

**SYLLABUS FOR CS8070
CREATIVE VISUAL EXPERIENCE AND DESIGN**

Semester 2 AY 2014-2015

General Information

Lecturer : Dr Yeoh Kok Cheow (kcyeh@ntu.edu.sg)
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Office Hrs: By appt (Unannounced drop-in is not welcomed)
Lecture : Monday 12:30 PM - 3:30 PM
Facebook : <https://www.facebook.com/CS8070>

Assigned Texts

Experience Design 1.1 A Manifesto for the Design of Experiences by Nathan Shedroff.
Available at www.experiencedesignbooks.com (ISBN: 978-0-9822339-0-0)

Course Description & Objectives

This course is both a reflective and hands-on approach to design consciousness to help inspire one to recognize that there is always an experience created by a product, service, event, environment and people which play a part in contributing to our overall experience, perception and acceptance. This continuous assessment course seeks to orient students to the spectrum of human experiences through the completion of an individual assignment plus other necessary criteria.

The objectives are for students:

- i) To recognize significant experiential contributors to design and how they can affect our overall experience
- ii) To provide exposure to images and other information to inspire reflections and explorations.
- iii) To improve creative thinking that needs one to see and think in new ways
- iv) To encourage experimentation on topics related to our daily experiences

Assessment Components

All in all, you will explore the essence of “experience” through a process of planning, developing, and executing your ideas by using your own sense of being as touch points to provide new insights into the dynamics underlying our individual and collective strengths/weaknesses. These dynamics are elements around us such as objects, events, environment and people. In completing the assignments, they can function as frameworks to help each student to understanding how our day to day experiences can affect us.

Experience “commitment” through attendance (refer to course policies for more):	10%
Experience “participation” through involvement (refer to course policies for more):	10%
Experience “anticipation” through weekly quizzes/worksheets/e-learning/activities:	30%
Experience “excitement” through an individual assignment ‘MY TRANSFORMATIVE EXPERIENCE’:	50%*

***RUBRICS OF MY TRANSFORMATIVE EXPERIENCE:**

COMPOSITION (60%) Comprehension of topic:

- Accuracy of vocabulary, i.e. attention to linguistic correctness (grammar, spelling, syntax, etc) and references (if applicable). If you choose to write the report, make sure that your handwriting is legible
- 5%

- Difficulties experienced in completing the task 10%
- Lesson learned throughout the 10 weeks 10%
- Application of 3 of the 6 Shedroff dimensions applicable to your experience 10%
- Week by week log of activities for a total of 10 weeks leading to the transformation 20%
- Summary of your experience 5%

CREATIVITY (20%) Approach taken:

- Inventiveness (imagination, experimentation leading to discoveries for the experience) 5%
- Innovative (introduced something old in a new way, a sense of newness) 5%
- Adventurousness (risk-taking, competitive, exploratory disregarded tried and true methods)) 5%
- Intellect and craftiness in the approach of the topic 5%

DESIGN (20%) Methods used to produce the report:

- Consideration of style, format and materials 5%
- Quality of overall presentation/professionalism of the report 5%
- Quality of images presented in the report (appropriately addresses the tone of the story) 5%
- Attention to details (as in the presentation, details in the report) 5%

ABOUT 'MY TRANSFORMATIVE EXPERIENCE' (Due at the beginning of the last week of class)

As the saying goes, "A life unexamined is a life not worth living." In preparing for your transformative experience for the next 10 weeks, answer the questions in a worksheet provided during the 2nd and 3rd weeks of class. The questions will help you to understand your true colors, your inner self. Once you have answered the questions, you will mentally reverse the answers that you have truthfully written to assist your choice in being someone you are not. *The idea is to let you "experience" being someone you are not as far from your comfort level as possible.* Although a change in your perceptions, dispositions, thoughts, and actions are required to successfully experience the transformation, you are advised against 'experiencing' the following, for obvious reasons*:

- sickness or any physical or mental conditions that are **simulated* or **artificially induced* (introvert/extrovert, being happy, blind, color blindness, deaf, mute, dementia);
- **menial* activities (exercising, painting, photographing, crocheting, blogging, etc.) which also include a **dare* of some sort (cost-playing, cross-dressing, talking to strangers, being a superhero, etc.)

While the end result of the transformative experience is clear (that you experience life being someone you're not), the path to get there may not be as clear. This is expected as you will experience the vagueness of exploring. But, here's a suggestion. You may choose to approach the assignment as a "job." E.g. you can volunteer at an animal shelter, take on odd jobs, intern at a bakery, etc. The beauty of this approach is that jobs, as an immersive experience, can define a person's life, which can add perspectives to your own experience. Looking through someone's life shall give you a better perspective of your own life.

Please be advised that you must exercise judgment and caution in fulfilling the assignment that you do not put yourself or other party members in danger for executing the assignment. Document your process of your transformation (the before and after and everything in between accordingly every week) in a report with images to accompany your descriptions. Your journal should not be more than 1,000 words and include at least 10 - 20 pictures, presented in an organized or creative manner, in particular to the latter, aligned to the theme of your transformation.

For starters, review and answer the 15 questions below to get a sense of who you really are...

1. What is your motto in life?
2. What are the three attributes that make you unique and special?
3. Behind your back, what would people say about you?
4. What is your most cherished childhood memory?
5. What is your idea of perfect happiness?
6. When and where were you happiest?
7. What is your greatest fear?
8. What is your greatest achievement?

9. Where would you like to live if it is up to you?
10. Which talent would you like to have?
11. What or who is the greatest love of your life?
12. What is your favorite occupation?
13. What are the things that prevent you from being more open-minded?
14. How would you like to die?
15. If you were to die and come back as a person or a thing, what do you think it would be?

Course Policies

1. Due to our reliance on NTULearn to communicate, please check your school email regularly as it is the designated method for sending information and updates. Alternative emails are discouraged.
2. Where applicable, you should correspond with the lecturer's designated teaching assistant and be aware that the lecturer and his TA may not respond during weekends.
3. Works from other classes may not be turned in as a substitute for this class. If violated, you may receive an F for the assignment.
4. **Submission in absentia in a continuous assessment-base course is prohibited /discouraged** without prior arrangements. Understandably, due to unforeseen circumstances, late submission or any work turned in on your behalf may only be evaluated on a permitted basis, provide that you have communicated either an anticipated disruption or to notify your lecturer a week within the incident - failing to do so will render your absence as an unexcused absence.
5. You are expected to punctually attend all lecture and tutorial sessions. The penalty for tardiness and absences for lecture and tutorial sessions are as follows:
15 minutes after the start of the class is considered late. 30 minutes and beyond is considered an absent. Three unexcused absences will earn you a letter grade drop in the final grade.
6. Sending a notification email or a doctor's note does not exempt you from your obligations required by the course nor does it "buy" you extra time from a due date or exempt you from responsibility. If you expect an interruption in your schedule, please notify the lecturer in advance.
7. The lecturer and TA are not obligated to repeat the delivery of course materials. It is your responsibility to find out from your classmates what you have missed and to seek clarifications from the lecturer or TA.
8. **The deadline will not be extended for any assignments. There will be no "make up" opportunities for missed assignments/pop quiz.** You are not allowed to retake any missed quizzes/exams as those are specifically linked to your attendance unless you provide immediate documentation/notification within a week since the occurrence of the event by getting in touch with the TA for documentation purposes.
9. Your behavior in the classroom affects the experience of those around you. All mobile phones are to be switched off during class sessions and kept away from sight (inside a bag, for example). Using hand phones while the class is in session (receiving or making calls or reading/sending SMS messages) is considered disruptive behavior. You may be dismissed from class and your attendance grade adjusted.
10. During the lecture and/or tutorial sessions, permission must be obtained from the lecturer if the student wishes to record any presentation via any electronic or digital devices of any sort.
11. In preventing mishaps to your artwork, please refrain from eating or drinking when in class.
12. Do not make any offensive remarks, read inappropriate materials, chitchat, sleep or engage in other forms of distraction such as talking while the lecturer is teaching and so forth.
13. It is preferred that works submitted are typed (word-processed, i.e. check for typos, misspellings), with attention paid to correct any linguistic mistakes. Hand-written materials will not be accepted unless they are applicable to your assignment. The format for your report/assignment delivered preferably in PDF, can be varied. Whenever in doubt, discuss with your lecturer/TA.
14. If you do not ask questions or seek clarifications, the lecturer assumes that you understood what has been presented and will be graded accordingly.
15. For the purpose of documentation, all data gathered and works explored must be kept for your own sake should the need of appeal arises in a populous class.

Policy on Plagiarism

The work that you submit for assessment in this course must be your own individual work (or the work of your group members, in the case of group projects). The NTU Academic Integrity Policy (<http://academicintegrity.ntu.edu.sg/>) applies to this course. It is your responsibility to familiarise

yourself with the Policy and to uphold the values of academic integrity in all academic undertakings. As a matriculated student, you are committed to uphold the NTU Honour Code (<http://www.ntu.edu.sg/sao/Pages/HonourCode.aspx>).

Acts of academic dishonesty include (source: <http://academicintegrity.ntu.edu.sg/policy/>):

- **Plagiarism:** using or passing off as one’s own, writings or ideas of someone else, without acknowledging or crediting the source. This includes
 - using words, images, diagrams, graphs or ideas derived from books, journals, magazines, visual media, and the internet without proper acknowledgement;
 - copying work from the internet or other sources and presenting as one’s own;
 - direct quoting without quotation marks, even though the source is cited;
 - submitting the same piece of work to different courses or to different publications.
- **Academic fraud:** cheating, lying and stealing. This includes:
 - Cheating - bringing or having access to unauthorised books or materials during an examination or assessment;
 - Collusion - copying the work of another student, having another person write one’s assignments, or allowing another student to borrow one’s work;
 - Falsification of data - fabricating or altering data to mislead such as changing data to get better experiment results;
 - False citation - citing a source that was never utilised or attributing work to a source from which the referenced material was not obtained.
- **Facilitating academic dishonesty:** allowing another student to copy an assignment that is supposed to be done individually, allowing another student to copy answers during an examination/assessment, and taking an examination/assessment or doing an assignment for another student.

Disciplinary actions against academic dishonesty range from a grade mark-down, failing a course to expulsion. Your work should not be copied without appropriate citation from any source, including the Internet. This policy applies to all work submitted, either through oral presentation, or written work, including outlines, briefings, group projects, self-evaluations, etc. You are encouraged to consult us if you have questions concerning the meaning of plagiarism or whether a particular use of sources constitutes plagiarism. If you borrow artwork that is not your own for your artwork, cite it clearly in your accompanying report/presentation. If there is a production of artwork, all works must be clearly labeled with your full name, course code, date, project name, credits as well as other relevant information on the lower right side on the back of a mounted/unmounted artwork, with at least half an inch for the margin on the edge.

CS8070: CREATIVE VISUAL THINKING & DESIGN Class Schedule (*subject to changes where necessary*)

Week	Topic/Activity - Including weekly activities/pop quizzes where applicable
Week 1 - Jan 14	Add/drop period begins
Week 2 - Jan 21	Introduction Add/drop period ends <u>LECTURE:</u> <ul style="list-style-type: none"> • Intro to experience design • The 6 dimensions of design • The senses • Assignment of individual assignment - MY TRANSFORMATIVE EXPERIENCE (to last from weeks 2 - 12). Worksheet due next week at the beginning of the class
Week 3 - Jan 28	<u>LECTURE:</u> <ul style="list-style-type: none"> • The 6 dimensions of design • Classical conditioning theory • Symbolism • The 15 core meanings • Objectivity Worksheet due at the beginning of the class Consultation for the individual assignment after lecture

Week 4 - Feb 4	<u>LECTURE:</u> <ul style="list-style-type: none"> • Creativity • Consistency • Visualization • Translating the experience through Visual Design • Presentation
Week 5 - Feb 11	<u>LECTURE:</u> <ul style="list-style-type: none"> • Identity • National branding of cultural identity • Identity of a nation • Community
Week 6 - Feb 18	Chinese New Year/ Class postponed.
Week 7 - Feb 25	<u>LECTURE:</u> <ul style="list-style-type: none"> • Information • Communications • Storytelling • Narrative structure
RECESS WEEK Mar 2 - Mar 6, 2015	
Week 8 - Mar 11	<u>LECTURE:</u> <ul style="list-style-type: none"> • Knowledge • Wisdom • Point of view
Week 9 - Mar 18	<u>LECTURE:</u> <ul style="list-style-type: none"> • Multiplicity • Adaptivity • Participation • Personalization • Customization
Week 10 - Mar 25	<u>E-LEARNING WEEK</u>
Week 11 - Apr 1	<u>LECTURE:</u> <ul style="list-style-type: none"> • Travel • Navigation • Participants • Control • Identity: Authenticity
Week 12 - Apr 8	Consultation for completion of MY TRANSFORMATIVE EXPERIENCE
Week 13 - Apr 15	MY TRANSFORMATIVE EXPERIENCE due at the beginning of the class. Refer to course policies for grading and attendance policies. Presentation of individual assignment