

NMD 206 Project Design Workshop I

Fall Semester 2014 Syllabus

Course Number: NMD 206

Credits: 3

Instructor: Gene A. Felice II – www.genefelice.com

Contact: gene.felice@maine.edu

Office Hours (please email to make an appointment):

Classroom: IMRC 112

Times: Tuesday & Thursday 9:30am to 10:45:am

Course Description:

The goal of NMD 206 is to explore creativity and problem solving using tools, techniques and tactics of new media, art & design. This includes identifying critical social, economic, cultural and ecological problems in your back yard and abroad, drawing on creative skills and playful impulses to design and build original solutions. Students will strive to be ecologically mindful, through a whole systems approach, seeking out interdisciplinary partners across campus and community to achieve broader solutions. Individual, peer, and team-generated projects are emphasized.

NMD 206 Class

Most “work” for this course will take place outside of class time. The time commitment required for this course is substantial and will vary depending on your working style, level of focus, and the degree to which you encounter unexpected difficulties along the way. At the very minimum, expect to spend at least 10 hours a week on class project work.

Your goal is to push skills and concepts developed in earlier courses to new heights while integrating your own ideas, new directions and new skills. Growth, risk-taking and thinking big are what these courses are all about! Just keep in mind that you will need to learn new skills and concepts independently—and well—through your own research and practice.

Class Goals & Objectives:

1. Learn to approach creative production focused on ideas not just media. Explore and learn techniques of working with tools and technologies as a means to articulate and express concepts and ideas.
2. Further formulate a basis of an individual/independent praxis and knowledge of an area of New Media production. In other words, creating a body of work

based on concept / research based within your spheres of knowledge and practice.

3. Learn to invent new media and approaches; to combine traditional media in new ways. Consider new hybrids of older and contemporary forms of technology. Example: Lost Wax Bronze casting & 3D Printing

4. Become aware of materials, resources and justice and ethics issues revolving around the use of many contemporary technologies and industrial processes.

5. Strengthen the student's foundation for developing and applying problem-solving techniques to enable creative and innovative practices as related to technical and media production.

6. Develop methods and techniques for critiquing work and receiving critique from your peers.

7. Develop prototyping processes for creating advanced works of art. Students can propose their own creative process for faculty approval or follow the following example: (note: all processes should embed regular critique into the structure)

Creative Prototyping Process Example 1:

1. initial idea / research
2. drawings / sketches
3. critique
4. conceptual model
5. critique
6. scale model
7. critique
8. functional prototype
9. critique
10. interaction refinements
11. full system 1
12. critique
13. refinements
14. evolved final system

8. Demonstrate *awareness* of key areas of theoretical interest for contemporary art, new media & design:

1. basic conceptions / perceptions of reality and our ability to know it
2. the interrelationships between digital technologies and larger socio-economic-cultural forces; the historical place of digital technologies and media

3. interactivity; and the special challenges confronting artists that work with digital technology
4. systems thinking and ecological awareness; investigating our role within a bio-technical, interdependent future
5. explore user center design methods and strategies for creating intuitive and empathetic work.

Attendance policies

Attendance at all class events is required. You may miss class once for serious illness or legitimate emergencies if you notify me in advance.

Additional Requirements

In addition to regular class meetings it is expected that all students attend at least 3 guest lectures / visiting artist presentations during the semester and will write a 500 word response / critique and upload it to their drop box on the Google drive.

Here is the current schedule of IMRC guest lecturers this semester. Additional lectures will be announced throughout the semester.

Dawn Stoppiello Feb 25th 7pm IMRC

Gordon Hall March 17 7pm IMRC

Janice Lancaster and Adam Larsen April 14 7pm IMRC

Saya Woolfalk April 29 7pm IMRC

Course information, updates and announcements

The course syllabus, schedule and forms are available in PDF form from the NMD 206 Google Drive. Updates and announcements will be made in class as much as possible. Major course updates, such as revised course schedules, will be posted online. All student projects must be submitted to personal folders on the Google Drive to receive full credit. The instructors will occasionally make announcements by email. Please note that email will be sent to your college email address. It is your responsibility to check email regularly.

Course Grading - the following types of work will be evaluated in the following ways:

Evaluation:

Evaluation will be based on the following:

1. The quality of class participation, including contribution to critiques, discussions and in class presentations.
2. The quality of your completed assignments with your comprehension of concepts, demonstration of your effort in achieving your goals, the exploration of new ideas, and your personal development.

3. Students must demonstrate satisfactory achievement of course objectives through fulfillment of course projects and by contributing to class discussions and critiques.

4. All projects will require students to work both inside and outside of class. Assignments turned in late will be decreased by 1/2 points for each day the assignment is late.

Example: 20 points will equal 10 after 1 day. 20 points will be 5 points after 2 days late.

5. Completion of each weeks project assignment.

6. Final evaluation will be in the form of a final project to be determined.

Grading:

Class participation = 10 points

Reading & Writing Assignments = 10 points

(All projects are expected to include a written proposal, model / prototype, final project and documentation / presentation of work in class or show if applicable.)

Project 1 “Powers of 10” Thinking at different Scales / Animated Infographics = 15 points

Research an existing phenomenon or create a new or fictional relationship between something large and something small in scale. Create a large scale, high-res image in photoshop, illustrator or a combination of different software options that illustrates your idea.

Then based on the following animated infographic tutorial, resize your image to web resolution and animate elements of the image to illustrate your idea over time. Before beginning your photoshop / illustrator, investigate and research your subject, then create a detailed drawing / plan / blueprint for your overall image and present in class for critique.

<http://tabletopwhale.com/2014/11/03/how-to-make-an-animated-infographic.html>

You will also print your final image on the large scale printers in the IMRC. Think outside of the normal boundaries of printing. Consider alternative options such as large scale prints and alternative papers, or printing all the frames of your animation and creating a flip book or an accordion style print, etc. Both your animation and printed version are to be presented in class for a group critique followed by a written reflection. Upload all files to your personal google drive folder inside a folder titled project 1.

Project 2 “Hybrid Biomimicry”= 20 points

Discover and research an existing object that you admire and improve upon or augment its design, using concepts of biomimicry to guide your ideas. Consider the difference between an improvement and an augmentation and try to keep the perspective of the user in mind. Use the IDEO design cards to help shape your idea. Pick one of each of the 4 card categories as guiding forces / directions for your project idea. Use principals of Biomimicry to inspire both the form and function of your designs. Express your idea through your choice of a combination of at least two any of the following mediums: Animation, Illustration, Sound, Video or Interactive systems (or other medium of your choice w/ instructors permission).

Project 3 Whole Class Group Project: = 20 points

For the whole class project, we will utilize the facilities at the IMRC as much as we can. The first one is the fabrication and prototyping lab.

We will all work on an **interactive product design campaign**.

We build everything by ourselves, from what the product is going to be and make it to advertise and market it.

The project could be divided into 3 Phases:

1 Product development:

Design

Programming

Create prototype in the lab

2 Prototyping and problem trouble shooting

3 Marketing:

Advertising Video

Graphic Design

Publication

Final Independent Research Projects = 25

Total possible points = 100 points

Grading scale:

A = 94 - 100 A- = 90 - 93

B+ = 88 - 89 B = 83 - 87 B- = 80 - 82

C+ = 78 - 79 C = 73 - 77 C- = 71 - 72

D+ = 69 - 70 D = 64 - 68 E = 0 - 63

University / Class Policies:

- 1) Academic Honesty Statement:** Academic honesty is very important. It is dishonest to cheat on exams, to copy term papers, to submit papers written by another person, to fake experimental results, or to copy or reword parts of books or articles into your own papers without appropriately citing the source. Students committing or aiding in any of these violations may be given failing grades for an assignment or for an entire course, at the discretion of the instructor. In addition to any academic action taken by an instructor, these violations are also subject to action under the University of Maine Student Conduct Code. The maximum possible sanction under the student conduct code is dismissal from the University.
- 2) Students with disabilities statement:** If you have a disability for which you may be requesting an accommodation, please contact Ann Smith, Director of Disabilities Services, 121 East Annex, 581-2319, as early as possible in the term.

Some faculty also find it helpful to include a statement about classroom civility.

Depending upon your course content, you may also wish to include a statement about inclusive or non-sexist language. The University of Maine's non-sexist language policy may be viewed at:
<http://www.umaine.edu/WIC/both/language.htm>.

- 3) Course Schedule Disclaimer (Disruption Clause):** In the event of an extended disruption of normal classroom activities, the format for this course may be modified to enable its completion within its programmed time frame. In that event, you will be provided an addendum to the syllabus that will supersede this version.
- 4) Sexual Discrimination Reporting** The University of Maine is committed to making campus a safe place for students. Because of this commitment, if you tell a teacher about an experience of **sexual assault, sexual harassment, stalking, relationship abuse (dating violence and domestic violence), sexual misconduct or any form of gender discrimination** involving members of the campus, **your teacher is required to report** this information to the campus Office of Sexual Assault & Violence Prevention or the Office of Equal Opportunity.

If you want to talk in confidence to someone about an experience of sexual discrimination, please contact these resources:

For *confidential resources on campus*: **Counseling Center: 207-581-1392**
or **Cutler Health Center: at 207-581-4000**.

For *confidential resources off campus*: **Rape Response Services:**
1-800-310-0000 or **Spruce Run: 1-800-863-9909**.

Other resources: The resources listed below can offer support but may
have to report the incident to others who can help:

For *support services on campus*: **Office of Sexual Assault & Violence
Prevention: 207-581-1406, Office of Community Standards:
207-581-1409, University of Maine Police: 207-581-4040 or 911**. Or see
the OSAVP website for a complete list of services at
<http://www.umaine.edu/osavp/>