Fall 2014
4 credits
MWF 10:00 to 11:20 (TBD)
Location: TBD

Instructor: Bonnie Scranton
Office: 327 Milam
Phone: (541) 737-1183
Email: bonnie.scranton@bus.oregonstate.edu

Course
Overview of how design reflects and shapes social, cultural, and temporal values and contexts across many different areas of design specialization. Areas to be explored include design processes, principles, and problem solving.

Objectives
• Learn and apply good design principles.
• Describe how design reflects and shapes social, cultural, and temporal values and contexts.
• Define, distinguish and differentiate different methodologies in design problems.
• Understand the relationship between business and design.
• Identify basic design terminology.
• Examine contemporary design practitioners in the various design disciplines.
• Identify career options in design professions.
• Organize and participate in groups to solve visual problems.
• Incorporate social media in visual research, organization and execution.

Textbook

Grading
Four Quizzes: 40% of grade
Students will be tested on the readings and lectures.

Final exam: 20% of grade
A cumulative test will be given during finals week.

Group design projects: 30%
In teams, students will solve design problems by brainstorming, researching, planning and creating images. Solutions will be presented to class for critique.

Class participation: 10% of grade
This includes attendance, class discussions and extra credit.

University grading scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>100–93%</td>
</tr>
<tr>
<td>A-</td>
<td>92.9–90%</td>
</tr>
<tr>
<td>B+</td>
<td>89.9–87%</td>
</tr>
<tr>
<td>B</td>
<td>86.9–83%</td>
</tr>
<tr>
<td>B-</td>
<td>82.9–80%</td>
</tr>
<tr>
<td>C+</td>
<td>79.9–77%</td>
</tr>
<tr>
<td>C</td>
<td>76.9–73%</td>
</tr>
<tr>
<td>C-</td>
<td>72.9–70%</td>
</tr>
<tr>
<td>D+</td>
<td>69.9–67%</td>
</tr>
<tr>
<td>D</td>
<td>66.9–63%</td>
</tr>
<tr>
<td>D-</td>
<td>62.9–60%</td>
</tr>
<tr>
<td>F</td>
<td>Below 60%</td>
</tr>
</tbody>
</table>
COURSE POLICIES, REQUIREMENTS, AND STUDENT RESPONSIBILITIES

Attendance
Attendance will be taken at the beginning of class. Arriving at least 10 minutes late or leaving at least ten minutes early will be counted as 1/3 of a missed class. Attendance will be counted towards your 10% participation grade. If you miss a quiz, there will be an opportunity to take a makeup quiz during finals week.

Electronic Devices
The use of electronic devices is not permitted in this class except during group exercises. Surreptitious or covert video-taping or unauthorized audio recording of this class is prohibited by law.

Diversity
The School of Design and Human Environment strives to create an affirming climate for all students, regardless of age, color, ethnicity, national origin, gender, physical or mental ability, religion, socioeconomic background, veteran status and sexual orientation. If you notice discriminatory comments in this class, or if you feel you have been discriminated against, please bring it to my attention. Disruptive or discriminatory behaviors will be referred to the Student Conduct and Mediation Program or the Affirmative Action Office.

Religious Holidays
Oregon State University strives to respect all religious practices. If you have religious holidays that are in conflict with any of the requirements of this class, please notify me so that we can make alternative arrangements.

Personal Issues
Students who have unusual circumstances, including family responsibilities or difficulty with the English language, are encouraged to notify me at the beginning of the term.

Disability
Accommodations are collaborative efforts between students, faculty and Disability Access Services (DAS). Students with accommodations approved through DAS are responsible for contacting me prior to or during the first week of the term to discuss accommodations. Students who believe they are eligible for accommodations but who have not yet obtained approval, please contact DAS at (541) 737-4098 as soon as possible.

Dishonesty
Academic dishonesty of any kind will not be tolerated at Oregon State University. For suspected academic dishonesty, a meeting with the student will take place, a formal report will be sent to the Associate Dean of the SDHE, the student’s Dean will be informed, and a report to the Student Conduct Office may follow. Students found cheating, plagiarizing, or participating in any form of academic dishonesty may receive an F or other penalty on the assignment or test, and possibly in the course. If you have any questions about the definition of academic dishonesty or the extent of sanctions that may result from dishonest behavior, it is important to access information on the OSU Student Conduct Website: http://oregonstate.edu/studentconduct/code/index.php
WEEKS 1 AND 2
How can I influence the way a design is perceived?

226 Similarity
196 Proximity
44 Closure
116 Good

WEEKS 3 AND 4
How can I help people learn from a design?

36 Biophilia Effect
38 Cathedral Effect
40 Chunking
42 Classical Conditioning
52 Comparison
72 Depth of Processing
86 Exposure Effect
112 Garbage In-Out
146 Layering
148 Legibility
158 Mnemonic Device
174 Operant Conditioning
178 Performance Load
184 Picture
198 Readability
206 Rosetta Stone
220 Serial Position Effect
224 Signal-to-Noise Ratio
230 Storytelling
254 von Restorff Effect

WEEKS 5 AND 6
How can I enhance the usability of a design?

16 Accessibility
20 Aesthetic-Usability Effect
22 Affordance
54 Confirmation
60 Constraint
64 Control
68 Cost-Benefit
76 Desire Line
80 Entry Point
104 Forgiveness
120 Hick's Law
122 Hierarchy
134 Immersion
138 Interference
140 Inverted Pyramid
152 Mapping
156 Mimicry
188 Progressive Disclosure
198 Readability
250 Visibility
260 Wayfinding

WEEKS 7 AND 8
How can I increase the appeal of a design?

28 Archetypes
30 Area Alignment
32 Attractiveness Bias
34 Baby-Face Bias
46 Cognitive Dissonance
88 Face-ism Ratio
94 Fibonacci Sequence
108 Framing
114 Golden ratio
164 Most Average Facial Appearance Effect
192 Prospect-Refuge
202 Red Effect
208 Rule of Thirds
216 Scarcity
218 Self-Similarity
234 Symmetry
248 Veblen Effect
256 Wabi-Sabi
258 Waist-to-Hip

WEEKS 9+
How can I make better design decisions?

74 Design by Committee
78 Development Cycle
92 Feedback Loop
106 Form Follows Function
124 Hierarchy of Needs
142 Iteration
150 Life Cycle
160 Modularity
162 Most Advanced Yet Acceptable
166 Normal Distribution
168 Not Invented Here
172 Ockham's Razor
194 Prototyping
204 Redundancy
210 Satisficing
232 Structural Forms

Assignments
Group assignments
Assignment 1 handout

Quizzes
Quiz 1

Assignments
Assignment 1 due
Assignment 1 presentation

Quizzes
Quiz 2

Assignments
Assignment 2 due
Assignment 2 presentation

Quizzes
Quiz 3

Assignments
Assignment 3 due
Assignment 3 presentation

Quizzes
Quiz 4

Dead week
Final exam
Grades are posted