional Course Policies

● All work must be original

● No internet images or stock photography accepted except for non-public classroom discussion purposes.

> When GT displays your work in public at LaunchPad or GTID website GT is liable for any copyright infringement.

> Take your own research photos and photo document your entire design process. If you don't own the copyright or have permission, you can't use the images.

> Every time you use someone else's images to explain your design work you miss an opportunity to impress with your own work.

● Keep email communications brief and to the point.

● No animals in class

● No eating during class.

● Coffee and water encouraged

● Please keep your desk and the studio clean.

Student-Faculty Expectations

At Georgia Tech we believe that it is important to continually strive for an atmosphere of mutual respect, acknowledgement, and responsibility between faculty members and the student body. See http://www.catalog.gatech.edu/rules/22/ for an articulation of some basic expectations – that you can have of me, and that I have of you. In the end, simple respect for knowledge, hard work, and cordial interactions will help build the environment we seek.

Original Work

All images, drawings, CAD files and written work must be the students original work and Intellectual property. You must own all the rights (or have written permission) to anything you publicly display. No internet images are allowed. Using other people's work or images are not allowed. Any research material found on-line must be identified and cited.

Additional Course Policies

DO NOT come to class in person if you feel sick. Active participation is required, however there will be an effort to be flexible if a student is sick. If you believe you have symptoms of Covid-19 you are required to follow up with the Stamps Health Center (https://health.gatech.edu/coronavirus/students). We do not want anyone to feel obligated to come to class in person if they do not feel well.

● All work must be original
● No internet images or stock photography accepted except for non-public classroom discussion purposes.
When GT displays your work in public at LaunchPad or GTID website GT is liable for any copyright infringement.
Take your own research photos and photo document your entire design process. If you don't own the copyright or have permission, you can't use the images.
Every time you use someone else's images to explain your Design ideas you lose an opportunity to impress with your own work.
● Keep email concise
● No animals in class
● No phone calls during class. If you have a call please step outside.
● No eating during class.
● Coffee and water encouraged
● Keep studio clean.

Resources for Students

Shops and Labs

There are multiple places for making and 3D printing including ID Shop, Digital Fabrication Lab & Invention Studio (http://inventionstudio.gatech.edu/

My Body Scan Lab in room 150 is available for students during class time.

Teaching Plan – Spring 2023

Wk.	Date	Class Activity
1	Monday Jan 12	**Student Introductions and expectations** **Career bubbles and discussion** **Assignment 1 _ LinkedIn Profile 2046**
1	Wed Jan 14	Lecture 1 – Teaching method Syllabus review and class set up **Course resources set up; Zotero (research), Google Drive (2nd backup),LinkedIn(Network) Canvas (submissions) and Museum of Me (photography and header)** **Engagement Deliverable 1 - MOME** **Engagement Deliverable 2 - LinkedIn profile upgrade review in groups**
2	Monday Jan 19	MLK Holiday
2	Wed Jan 21	**Individual reviews** **Engagement Deliverable 1 due - MOME installed**
3	Monday Jan 26	**Assignment1 LinkedIn 2046 presentation**
3	Wed	Lecture 2- Trend research

	Jan 28	**Research trends of personal interest – Steeple method** **Discussion assignment 1 _ Trend influencing design + group discussion**
4	Monday Feb 2	Library workshop **Engagement Deliverable 2 due – LinkedIn profile upgrade**
4	Wed Feb 4	Lecture; Capstone example projects Trend brainstorm in groups
5	Monday Feb 9	**Three Concept Presentation** – 5 minutes
5	Wed Feb 11	**Design ReFrame review in groups** **Individual reviews- contact subject area expert**
6	Monday Feb 16	**Design ReFrame with research question and white space map**
6	Wed Feb 18	**Design ReFrame presentation** **Script, slide deck, statistics, customer, white space map, research question, timeline, subject area expert - 5 minutes**
7	Monday Feb 23	**Design Development Individual reviews** **Discussion assignment 2 - Great commercial example**
7	Wed Feb 25	**Lecture 3 - Microbrand** **Microbrand workshop in class**
8	Monday Mar 2	**Lecture 4 - Pitch commercial** **Design Development Individual reviews – hack prototype**
8	Wed Mar 4	**Design Development Individual reviews – Storyboard, user journey map**
9	Monday March 9	**SWOT analysis of your idea -**
9	Wed March 11	**Lo Fi Prototype**
10	Monday March 16	**Design Development Individual reviews**
10	Wed March 18	**Design Development Individual reviews**
11	Monday March 23	**SPRING BREAK NO CLASSES**
11	Wed March 25	**SPRING BREAK NO CLASSES**
12	Monday March 30	**Pitch Commercial Presentation to class**
12	Wed Apr 1	**Open studio**
13	Monday April 6	*** Final Presentation Day 1** **Guest: TBA**
13	Wed April 8	*** Final Presentation Day 2** **Guest: TBA**
14	Monday April 13	**Design Revisions - individual reviews**
14	Wed April 15	**Design Revisions - individual reviews**

15	Monday April 20	**Launchpad poster review**
15	Wed April 22	**Project promotion and EPK**
16	Monday April 27	**Class reflection**
17	Monday May 1	**Process book due**
18	Tuesday May 2	**LaunchPad setup 1:00 pm in studio** **Engagement deliverable 3 due – LaunchPad exhibit set up**

Qualtrics Research survey
Consumer behavior and attitudes _GT Facebook parents' group
Vote for best design option_ personal network, LinkedIn, Insta, Youtube

Class discussion topics
- Trends influencing design
- LinkedIn profile review and 3 improvements
- Website review and 3 improvements
- AI- how will you use it in your career?