

ART4090-2 SP22 - Special Studies In Art - Strategic Design

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Point Loma Nazarene University

Art 4090-2 SP22 - Strategic Design

Course Units: 3

Spring 2021

Meeting days: Monday & Wednesday	Instructor: Andrew Cramer
Meeting times: 3:50 PM - 5:10 PM	Phone: 724 516 5886
Meeting Location: Ryan Library, Room LW216 Zoom: https://pointloma.zoom.us/j/92173009688 _ (https://pointloma.zoom.us/j/92173009688)_	Primary Email: acramer@pointloma.edu
Final Assignment Due: Final projects will be presented on	Office Hours: I am available Monday 9:30 AM - 5:00 PM, Tuesday 9:30 PM- 3:30 PM, and Wednesday 9:30

Friday May 6, 4:30 PM - 7:00 PM**AM - 5:00 PM. Send an email to schedule a time to meet.**

PLNU Mission

To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

COURSE DESCRIPTION

The word "design" has traditionally been used to describe the visual aesthetics of objects such as books, websites, products, architecture, and fashion. Yet increasingly design as a discipline is expanding to include not just the shaping of artifacts but also the ways people interact with systems, services, and organizations.

As the challenges and opportunities facing society grow more complex, and as stakeholders grow more diverse, an approach known as "design thinking" is playing a greater role in finding meaningful paths forward. Design thinking is an iterative problem-solving process of discovery, ideation, and experimentation that employs design-based techniques to gain insight and yield innovative solutions for virtually any type of organizational or business challenge.

In "Strategic Design: A Creative Approach to Problem Solving and Creating Impact," we will unpack each step of the design thinking process and become familiar with the design thinker's toolkit. Students will develop skills as ethnographers, visual thinkers, strategists, and storytellers through a hybrid of seminar discussions and collaborative projects. Over the course of the semester, students will directly apply what they have learned to public service and social entrepreneurial challenges about which they are passionate: they will untangle the complexities of the challenge space and explore innovative ways to create real impact.

While applicable to all students, this course offering is timed to equip junior and senior design students who want to develop a strategic framework for their portfolio projects with key skills of problem-defining and human-centered design research.

COURSE LEARNING OUTCOMES

The objectives of this course are to develop students' knowledge, understanding, skills, and competencies in design thinking and human-centered design.

Upon completion of the course, students will be able to:

- Be familiar with the principles, concepts, terminology, and methodologies associated with design-inspired problem solving methods.
- Apply the principles of human centered design to a variety of concrete and abstract problems, recognizing the complexity of social, cultural, and human challenges.
- Collaborate effectively in cross-disciplinary teams in order to synthesize creative solutions to complex problems.

COURSE DELIVERABLES

Students will leave the course with a number of designed artifacts that reflect the design thinking process and their human centered design research.

Upon completion of the course, students will have for their portfolio:

- A short film utilizing design storytelling as a means to prototype a future service design.
- A design research process book that visualizes their process and research findings.
- Art assets used to make their service design film come to life—branded screen designs, and wayfinding signage are two examples of these assets.

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

Required readings and videos will be provided to you when they are assigned. Students will author written responses based on prompts via the Canvas Discussion module before the start of the following class.

Below are recommended books that are companion texts for this course — these are *not* required readings for the course.

1. [Rotman on Design: The Best on Design Thinking from Rotman Magazine](https://www.amazon.com/Rotman-Design-Best-Thinking-Magazine/dp/1442616202/ref=asc_df_1442616202/?tag=hyprod-20&linkCode=df0&hvadid=312118059795&hvpos=&hvnetw=g&hvrnd=288236782905683705&hvpone=&h492352795400&psc=1) (https://www.amazon.com/Rotman-Design-Best-Thinking-Magazine/dp/1442616202/ref=asc_df_1442616202/?tag=hyprod-20&linkCode=df0&hvadid=312118059795&hvpos=&hvnetw=g&hvrnd=288236782905683705&hvpone=&h492352795400&psc=1), by Roger Martin (Editor), Karen Christensen (Editor)
2. [Change by Design](http://amzn.com/0061766089) (<http://amzn.com/0061766089>), by Tim Brown
3. [This is Service Design Thinking](http://amzn.com/1118156307) (<http://amzn.com/1118156307>), by Marc Stickdorn and Jakob Schneider

REQUIRED SOFTWARE

Keynote

Adobe Creative Suite

iMovie

Trello

Slack

REQUIRED OFFICE SUPPLIES

ITEM NAME & SPECS	PICTURE	LINK
<p>Journal or sketchbook 5.5 x 8.5 in. (or larger)</p> <p>QUANTITY: 1 per student</p>		<p>https://amzn.to/32RRIdH (https://amzn.to/32RRIdH)</p>
<p>Storyboard sketchbook 5 x 8.25 in. (or larger)</p> <p>QUANTITY: 1 per student</p>		<ul style="list-style-type: none"> • https://amzn.to/33dsFvZ (https://amzn.to/33dsFvZ) • https://amzn.to/34Ayt3h (https://amzn.to/34Ayt3h) • https://amzn.to/3JNzXHz (https://amzn.to/3JNzXHz)
<p>Post-it notes, multi colored 3 x 3 in. and 3 x 5 in. sizes preferably light colors</p> <p>QUANTITY: 1 8-pack of 3 x 3 in. notes 1 5-pack of 3 x 5 in. notes</p>		<p>https://amzn.to/3GaD3mG (https://amzn.to/3GaD3mG)</p>

<p>Dry-erase markers chisel tip, 4-pack (red, green, blue black)</p> <p>QUANTITY: 1 pack per student</p>		<p>https://amzn.to/339OL2h (https://amzn.to/339OL2h)</p>
<p>Sharpies fine point, black</p> <p>QUANTITY: 2 per student</p>		<p>https://amzn.to/3t8bwhU (https://amzn.to/3t8bwhU)</p>
<p>Felt-tip pens medium point, multicolor pack</p> <p>QUANTITY: 2 of each color per student</p>		<p>https://amzn.to/3JP6m0h (https://amzn.to/3JP6m0h)</p>
<p>Scotch tape</p> <p>QUANTITY: 1 per student</p>		<p>https://amzn.to/3r3wv2K (https://amzn.to/3r3wv2K)</p>

COURSE CREDIT HOUR INFORMATION

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3 unit class delivered over 14 weeks. Specific details about how the class meets the credit hour requirement can be provided upon request. (Based on 37.5 hours of student engagement per credit hour.)

Distribution of Student Learning Hours

Category	Time Expectation in Hours
Class Participation in Discussions, Groups, etc.	40
Reading Assignments	10
Written Assignments	2.5
Other Assignments & Learning Activities	60
Total Hours	112.5

ASSESSMENT AND GRADING

Over the course of the semester you will have reading responses, individual assignments, and a major team based assignment to work on. Final grades will be locked in at the end of the semester. Final grades will be posted within one week of the end of the class. Final grades will be based on the following:

Assignment	Percentage
Team Final Project	40%
Individual Projects	20%
Readings and Written Response Homework	20%
Attendance & Class Participation	20%

Standard Grade Scale Based on Percentages

A	B	C	D	F
A 93-100	B+ 87-89	C+ 77-79	D+ 67-69	F Less than 59
A- 90-92	B 83-86	C 73-76	D 63-66	
	B- 80-82	C- 70-72	D- 60-62	

STATE AUTHORIZATION

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student's responsibility to notify the institution of any change in his or her physical location. Refer to the map on [State Authorization \(https://www.pointloma.edu/offices/office-institutional-effectiveness-research/disclosures\)](https://www.pointloma.edu/offices/office-institutional-effectiveness-research/disclosures) to view which states allow online (distance education) outside of California.

INCOMPLETE AND LATE ASSIGNMENTS

All assignments are to be submitted/turned in by the beginning of the class session when they are due—including assignments posted in Canvas. Incompletes will only be assigned in extremely unusual circumstances.

PLNU COPYRIGHT POLICY

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

PLNU ACADEMIC HONESTY POLICY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog.

See [Academic Policies \(https://catalog.pointloma.edu/content.php?catid=40&navid=4070\)](https://catalog.pointloma.edu/content.php?catid=40&navid=4070) for
<https://canvas.pointloma.edu/courses/61045>

See [Academic Policies](http://catalog.pointloma.edu/content.php?catoid=18&navoid=1278) [_\(http://catalog.pointloma.edu/content.php?catoid=18&navoid=1278\)_](http://catalog.pointloma.edu/content.php?catoid=18&navoid=1278) for

definitions of kinds of academic dishonesty and for further policy information.

PLNU ACADEMIC ACCOMMODATIONS POLICY

While all students are expected to meet the minimum standards for completion of this course as established by the instructor, students with disabilities may require academic adjustments, modifications or auxiliary aids/services. At Point Loma Nazarene University (PLNU), these students are requested to register with the Disability Resource Center (DRC), located in the Bond Academic Center.

DRC@pointloma.edu (<mailto:DRC@pointloma.edu>) or 619-849-2486). The DRC's policies and procedures for assisting such students in the development of an appropriate academic adjustment plan (AP) allows PLNU to comply with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act. Section 504 (a) prohibits discrimination against students with special needs and guarantees all qualified students equal access to and benefits of PLNU programs and activities. After the student files the required documentation, the DRC, in conjunction with the student, will develop an AP to meet that student's specific learning needs. The DRC will thereafter email the student's AP to all faculty who teach courses in which the student is enrolled each semester. The AP must be implemented in all such courses.

If students do not wish to avail themselves of some or all of the elements of their AP in a particular course, it is the responsibility of those students to notify their professor in that course. PLNU highly recommends that DRC students speak with their professors during the first two weeks of each semester about the applicability of their AP in that particular course and/or if they do not desire to take advantage of some or all of the elements of their AP in that course.

PLNU ATTENDANCE AND PARTICIPATION POLICY

ATTENDANCE

Regular and punctual attendance at all classes is considered essential to optimum academic achievement. If you are absent from more than 10 percent of class meetings, I may file for de-enrollment. If the absences exceed 20 percent, you may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for your work and participation. See

[Academic Policies](http://catalog.pointloma.edu/content.php?catoid=18&navoid=1278) [_\(http://catalog.pointloma.edu/content.php?catoid=18&navoid=1278\)_](http://catalog.pointloma.edu/content.php?catoid=18&navoid=1278) in the Undergraduate Academic Catalog.

SPIRITUAL CARE

Please be aware PLNU strives to be a place where you grow as whole persons. To this end, we provide

resources for you to encounter God and grow in their Christian faith.






If you have questions, a desire to meet with the chaplain or have prayer requests you can contact the [Office of Spiritual Development](https://www.pointloma.edu/offices/spiritual-development) [_ \(https://www.pointloma.edu/offices/spiritual-development\)](https://www.pointloma.edu/offices/spiritual-development)










USE OF TECHNOLOGY





In order to be successful in the online environment, you'll need to meet the minimum technology and system requirements; please refer to the [Technology and System Requirements](https://help.pointloma.edu/TDClient/1808/Portal/KB/ArticleDet?ID=108349) [_ \(https://help.pointloma.edu/TDClient/1808/Portal/KB/ArticleDet?ID=108349\)](https://help.pointloma.edu/TDClient/1808/Portal/KB/ArticleDet?ID=108349) information.








Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your classwork.

Course Summary:

Date	Details	Due
Fri Mar 19, 2021	 In Class Video Review _ (https://canvas.pointloma.edu/courses/61045/assignments/752922)	due by 11:59pm
Tue Jan 11, 2022	 ART4090-2 SP22 - Special Studies In Art - Strategic Design _ (https://canvas.pointloma.edu/calendar?event_id=120160&include_contexts=course_61045)	3:50pm to 5:05pm
Wed Jan 12, 2022	 ART4090-2 SP22 - Special Studies In Art - Strategic Design _ (https://canvas.pointloma.edu/calendar?event_id=120958&include_contexts=course_61045)	3:50pm to 5:50pm
Mon Jan 17, 2022	 Reading Assignment 1 _ (https://canvas.pointloma.edu/courses/61045/assignments/760127)	due by 11:59pm
Wed Jan 19, 2022	 ART4090-2 SP22 - Special Studies In Art - Strategic Design _ (https://canvas.pointloma.edu/calendar?event_id=121975&include_contexts=course_61045)	3:50pm to 5:20pm

Date	Details	Due
Mon Jan 24, 2022	 ART4090-2 SP22 - Special Studies In Art - Strategic Design (https://canvas.pointloma.edu/calendar?event_id=121976&include_contexts=course_61045)	3:50pm to 5:20pm
Wed Jan 26, 2022	 ART4090-2 SP22 - Special Studies In Art - Strategic Design (https://canvas.pointloma.edu/calendar?event_id=121977&include_contexts=course_61045)	3:50pm to 5:20pm
	 Reading Assignment 3 (https://canvas.pointloma.edu/courses/61045/assignments/752912)	due by 11:59pm
Mon Jan 31, 2022	 ART4090-2 SP22 - Special Studies In Art - Strategic Design (https://canvas.pointloma.edu/calendar?event_id=121978&include_contexts=course_61045)	3:50pm to 5:20pm
	 Explanation Diagram Assignment (https://canvas.pointloma.edu/courses/61045/assignments/752924)	due by 11:59pm
Wed Feb 2, 2022	 ART4090-2 SP22 - Special Studies In Art - Strategic Design (https://canvas.pointloma.edu/calendar?event_id=121979&include_contexts=course_61045)	3:50pm to 5:20pm
Mon Feb 7, 2022	 ART4090-2 SP22 - Special Studies In Art - Strategic Design (https://canvas.pointloma.edu/calendar?event_id=121980&include_contexts=course_61045)	3:50pm to 5:20pm
Wed Feb 9, 2022	 ART4090-2 SP22 - Special Studies In Art - Strategic Design (https://canvas.pointloma.edu/calendar?event_id=121981&include_contexts=course_61045)	3:50pm to 5:20pm
Mon Feb 14, 2022	 ART4090-2 SP22 - Special Studies In Art - Strategic Design (https://canvas.pointloma.edu/calendar?event_id=121982&include_contexts=course_61045)	3:50pm to 5:20pm

Date	Details	Due
Wed Feb 16, 2022	 ART4090-2 SP22 - Special Studies In Art - Strategic Design (https://canvas.pointloma.edu/calendar?event_id=121983&include_contexts=course_61045)	3:50pm to 5:20pm
Mon Feb 21, 2022	 ART4090-2 SP22 - Special Studies In Art - Strategic Design (https://canvas.pointloma.edu/calendar?event_id=121984&include_contexts=course_61045)	3:50pm to 5:20pm
Wed Feb 23, 2022	 ART4090-2 SP22 - Special Studies In Art - Strategic Design (https://canvas.pointloma.edu/calendar?event_id=121985&include_contexts=course_61045)	3:50pm to 5:20pm
Mon Feb 28, 2022	 ART4090-2 SP22 - Special Studies In Art - Strategic Design (https://canvas.pointloma.edu/calendar?event_id=121986&include_contexts=course_61045)	3:50pm to 5:20pm
Wed Mar 2, 2022	 ART4090-2 SP22 - Special Studies In Art - Strategic Design (https://canvas.pointloma.edu/calendar?event_id=121987&include_contexts=course_61045)	3:50pm to 5:20pm
	 Service Design Project (https://canvas.pointloma.edu/courses/61045/assignments/752915)	due by 11:59pm
Mon Mar 7, 2022	 ART4090-2 SP22 - Special Studies In Art - Strategic Design (https://canvas.pointloma.edu/calendar?event_id=121988&include_contexts=course_61045)	3:50pm to 5:20pm
Wed Mar 9, 2022	 ART4090-2 SP22 - Special Studies In Art - Strategic Design (https://canvas.pointloma.edu/calendar?event_id=121989&include_contexts=course_61045)	3:50pm to 5:20pm
Mon Mar 14, 2022	 ART4090-2 SP22 - Special Studies In Art - Strategic Design (https://canvas.pointloma.edu/calendar?event_id=121990&include_contexts=course_61045)	3:50pm to 5:20pm

Date	Details	Due
Wed Mar 16, 2022	 ART4090-2 SP22 - Special Studies In Art - Strategic Design (https://canvas.pointloma.edu/calendar?event_id=121991&include_contexts=course_61045)	3:50pm to 5:20pm
Mon Mar 21, 2022	 ART4090-2 SP22 - Special Studies In Art - Strategic Design (https://canvas.pointloma.edu/calendar?event_id=121992&include_contexts=course_61045)	3:50pm to 5:20pm
Wed Mar 23, 2022	 ART4090-2 SP22 - Special Studies In Art - Strategic Design (https://canvas.pointloma.edu/calendar?event_id=121993&include_contexts=course_61045)	3:50pm to 5:20pm
Mon Mar 28, 2022	 ART4090-2 SP22 - Special Studies In Art - Strategic Design (https://canvas.pointloma.edu/calendar?event_id=121994&include_contexts=course_61045)	3:50pm to 5:20pm
Wed Mar 30, 2022	 ART4090-2 SP22 - Special Studies In Art - Strategic Design (https://canvas.pointloma.edu/calendar?event_id=121995&include_contexts=course_61045)	3:50pm to 5:20pm
	 Team Service Design Project (https://canvas.pointloma.edu/courses/61045/assignments/755154)	due by 11:59pm
Mon Apr 4, 2022	 ART4090-2 SP22 - Special Studies In Art - Strategic Design (https://canvas.pointloma.edu/calendar?event_id=121996&include_contexts=course_61045)	3:50pm to 5:20pm
Wed Apr 6, 2022	 ART4090-2 SP22 - Special Studies In Art - Strategic Design (https://canvas.pointloma.edu/calendar?event_id=121997&include_contexts=course_61045)	3:50pm to 5:20pm
Mon Apr 11, 2022	 ART4090-2 SP22 - Special Studies In Art - Strategic Design (https://canvas.pointloma.edu/calendar?event_id=121998&include_contexts=course_61045)	3:50pm to 5:20pm

Date	Details	Due
Wed Apr 13, 2022	 ART4090-2 SP22 - Special Studies In Art - Strategic Design (https://canvas.pointloma.edu/calendar?event_id=121999&include_contexts=course_61045)	3:50pm to 5:20pm
Mon Apr 18, 2022	 ART4090-2 SP22 - Special Studies In Art - Strategic Design (https://canvas.pointloma.edu/calendar?event_id=122000&include_contexts=course_61045)	3:50pm to 5:20pm
Wed Apr 20, 2022	 ART4090-2 SP22 - Special Studies In Art - Strategic Design (https://canvas.pointloma.edu/calendar?event_id=122001&include_contexts=course_61045)	3:50pm to 5:20pm
Mon Apr 25, 2022	 ART4090-2 SP22 - Special Studies In Art - Strategic Design (https://canvas.pointloma.edu/calendar?event_id=122002&include_contexts=course_61045)	3:50pm to 5:20pm
Wed Apr 27, 2022	 ART4090-2 SP22 - Special Studies In Art - Strategic Design (https://canvas.pointloma.edu/calendar?event_id=122003&include_contexts=course_61045)	3:50pm to 5:20pm
Mon May 2, 2022	 ART4090-2 SP22 - Special Studies In Art - Strategic Design (https://canvas.pointloma.edu/calendar?event_id=122004&include_contexts=course_61045)	3:50pm to 5:20pm
Wed May 4, 2022	 ART4090-2 SP22 - Special Studies In Art - Strategic Design (https://canvas.pointloma.edu/calendar?event_id=122005&include_contexts=course_61045)	3:50pm to 5:20pm
Fri May 6, 2022	 Service Design Film Project (https://canvas.pointloma.edu/courses/61045/assignments/755158)	due by 4:30pm
	 Assignment 1 (https://canvas.pointloma.edu/courses/61045/assignments/723842)	
	 Design Thinking Video Discussion (https://canvas.pointloma.edu/courses/61045/assignments/723843)	