ID4863 Planning your Design Career

3 Credit Hours – Fall 2025

Room TBA

Instructor Information

Instructor	Email	Office Hours & Location
Professor Roger Ball MFA PhD	roger.ball@design.gatech.edu 24-hour response usually	Room 156 – by appointment

General Information

Description

What is your dream design job? Design Director for Tesla? VP of UX for Duolingo? Design Professor at MIT? Director Design Research at Google? Product Manager at Prada? Creative Director at Lululemon? Startup Founder? CEO of your own Brand? Trend Hunter at WGSN?

There are a lot of amazing Design jobs out there. But how do you get a dream job? You need a plan and that's what Planning your Design career teaches you. Planning your Design Career prepares you for that first design job and for every job after that. This course goes beyond portfolio development and writing a cover letter to develop a long range career strategy to achieve lifelong career success.
In this course we start by creating a design philosophy which defines where you are today. Next, we travel to 2045 to find that dream job and then work backwards to today. What profile is likely to land you the dream job? What types of education and work experiences will you need to make you stand out?
Next, we look at the hiring process and create a portfolio website suitable for a Design Job application then we develop your online profile.The online profile that every recruiter checks when considering your job application. Finally we create job application website that features 3 projects.
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Pre- &/or Co-Requisites

Year 1 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 Researching and analyzing design careers
- o Creating a compelling LinkedIn profile
- o Creating a career plan
- o Creating a working personal website

Course Requirements & Grading

Description of Graded Components

Major project - Extreme Heat	Weight
Module 1 – Design Philosophy	10%
Module 2 – LinkedIn Profile 2050	20%
Module 3 – Application Portfolio	50%
Class engagement and participation	20%

Extra Credit Opportunities

Additional assignments are available for extra credit.

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

Classroom Management Tools

Digital Tools:

Classwork
Canvas - course materials including this syllabus are available in the files and folders sections. All assignments are submitted through Canvas and posted to the class Google Drive

Research & Reference:
Zotero – software tool for writing and research

Marketing and promotion:

- o   LinkedIn – Design articles, professional networking, job search and online profile
- o   LaunchPad – Follow marketing guidelines for submissions. Launchpad is Dec 15 and there will be in-person and online events. Our Marketing contact for LaunchPad, the ID website and all promotional activities is;
    Danielle Fasciano
    Academic Program Manager

danielle.fasciano@design.gatech.edu

Please contact her directly for any questions regarding format and content.

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

Use of AI in the classroom

Image Generation/ Video/ Design Production for GTID project work:
- Identify which AI-powered platform or tool was used to generate the image(s) and/or video(s) in your work, such as Midjourney, DALL-E, or Stable Diffusion (and others).
- Provide the specific input parameters, prompts, or preferences that you provided to the platform or tool to guide the image/video generation process.
- Clearly state that the image(s)/video(s) were generated using AI with the platform referenced.

ChatGPT and LLM's
You may use AI programs e.g. ChatGPT to help generate ideas and brainstorm. However, you should note that the material generated by these programs may be inaccurate, incomplete, or otherwise problematic. Beware that use may also stifle your own independent thinking and creativity.

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 Turn-In
All submissions require upload on Canvas and class Google Drive folder with reduced file sizes (< 25 MB). Video submissions may be saved in two formats MPEG4 or MOV

Extensions & Late Assignments
Late submissions (same day) will result in a 10%-point deduction. Late submissions (48 hrs) will result in a 15%-point deduction. Late submissions more than 48 hrs after due date are generally not accepted (subject to an individual assessment of the situation).

Diversity, Equity and Inclusion
The College of Design (COD) community of faculty, staff, and students aspires to create and nurture an environment that is supportive of all backgrounds where different views and ideas are respected and

encouraged. In all our pursuits, we commit to justice, diversity, equity, and inclusion regarding race, national origin, language, age, sexual orientation, gender, religion, and ability. Moreover, we will encourage intellectual inquiry and respectful exchange that cements our dedication to these principles.

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.

Additional Course Policies
ALL IMAGES MUST BE ORIGINAL
- No internet images or stock photography can be submitted in any assignment, presentation, or video. This includes creative commons images. If you don't own the copyright, you dont use it.
- Every time you use someone else's images to explain your Design ideas you lose an opportunity to impress us with your own work.
- Use your own photos for target customers profiles and user personas or take your own photos using your friends or family as models. If that option is not available us AI to generate the people
- Take your own research photos and photo document your entire design process. We need to see you participating in your own research.
- When GT displays your work in public at LaunchPad or GTID website GT is liable for any copyright infringement.
- Respect Privacy. No photography or taping in classroom allowed without permission of the instructor
- Keep email communications brief and to the point.
- No pets in class
- No phone calls during lectures. If you have an urgent call please step outside.
- No eating during classes the studio is not a cafeteria. Coffee and water encouraged
- Please keep studio clean.

Email Etiquette
- Keep email communications respectful and to the point. Email is mainly a tool for arranging an in-person or online meeting.

Teaching Plan – Summer 2025

Week	Dates	Activity
Intro	Tuesday August 19	**Instructor introduction**
Intro	Thurs Aug 21	**Student introduction**
1	Tuesday Aug 26	**Module 1** **Course introduction and classroom tools** **Assignment 1_Design Philosophy** **Review examples**
1	Thurs Aug 28	**Philosophy written drafts**

2	Tuesday Sept 2	**Video script draft and review**
2	Thurs Sept 4	**Video Presentation**
3	Tuesday Sept 9	**Module 2** **The hiring process**
3	Thurs Sept 11	**Assignment 2_ LinkedIn Profile 2045** **Review examples**
4	Tuesday Sept 16	**Guest Speaker 1 - TBA**
4	Thurs Sept 18	**Davia_ career center**
5	Tuesday Sept 23	**Research dream job profiles, graduate schools and best companies**
5	Thurs Sept 25	**Poster Development** **Review of Draft Profile**
6	Tuesday Sept 30	**LinkedIn Profile Poster completed and submitted.**
6	Thurs Oct 2	**Presentation of profile**
7	Tuesday Oct7	**Fall Break**
7	Thurs Oct 9	**Module 3** **Assignment 3_Job Application Website/Portfolio**
8	Tuesday Oct 14	**Launch & Research design websites**
8	Thurs Oct 16	**Register url of your website**
9	Tuesday Oct 21	**Presentation of website you have researched**
9	Thurs Oct 23	**Portfolio workbook draft of chosen projects**
10	Tuesday Oct 28	**Development of home page**
10	Thurs Oct 30	**Guest speaker -TBA**
11	Tuesday Nov 4	**Review workbook**
11	Thurs Nov 6	**Review workbook**
12	Tuesday Nov 11	**Portfolio workbook complete** **Upload project to website and test UX**
12	Thurs Nov 13	**Present website**
13	Tuesday Nov 18	**Revise website**

13	Thurs Nov 20	Review website
14	Tuesday Nov 25	Open studio
14	Thurs Nov 27	Website live
15	Tuesday Dec 2	Course reflection

File Naming Conventions

Ball_Roger_Microbrand_Brand name

Speakers List

Cole Calhub

Maggie Garrett

Miguel Silva

Jack Walsh

Arjun