

# DSC101 Design Awareness

The Design School  
Arizona State University

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## COURSE SYLLABUS

- 1 **Course** DSC101 (Session B: 06/29/2018 – 08/09/2018; SLNs: 40942, 41256)
- 2 **Title** Design Awareness
- 3 **Instructor** Professor Jacques Giard, PhD - jgiard@asu.edu
- 4 **Credits** 3
- 5 **Catalog Description** Survey of cultural, global and historical context for the design professions.
- 6 **Prerequisites** None
- 7 **Objectives** DSC 101 Design Awareness provides a broad understanding of design, especially as it exists in industrial design, architecture, industrial design, visual communication design, interior design, and landscape architecture. The course places a focus on the general history of design, some basic theories in design, and the place of design in contemporary society.
- 8 **Learning Outcomes**

At the successful completion of the course, students should have acquired:

  - A general awareness of design in our everyday world;
  - An understanding of the contribution of design in contemporary society;
  - A basic lexicon of design;
  - An understanding of the historical development of the five design disciplines;
  - An understanding of some of the ethical, theoretical, conceptual, and practical issues related to the five disciplines design;
  - An understanding of some of the contextual and cultural factors that underpin the five design disciplines; and
  - A basic understanding of research by way of investigation and critical thinking.
- 9 **Course Content** **Design Awareness** follows the content of the course textbook, *Designing: A Journey Through Time*. It takes the student on a brief 'design journey,' from the earliest evidence of design and designing to what is occurring today. The course content is divided into three parts. The first part (chapters 1 through 3) provides an overview of some general concepts needed to understand design. This is a kind of pre-flight for the design journey itself. The second part (chapters 4 through 6) is the design journey, going from the Age of Needs to the Age of Surplus and finishing with the Age of Self. The last part (chapters 7 through 9) is focused on what we have learned and how this understanding may help us determine where we are going. These parts are organized through the tabbed interface in the course Web site.
- 10 **Reading Material** Required Text: Giard, Jacques. *Designing: A Journey Through Time*. Phoenix: The Dorset Group, 2012 (second edition)

The course textbook is available at the ASU Bookstore, bookstores close to the Tempe campus, and online at Barnes & Noble. The textbook is also available from Barnes & Noble as an eBook at a greatly reduced price (\$29.99). You can read the eBook on your PC or laptop by first downloading the free Nook application, which can be found at: <http://www.barnesandnoble.com/u/free-nook-apps/379002321>

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### There is no need to buy a Nook!

To purchase the textbook as an eBook, please go to:

<http://www.barnesandnoble.com/w/designing-jacques-giard/1111322334>

**NOTE: The online material provides an overview of the course information. The course textbook complements this overview with more information. Consequently, students are expected to refer to the course textbook for a more complete understanding of each chapter. Tests and assignments will be based on information found both online and in the course textbook.**

#### 11 Office Hours

There are no office hours for DSC 101. With the exception of questions about computer support, technical issues, and online tests, which must be addressed with the computer support group (below), please communicate directly with the instructor via email ([jgiard@asu.edu](mailto:jgiard@asu.edu)).

#### 12 Online Protocol

Online courses are significantly different from face-to-face courses. Consequently, students need to be aware of protocol and conditions that govern such courses. Sections 13, 14 and 15 address three important protocols for online classes.

#### 13 Computer Requirements

You must have a computer – your own or have access to a computer – that will allow you to interact with the online course. The computer must be capable of consistently streaming QuickTime movie files. The use of smart phones (iPhone, Android, Blackberry, etc.) is not recommended. This course is known to work on all major browsers, including Safari, Firefox, Chrome, and Internet Explorer, on both Macintosh computers and PCs. Note: the use of Safari or Firefox is highly recommended.

Additionally, you must have computer skills that will allow you to surf the Internet, access specific sites, confer via email, and any other course-related activities.

#### 14 Technical Support

Please do not contact your instructor with technical questions. Herberger Online handles all technical questions and issues that may arise in this course.

**Please contact the support team immediately if you encounter technical issues while completing an assignment and you are unable to resolve the problem and reset your work.**

The Herberger Online support team is available to assist you 24 hours a day, 365 days a year. You may reach them anytime at:

- [holsupport@asu.edu](mailto:holsupport@asu.edu)
- 1-888-298-4117
- 480-965-3057 (International)

When contacting support, please provide:

- The full name of this course (ABC 123: Long Name)
- The title(s) of any assignment(s) you're having trouble with
- A brief description of the problem
- Detailed, step-by-step instructions to reproduce the problem

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### 15 Communicating with the Instructor

Communication with the instructor is a vital component in all courses but even more so for an online course. That said, some types of communication are often unnecessary. For example, why communicate with me when all you need to know is the total points for Assignment 1? That information can be found on our Web site, in the syllabus or by asking a fellow student. Based on that principle, I follow a rule commonly known as "Three Before Me." That is, you must seek the answer to common questions by first checking three other sources before contacting me. If you still cannot find the answer then please contact me.

For all other situations, we encourage you to communicate with the instructor and do so by following the protocol below:

- As an ASU student, you are required to use your ASUrite (i.e. [student@asu.edu](mailto:student@asu.edu)) for course communications.
- If our reply to you bounces back as "Undeliverable: Returned mail" and/or with "the message could not be delivered because the recipient's mailbox is full", we will not make a second attempt. This includes any and all course communications, such as make-up verifications and make-up exams. It is your responsibility to make sure you are able to receive ASU emails by clearing your mailbox and allowing ASU emails to be received unblocked and not marked as spam.
- DSC 101 is offered by The Design School, which is a professional school. Therefore the style of communication is expected to be professional.
- Please identify yourself by name and provide the name of the course in which you are enrolled. There are times when I teach six courses in a semester with over 500 students. As much as I would like, I cannot remember each one of you by name and by course.
- Please write in simple, clear and concise English using proper punctuation. Use short sentences if you have to. Reread what you wrote before sending the email.
- Avoid code words such as BTW or LOL. Remember: you are not texting.
- PLEASE leave the 'tails' or chain of previous emails on your emails. I receive over 100 emails from students every week. I cannot remember the details of every case.
- I will do my best to respond to emails within 24 hours.
- Normally, I do not respond to emails on the weekends.

**General Conditions:** As stated above, access to a suitable computer and adequate computer skills are critical for your success in this online course. Consequently, the instructor will not consider computer-related excuses for the failure to meet course requirements, excuses such as technical incompatibility, unreliable access to the Internet, a computer crash or any other similar reasons. Neither will inadequate computer skills be considered as a valid excuse for not successfully completing the course.

**NOTE: You are strongly advised not to enroll in the online course if either computer access or computer skills is an issue.**

### 16 Assessments

Grading in DSC 101 is based upon the accumulation of points earned as the result of three (3) tests (150 points) and three (3) assignments (150 points). There is one test and one assignment for each of the three parts in the course. Deadlines for each will be provided in the course Web site. The Course Schedule can be found in the DSC 101 tab that appears when you log in to the course. There is neither a mid-term nor a final examination.

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### Tests (Total: 150 points)

There are three parts to the course with a test at the end of each part. Tests open and close on the dates listed below. These dates are also viewable from within the course. Click the **Tests** tab in the main DSC 101 course navigation.

TEST	OPEN (MT)	CLOSE (MT)
Test #1	07/03/2018 10am (MT)	07/05/2018 11:59pm (MT)
Test #2	07/17/2018 10am (MT)	07/19/2018 11:59pm (MT)
Test #3	07/31/2018 10am (MT)	08/02/2018 11:59pm (MT)

Each test is comprised of fifty (50) multiple-choice/true-false questions, intended to test your knowledge of facts about the subject matter (1 point each). Each test is timed. You have 90 minutes to complete each test. For every two minutes you take beyond the limit, you will lose 1 point.

### General Conditions for Taking an Online Test:

- You need to have reliable access to the Internet on the assigned day of the test.
- Starting a test during the last 10-15 minutes of the testing window is unwise, especially if you encounter technical problems; remember, **technical support is only available Mon-Fri, 8am to 5pm. There is no technical support in the evenings or on weekends.**
- Tests can only be done online. Submission of tests via email or in printed form will not be accepted.
- The use of smart phones for taking a test is forbidden. Don't even attempt it.
- Tests are not to be taken as a group effort or with any other form of collaboration.
- No other Web pages can be open while taking a test. The system logs all browser activity. **Opening new browsers or new browser tabs can invalidate your testing session.**
- Do not give your unique course password to another person or allow another person to access the course to take a test in your name.

**NOTE: ALL BROWSER ACTIVITY IS LOGGED. Accessing course videos while you are taking a test will result in a failed test session.**

### Submitting Online Tests

Certain conditions apply for an online test. The important ones are:

- Online tests that have been submitted CANNOT be reset (see below). Grades will stand as posted.
- If you experience computer or technical problems during an online test DO NOT SUBMIT the test. For instance, if images fail to load, or the test itself seems incomplete.
- If you suspect a technical error, exit the browser immediately and address the problem by trying to take the test again on a different computer, or by contacting technical support at [HOLSupport@asu.edu](mailto:HOLSupport@asu.edu). **Do not contact the instructor.**
- Submitted tests cannot be retaken. **No exceptions.**

### Resets for Online Tests

A reset for an online test is an action usually taken by a student prior to contacting technical support. If you experience a glitch during an online test,

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close your browser. When you attempt to restart the online test, the system will ask you to confirm the reset. Some important facts about resets:

- Only one online reset is allowed per **each** online test.
- **In total, only two online resets on online tests are allowed in any given semester.**

### Assignments (Total: 150 points)

There are three assignments, one for each section of the course. Each assignment tests your skills at critical thinking in design. They are worth 40 to 60 points (varies) each and add to the overall accumulation of points towards your final grade. The format and submission guidelines for the assignments are available in the **Assignments** section of the course.

Assignments open on the first day of class. Assignments are due no later than the dates listed below:

ASSIGNMENT	OPEN (MT)	CLOSE (MT)
Assignment #1	06/29/2018 10am (MT)	07/11/2018 11:59pm (MT)
Assignment #2	06/29/2018 10am (MT)	07/25/2018 11:59pm (MT)
Assignment #3	06/29/2018 10am (MT)	08/08/2018 11:59pm (MT)

### Assignment 1: Design-in-the-News (Total: 50 points)

The course deals with design as an everyday activity. That being the case, design easily becomes a topic in the news. **Design-in-the-News** asks the student to report on how design is affecting the everyday world, by analyzing two (2) news stories from a group of six (6) pre-selected stories.

### Assignment 2: Design Connections (Total: 60 points)

**Design Connections** is an assignment that encourages an awareness of the design world that surrounds us each day. It asks the student to connect design concepts and theory to design practice by way of pre-selected images and to explicate three of the examples within the context of Tools, Structures and Signs.

### Assignment 3: Video Reviews (Total: 40 points)

This assignment encourages critical thinking about documentaries on design. It asks the student to watch three videos and answer questions about their content.

**NOTE: All assignments must reside on the HOL server, not on the instructor's laptop. Therefore, do not send your assignment to the instructor as an attachment in an email. If you do, it will not be accepted. NO EXCEPTIONS.**

### Bonus Points (Total: 10 points)

Each student is automatically awarded 10 bonus points. Therefore, please do not ask for additional bonus points, extra credits, extra assignments or a few extra points to change your letter grade. If you do you will lose your 10 bonus points **AUTOMATICALLY.**

### Missed/Late Tests and Assignments

It is the student's responsibility to be aware of the dates and times for the online tests and assignments; however, there are conditions that apply for missed online tests and assignments. The important ones are:

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- An online test can be taken if it was missed because of an excused absence (see below). Permission from the instructor is necessary.
- A missed assignment can be submitted if it was missed because of an excused absence (see below). Permission from the instructor is necessary.
- An online test and/or assignment that is missed for reasons other than an excused absence can be taken with the condition that the grade earned can be no more than half points per test and/or assignment. Permission from the instructor is necessary.
- If you miss an online test and/or assignment, you must inform the instructor immediately ([jgiard@asu.edu](mailto:jgiard@asu.edu)) or at least in the next 48 hours and provide an electronic copy (e.g. a PDF file) of the document supporting your absence (e.g. doctor's note, funeral announcement, letter from ASU's Athletic Department, etc.).
- If you experience personal, medical or other unforeseen problems during a test, DO NOT TAKE OR SUBMIT THE ONLINE TEST OR ASSIGNMENT.
- Instead, email the instructor ([jgiard@asu.edu](mailto:jgiard@asu.edu)) immediately to begin a discussion of your situation.
- Depending on the situation, the instructor may ask for a different type of test and/or assignment as the substitute for a missed online test.

### Excused Absences

Excused absences apply for online tests and assignments. They include:

- Personal illness (documented);
- Religious holidays (conforming to the [ASU list](#));
- Unexpected personal emergencies such as death of an immediate family member (documented);
- Jury duty or other similar court obligation (documented);
- Military duty and/or assignment (documented); or
- Direct participation in a sport event as an ASU athlete (documented).

Absences and/or excuses that will not be considered include but are not limited to:

- A previously scheduled obligation such as a family reunion or trip;
- Personal obligations prior to or after an official holiday;
- Job obligations;
- Attending a wedding (even your own);
- Illness of a family member or friend;
- Workload in other courses;
- A computer virus, internet failure, computer crash or other similar computer-related issue; or
- The death of a pet.

**NOTE: Please do not ask for these or other similar exceptions. They will not be granted.**

### Make-up Tests and Assignments

The instructor may grant make-up tests and/or assignments if there is a valid excuse. The instructor in consultation with the student will determine a date for submission.

### Late Submissions of Tests and Assignments

Late submissions for tests and assignments will be graded but cannot earn the student more than half of the point total for a given test or assignment (e.g. if the assignment is worth 40 points and is turned in late, the most points it can receive

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is 20). No more than one test and one assignment will be accepted for late submission and grading.

**NOTE: No assignment will be accepted after the last day of scheduled class.**

## 17 Grading

The following grading schedule will be used to calculate the final grade for the course. It is based on a total of 300 points:

286-300	<b>A+</b>	241-255	<b>B+</b>	196-210	<b>C+</b>	0-149	<b>E</b>
271-285	<b>A</b>	226-240	<b>B</b>	180-195	<b>C</b>		
256-270	<b>A-</b>	211-225	<b>B-</b>	150-179	<b>D</b>		

### How do I earn my grade in this course?

The instructor does not give grades. Neither are they gifts nor entitlements. Simply put, grades are earned. Furthermore, grades are a reflection of outputs, not of inputs. What's an input? An output? Simply stated, an input is an immeasurable expectation. It includes such things as accessing and viewing online course material, reading the book, working hard, and studying. As worthy as such inputs are they do not always translate directly into outputs, which are different. Outputs are more measurable, for example, correct answers on tests. What does this mean to you? A good example is a student who is negligent about viewing the online lectures (an input) but who still does well on the test (an output) compared to a student who watches the lectures but does not do well on the test thereby earning a low grade. In other words, watching the lectures (input) does not guarantee good grades (an output)

One more point about grading needs to be mentioned. We do not 'dock' points. That is, we do not deduct points for this error or that fault. To do so assumes that there were points for you to lose in the first place. The grading practice in DSC 101 is quite simple. For any assignment or test, everyone begins with zero points. Points are then added when earned.

### Fairness in Grading

Students are always concerned about fairness in testing, evaluation, and grading. And so they should be because design, as an academic subject, poses a particular challenge. Unlike mathematics, for example, the subject matter appears to be more subjective. Consequently, fairness becomes more of an issue.

Given the nature of the subject, every precaution is put into place to make all testing, evaluation, and grading as fair as possible. What is patently unfair, however, is when students ask for additional assignments to raise their grades or for an additional point or two to raise a grade or to make exceptions to the rules. To agree to such requests would be unfair. Why? Because such a practice rewards one student over all the others. To be fair, rules must apply to all students equally, not just to one or two.

## 18 Readings

Readings are encouraged in order to enhance the understanding of the subject matter. Reading assignments can be found in each chapter tab in the course Web site, directly above the video player.

## 19 Special accommodations

To request academic accommodations due to a disability, please contact the ASU Disability Resource Center at [www.asu.edu/studentaffairs/ed/drc/#](http://www.asu.edu/studentaffairs/ed/drc/#); Phone:

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(480) 965-1234; TDD: (480) 965-9000. This is a very important step as accommodations may be difficult to make retroactively. If you have a letter from their office indicating that you have a disability which requires academic accommodations, in order to assure that you receive your accommodations in a timely manner, please present this documentation to me no later than the end of the first week of the semester so that your needs can be addressed effectively.

**20 Writing Tutoring** One-on-one appointment-based online writing tutoring is available to students in any course and at any stage of the writing process. Students meet with tutors in real time online using Adobe Connect. Rather than correct papers for students, writing tutors will review documents and dialogue with students about common errors and areas for revision. The center is open Sundays-Thursdays with appointments available between the hours of 2pm and 10pm. The schedules for online writing, along with information on how students can make and attend appointments, can be found online at <https://tutoring.asu.edu/online-tutoring>.

**21 Academic Mentoring** Using Adobe Connect, academic mentors meet in real time with students one-on-one for a personalized approach to improving academic skills such as time management, blackboard reviews, test preparation, and more. The schedules for academic mentoring, along with information on how students can make and attend appointments, can be found online at <https://tutoring.asu.edu/online-tutoring>

**22 Academic Integrity** Students in DSC 101 are expected to be aware of ASU policy on Academic Integrity. In this course violation of the academic integrity policy will not be tolerated. The ASU [student academic integrity policy](#) lists violations in detail. These violations fall into five broad areas that include but are not limited to:

1. Cheating on an academic evaluation or assignment.
2. Plagiarizing.
3. Academic deceit, such as fabricating data or information.
4. Aiding academic integrity policy violations and inappropriately collaborating.
5. Falsifying academic records.

In this course all verbal (written or spoken), visual, and audio deliverables developed and/or presented using analog or digital means must be the original work of the student. Contributions from classmates and faculty are expected. Significant contributions by classmates, faculty, or others must be acknowledged. All quotes, concepts, images, and audio material that are not originally created by the student must be cited. Specific methods of citation will be covered in the course. It is the responsibility of the student to cite/acknowledge the words, significant contributions, images, recordings and original concepts belonging to others before deliverables are submitted or presented.

Consequences of plagiarism in DSC 101: *“When concluding that an incident of academic dishonesty has occurred, the course instructor may apply sanctions ranging from discussion and/or verbal reprimand of the student to more concrete actions. These actions include but are not limited to lowering credit for the assignment, giving a failing grade for either the assignment or the entire course, recommendation to the chair/director of suspension and/or dismissal of the student and/or a recommendation to the Dean of Students to deal with the incident of academic dishonesty.”*



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### 23 Threatening Behavior

The Design School promotes a campus environment that is safe and conducive to conducting university-related business. The Student Services Manual, [SSM 104-02](#), includes policy and procedures for reporting threatening behavior. All students must make themselves aware of this policy and abide by it.

### 24 Withdrawal

Withdrawal from this course is your responsibility. Course registration changes are processed through MyASU: <http://my.asu.edu>.

### 25 Important Dates

Summer 2018 Session B:

June 29	First Day of Classes
July 02	Drop/Add Deadline
July 03	Tuition & Fees 100% Refund Deadline
July 19	Course Withdrawal Deadline
Aug 09	Complete Withdrawal Deadline
Aug 09	Classes end
Aug 11	Final Grades due

### 26 Changes to the Syllabus

The syllabus is an implied agreement between the instructor and the student. Consequently, it will not change in any significant way over the duration of the course. However, there are times when minor modifications need to be made. This being the case, the instructor will do everything in his power to keep changes to a minimum. If and when there are changes, students will be advised by email.