

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

Semester 1 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 : Wed 1:30 PM - 4:30 PM

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 which recognizes that there is always an experience created by a product, service, event, environment and people. These interacting elements play a part in contributing to our overall experience. As a result, whether we intend to or not, our perception about a product, service or brand becomes impacted. This course seeks to orient students to the full spectrum of human experience through which the different dimensions of our environment affect us in sensorial, retail, technological, style, travel and cultural dimensions.

The objectives are for students:

- i) To understand and apply the essential elements and principles of design relevant to communicating visually.
- ii) To focus on form and content of two-dimensional designs.
- iii) To improve creative thinking that needs one to think “outside-the-box”.
- iv) To encourage experimentation on topics related to our daily experiences.

Assessment Components

All in all, you will explore different ideas to communicate a message to an intended audience by using applicable techniques and proper materials throughout the entire process of planning, developing, and executing your ideas to achieve the end result. The objective of BOTH the individual and group assignments is to provide new insights into the dynamics underlying our individual and collective strengths as well as challenges in observing and experiencing the 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.

Attendance:	10%
Attitude:	10%
Weekly discussions/ Activities (Preparations/ Participations/ Documentation/ Pop quiz):	40%*
Individual assignment:	40%*
*COMPOSITION (60%)	

Comprehension of topic (Overall conceptual and communication skills):

- Accuracy of vocabulary and attention to linguistic correctness (grammar, spelling, syntax, etc) which include an introduction, content as listed below and conclusion in the report. If you choose to write the report, make sure that your handwriting is legible [10%]
- Difficulties experienced [10%]
- Accomplishments achieved [10%]
- Week by week log of activities for a total of 10 weeks that lead to the “transformation” of the chosen identity [20%]
- Lesson learned which include an application of two of the 6 different dimensions that contribute to your “transformative” experience [10%]

CREATIVITY (20%)

Approach taken which includes:

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

DESIGN (20%)

Methods used to produce the report which includes:

- Consideration of format and materials relevant to the chosen identity [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, the compositions, details in the design, etc.) [5%]

MORE ABOUT THE INDIVIDUAL ASSIGNMENT (Due on the last week of class)

Every human being experiences his or her own emotions. For your individual assignment, you'll be something you're not for the duration of 10 weeks. It can be a paradigm shift by becoming a person you've always fantasized about being but never have the gumption to become/explore/experiment. Document your process (of transformations--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 to support your story, bound in a plastic binder or other presentation methods as long as the report is organized in a clear fashion.

For starters, it may be helpful to review the questions below to get a sense of who you really are...

- What is your current state of mind?
- What is your idea of perfect happiness?
- What is your greatest fear?
- What is it that you most dislike?
- What do you dislike most about your appearance?
- What words or phrases do you most overuse?
- What or who is the greatest love of your life?
- When are where were you happiest?
- Which talent would you like to have?
- What do you consider your greatest achievement?
- How would you like to die?
- If you were to die and come back as a person or a thing, what do you think it would be?
- What is the trait you most deplore in yourself?
- Where would you like to live?
- What is your most treasured possession?
- What is your favorite occupation?
- What is your most marked characteristic?
- What is the quality you most in a person?
- What do you most value in life?
- Who is your favorite person?
- What is your motto in life?

The revolutionary idea about the assignment is for you to explore by keeping the options a choice you make. Feel free to approach the lecturer for guidance. The take away idea is that you share an experience through your own format of storytelling. Although it's individualistic, it's also directed to an audience. Entertain the audience. Surprise the audience.

Course Policies

The following are some of the policies that you are expected to observe to maintain the decorum of the classroom. Others may be added to this list as the semester progresses and a need arises.

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. The lecturer needs at least two working days to respond and he shall not respond during weekends.
3. You are expected to attend all lecture and tutorial sessions. Absenteeism will affect your grade.
4. You are expected to be punctual to class. If you expect an interruption in your schedule, please notify the lecturer in advance. Please find out from your classmates what you have missed. Your absence is by no means, an excuse for a late submission, unless it has been arranged with the lecturer.
5. **The deadline will not be extended for any assignments. There will be no "make up" opportunities for missed assignments. You will receive 0 for missed assignments.**
6. 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.**
7. **Three unexcused absences equal a letter grade drop in the final grade.** Note that sending a notification email or a doctor's note does not exempt you from your obligations required by the course.
8. Your behavior in the classroom affects the environment as well as 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 will be dismissed from the class meeting if you engage in such disruptive behavior without warning.
9. In preventing mishaps to the hardware and your artwork, please refrain from eating or drinking when in class.
10. 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.
11. If you do not ask questions or seek clarifications, the lecturer assumes that you understood what has been presented.
12. Your engagement and participation is expected. Unless necessary, sites like YouTube are helpful to the course but social networking sites like Facebook are discouraged.
13. 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.
14. All written work such as creative strategy, analyses, and citations must be typed (word-processed) as hand-written materials will not be accepted unless they pertain to sketch-related explorations. Assignments may be delivered in a variety of ways - via PDF, Power Point, sketches, print-outs, portfolio binders, or web-based applications.
15. Always check for typos, misspellings, grammatical mistakes, and that your work is tightly executed as it is a reflection of you. Portfolios should be as flawless as possible.
16. Works from other classes may not be turned in as a substitute for this class. Apart from assigned chapters, lecture notes and handouts, you are encouraged to keep up-to-date with current news and to contribute and share information actively in class discussions since the lectures alone do not comprehensively cover all materials.
17. All the works explored must be kept as the importance of process is not to be underestimated. In preparing students for professional practice, the class is geared towards project-based assignments as students engage in the process of learning by doing. Though not necessary, you are encouraged to keep a separate scrapbook/journal to document your design process. A scrapbook may consist of mainly sketches of ideas, research data as well as any visual or written notations.

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 when necessary*)

Week	Topic
Week 1 - Aug 13	Introduction
Week 2 - Aug 20	Add/drop period ends. <u>Read these pages:</u> Experience Design pp. 2 - 13 The senses pp. 244 - 271 Sensorial Design pp. 276 - 277 Individual Assignment (to last from weeks 3 - 13). <u>1st deadline - Due week 3:</u> Decide what you will become. TA to compile information of every student. <u>2nd deadline - Due week 4:</u> Turn in an outline of what you wish to do for readying yourself each week for the transformation. Due end of the semester. <u>3rd deadline - Due week 13 at the beginning of the class.</u> Turn in your report and be ready to share your transformation with the class during the presentation.
Week 3 - Aug 27	<u>Read these pages:</u> Consistency pp. 96 - 101

	<p>Meaning pp. 122 - 127 Symbolism pp. 296 - 297</p> <p>Individual assignment 1st deadline WEEKLY DISCUSSION/ACTIVITY: SENSES. (<u>Note that all weekly discussion/activities require preparations prior to attending the class</u>)</p>
Week 4 - Sep 3	<p><u>Read these pages:</u> Creativity pp. 166 - 171 Visual Design pp. 278 - 289 Visualization pp. 90 - 95</p> <p>Individual assignment 2nd deadline WEEKLY DISCUSSION/ACTIVITY: CREATIVITY</p>
Week 5 - Sep 10	<p><u>Read these pages:</u> Cognitive models (Audience) pp. 60 - 61 User Behaviour pp. pp. 116 - 121 Community pp. 190 - 195 Identity pp. 196 - 201</p> <p>WEEKLY DISCUSSION TOPIC: IDENTITY</p>
Week 6 - Sep 17	<p><u>Read these pages:</u> Presentation pp. 66 - 71 Multiplicity pp. 72 - 75 Storytelling pp. 208 - 211 Narrative structure pp. 214 - 215</p> <p>WEEKLY DISCUSSION/ACTIVITY: PRESENTATION</p>
Week 7 - Sep 24	<p><u>Read these pages:</u> Wisdom pp. 54 - 55 Communications pp 178 - 183 Point of view pp. 232 - 237</p> <p>WEEKLY DISCUSSION/ACTIVITY: POINT OF VIEW</p>
RECESS WEEK Sep 29 - Oct 3, 2014	
Week 8 - Oct 8	ATTENDING AN OVERSEAS CONFERENCE. Class postponed.
Week 9 - Oct 15	<p><u>Read these pages:</u> Subjectivity pp. 78 - 83 Adaptivity pp. 184 - 189 Participation pp. 202 - 207</p> <p>WEEKLY DISCUSSION/ACTIVITY: SUBJECTIVITY</p>
Week 10 - Oct 22	E-LEARNING WEEK (Deepavali)
Week 11 - Oct 29	<p><u>Read these pages:</u> Travel pp. 14 - 15, 18 - 19 Information pp. 42 - 43</p> <p>WEEKLY DISCUSSION/ACTIVITY: TRAVEL</p>
Week 12 - Nov 5	Consultation for completion of individual assignment
Week 13 - Nov 12	Individual Assignment due at the beginning of the class. Presentation of individual assignment