

# 6211\_ Studio 1\_Syllabus

Fall semester, 4 Credits

M/W 1:00 pm - 3:45 pm Graduate Studio

## Instructor Information

Instructor	Email	Office Hours & Location
Professor Roger Ball	<a href="mailto:roger.ball@coa.gatech.edu">roger.ball@coa.gatech.edu</a>	appointment by email, Room TBA

## General Information

### Description

This introductory graduate Design studio introduces students to the MID program philosophy, the graduate studio experience, design methodologies and design research methods. This course approaches Industrial Design from a user centered, holistic/strategic level considering, products, branding and communication. The course aims to create portfolio projects with a master's level of innovation and quality.

### Studio one

#### Description

Studio One is a 3D product design studio. This year we will work hands on learning to design products that fit the human body. In this course you will use 3D body scanning, CAD softwares, 3D printing, materials explorations and body fit principles.

Studio will learn branding principles and create a microbrand for their major project.

#### Pre- &/or Co-Requisites

Undergraduate design degree or certificate.

#### Course Goals and Learning Outcomes

Students will develop their critical thinking abilities, apply design methodologies, demonstrate their design research methods and develop innovative design solutions with impact and communicate the results. Upon completion of the course students demonstrate knowledge, skill and abilities in the following areas:

- Body scanning: Develop creative solutions for design assignments.
- Fit principles and methods: Apply the “body fit” design principles in a design project.
- Branding: Create the identity for a design driven brand
- Communication: Create compelling video and in person presentations.

#### Description of Graded Components

Assignment	Percentage
Assignment 1 - Design Philosophy	10%
Assignment 2 - Brand Mashup	20%
Assignment 3 - Product customization for body fit	50%
4 - Engagement & Participation	20%

## Extra Credit Opportunities

Additional assignments are available for extra credit; Design school reviews, social media article submissions to Core 77 and ArtsThread, research presentations. One simple extra credit opportunity is to submit your Major project to online Design blogs and websites, Design contests and Create X start up competition. Major projects have won funding from CreateX. The contact for CreateX is;

**Prof of Practice Steve Chininis**  
CreateX ID Coordinator  
schininis@gatech.edu

Please contact him directly with your questions.

## 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 Website and Other Classroom Management Tools

### Digital Tools:

#### Classwork

- Canvas - course materials including this syllabus are available in the files and folders sections. All assignment is submitted through Canvas

#### Research & Reference:

- Zotero - software tool for writing and research
- Pinterest - visual reference, methods and inspirations

#### Marketing and promotion:

- LinkedIn - Design articles, professional networking, job search and online profile
- 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](mailto:danielle.fasciano@design.gatech.edu)

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

## Resources for Students

### Trend Research

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>

Please arrange an introductory Teams meeting with the library to discuss your research plan as soon as possible. It is critically important for you to get an early start with the library to become expert with the tools you will need to develop your trend research strategy. Read the library PDF document in the Files section on Canvas

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](mailto:catherine.manci@library.gatech.edu)

## Workshops & Modelmaking

COD Basement

## 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 on a 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 with optimized file sizes (< 25 MB). Video submissions must be saved in two versions; high rez monitor and optimized for smartphone.

### Class Engagement

Attendance: Students are allowed 3 unexcused absences without documentation. After 6 absences you fail because you have not been present enough to learn enough material to warrant 4 credit hours. Engagement & participation is measured by your contributions to class discussions, feedback on your peers' presentations, posting relevant articles to class discussions, and asking questions. Classes begin promptly at 1:05pm. Students are encouraged to arrive at the classroom 10 minutes early to check your class emails, connect to the network, to confirm assignments have been uploaded and to catch up with classmates.

## Extensions, Late Assignments, & Re-Scheduled/Missed Presentations

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). Extensions are possible on an individual basis.

## Extensions, Late Assignments, & Re-Scheduled/Missed Presentations

My goal in this class is to produce the best quality work possible. I allow as many resubmissions as possible without penalty. If the resubmission shows improvement your mark will be upgraded. It is my experience that after the project has been presented and feedback received that a little extra work improves the project tremendously. Please take advantage of this unique policy.

## 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. We all seek an environment of equity and inclusion with respect for every individual's perspective, experiences and ideas. We want to preserve the freedom of academic discourse.

## Additional Course Policies

- All work must be original
- No internet images or stock photography accepted except for cited images of competitor's products. 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 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.

## Course Materials

Instructional methods for teaching the course include:

- Lectures,
- Class discussions
- In-class workshops
- Design reviews
- Presentations
- Online lectures & meetings
- Readings
- Field studies

**Weekly Learning Activities** (total 18 hours):

- Library & research (4 hours)
- Studio/Workshop Sessions (6 hours)
- Offline reading (2 hours)
- Design work (6 hours)

## Reading List

Articles

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

Research

1. (book) **Usability Testing Essentials: Ready, Set...Test!** Barnum,C
2. (book) **Design Research Through Practice: From the Lab, Field, and Showroom.** Koskinen,I
3. (book) **101 Design Methods: A Structured Approach for Driving Innovation in Your Organization.** Kumar,V
4. (book) **Observing the User Experience: A Practitioner's Guide to User Research.** Kuniavsky,M
5. (book) **Make It So: Interaction Design Lessons from Science Fiction.** Shedrof & Noessell

## Class Schedule - Fall 2022

Wk.	Date	Studio Activity	Notes
1	Monday Aug 18	Course Preview Review deliverables and projects	Short class - add /drop period
1	Wed August 20	Student introductions	Short class - add/drop period
2	Monday August 25	<b>Studio Lecture 1 -Course syllabus</b> <b><u>Assignment 1- Design Philosophy and examples</u></b>	Set up digital accounts: LinkedIn, Canvas, Zotero, Google drive folder
2	Wed August 27	Design philosophy review	
3	Monday Sept 1	Labor Day - no classes	Have fun
3	Wed Sept 3	<b>Assignment 1_Class Presentation_Design Philosophy - 5 minutes</b>	Submit on Canvas before class. TEST THAT IT WORKS Peer review assigned
4	Monday Sept 8	<b>Assignment 2_Brand Mashup</b> Lecture 2 Brand Mashup	Brand analysis, SWOT analysis
4	Wed Sept 10	<b>Brand analysis review</b>	
5	Monday Sept 15	<b>Brand analysis video due</b> Form groups	Upload video before class to Canvas and Google drive
5	Wed Sept 17	<b>Brand Mashup - group reviews</b>	
6	Monday Sept 22	<b>Brand Mashup - review poster</b> Presentation Techniques	

6	Wed Sept 24	<b>Brand Mashup presentation</b> <b>Midterm review - individual - 5 minutes</b>	
7	Monday Sept 29	<b>Assignment 3 Product Customization Body Fit</b> <b>Instructor Portfolio</b> <b>Lecture 3 Fit Factors in Design</b>	
7	Wed Oct 1	<b>Scanning Process - landmarking and scanning</b>	

8	Monday Oct 6	Fall Break - no classes	
8	Wed Oct 8	<b>Trend research &amp; market research</b>	Meet in Library
9	Monday Oct 13	<b>Review with instructor Group review 3 concepts</b>	
9	Wed Oct 15	<b>Review with instructor Design Reframe</b>	CAD file created
10	Monday Oct 20	<b>3D Print 1 - Male subject</b> <b>Instructor review</b> <b>Fit analysis</b>	
10	Wed Oct 22	3D Print 2 - CAD revisions from fit analysis	
11	Monday Oct 27	<b>Scanning second subject</b>	
11	Wed Oct 29	<b>CAD model - second subject</b>	
12	Monday Nov 3	<b>Lecture - Microbrand</b> <b>Brand name, Fonts, Color palette, CFM</b>	
12	Wed Nov 6	<b>Second subject 3D Print 3 - female subject Instructor review</b> <b>Fit analysis</b>	
13	Monday Nov 10	<b>Microbrand review</b>	
13	Wed Nov 12	3D Print 4 - CAD revisions from fit analysis	
14	Monday Nov 17	<b>Assignment 3_ Final Presentation</b>	Final commercial completed and uploaded to Canvas. You will play your commercial through Canvas.
14	Wed Nov 19	<b>Project refinement</b>	
15	Monday Nov 24	<b>LaunchPad display due</b>	

15	Wed Nov 26	Thanksgiving Holiday - no classes	
16	Fri Dec 1	<b>Final Class - Class reflection</b>	Process book completed and uploaded to Canvas. Compressed PDF format
17	Mon Dec 8	<b>Process Book Due</b>	Submit your work to LaunchPad early to avoid the last minute rush!
17	Thurs Dec 12	<b>LaunchPad</b>	

