UNT® | COLLEGE OF VISUAL ARTS & DESIGN
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College of Visual Arts and Design
Interdisciplinary Art & Design Studies
Seminar in Design Management
ADES4660.001

COURSE SYLLABUS

Welcome to ADES 4660 Design Management! This is a 3-hour **required** seminar course for the Design Management degree path, thank you all for your interest in participating and I look forward to getting to know each one of you throughout the semester. This course will continue into a second sequence this spring, *ADES 4662 Capstone in Design Management*, where you will implement the knowledge you have learned in this course and your other classes into a semester long project.

Course Information
- Course – ADES4660, Section .001 (3 credit hours)
- Class Time – Tuesdays, 5:30pm to 8:20pm
- Class Location – ART 255

Instructor Contact Information
- Mrs. Cory L. Chaisson, NCIDQ #31359, RID #10881
- UNT College of Art and Design, Office TBD
- Phone – I do not have an office phone in the new building yet. If you have an emergency, please call or text me at 214-755-9125.
- Email - Cory.Chaisson@unt.edu
- Office hours – Tuesdays 4:30PM BY APPOINTMENT ONLY
  Meeting space depends on first come, first serve availability and can be scheduled in ART 272 Meeting Room and Hoteling Spaces 262 A-C, ART 270E, ART 275. Until we get settled into the new building please forgive the inconvenience and lack of prior knowledge to my location. If you are already located at one of these locations before our appointment feel free to email me.

Course Pre-requisites, Co-requisites, and/or Other Restrictions
You must have fourth year status and have successfully completed both MKTG 3650 and MGMT 3850 before enrolling in this course.

Course Description
This seminar course is designed to help students learn effective design management practices and procedures that empower design, enhance collaboration, and encourage synergy between the "design" side and "business" side. *Design management encompasses ongoing processes, business decisions, and strategies that enable innovation and create effectively-design products, services, communications,*

environments, and brands that enhance our quality of life and provide organizational success. (DMI.org) By using design processes to solve general business problems, we can not only improve design effectiveness but also enhance the end user experience.

Course Objectives

Your experience in this seminar course will give you a better understanding of:

- Personal goals as an individual, a student, and a soon-to-be working professional.
- Definition & history of design management.
- The importance of the design concept and its role in design management.
- How to identify "wicked problems" that affect not just the design industry but the planet.
- Methods of successful programming research and development.
- Steps to effectively planning and managing the design process.
- Ways to execute creative solutions to those problems using technical, aesthetic, and conceptual decisions based on programming research and an understanding of design principles.
- How to communicate ideas professionally and connect with the intended audience using visual, oral, and written presentation skills.
- Learn marketing and brand management skills necessary to compete in the global marketplace.

Materials

- Required readings are provided by your instructor and can be found in your online Canvas course portal.
- Supplementary materials include a notebook, binder, sketch pad, pens/pencils, etc.

Teaching Philosophy

The transference of knowledge between instructor and student is the cornerstone for one's professional success and requires dedication, inspiration, and training provided by the industry's finest educators. With almost twenty of professional knowledge gathered in the field and understanding gained from years of classroom experience, I have concluded the following the foundations of successful teaching practices: continuing education, planning and preparation, real world-based curriculum, and enthusiasm in the classroom.

TECHNICAL REQUIREMENTS/ASSISTANCE

UIT Help Desk: http://www.unt.edu/helpdesk/index.htm

The University of North Texas provides student technical support in the use of **Canvas** and other supported resources. The student help desk may be reached at:

Email: helpdesk@unt.edu
Phone: 940.565-2324
In Person: Sage Hall, Room 130

Hours are:
- Monday-Thursday 8am-midnight / Friday 8am-8pm / Saturday 9am-5p / Sunday 8am-midnight

Canvas technical requirements:
> https://clear.unt.edu/supported-technologies/canvas/requirements

Minimum Technical Skills Needed
- Ability to use online Canvas portal https://unt.instructure.com/login/ldap
- Access to UNT email http://it.unt.edu/eagleconnect
- Downloading and opening documents provided by instructor
- Utilizing both online and physical forms of research
- Creating and submitting files in commonly used programs such as PowerPoint, Word, PDF, etc.

Student Academic Support Services
- Code of Student Conduct: provides Code of Student Conduct along with other useful links
- Office of Disability Access: exists to prevent discrimination based on disability and to help students reach a higher level of independence
- Counseling and Testing Services: provides counseling services to the UNT community, as well as testing services; such as admissions testing, computer-based testing, career testing, and other tests
- UNT Libraries
- UNT Learning Center: provides a variety of services, including tutoring, to enhance the student academic experience
- UNT Writing Center: offers free writing tutoring to all UNT students, undergraduate and graduate, including online tutoring
- Succeed at UNT: information regarding how to be a successful student at UNT

COMMUNICATING WITH YOUR INSTRUCTOR

I am available outside of class primarily by email but can also be reached by phone if necessary, please see my contact info above. Students should send personal concerns or questions regarding this course to Cory.Chaisson@unt.edu. Students can expect to receive a response within 24 hours, your patience is greatly appreciated as I am a full-time working professional in addition to this adjunct position.

ASSESSMENT & GRADING

Attendance / Absences
Class attendance is a requirement of this course. Only one unexcused absence will be allowed. Attendance will be taken at the beginning and end of each class. Late arrival to class is discourteous to other students, three (3) late arrivals will equal one unexcused absence. Excessive unexcused absences will result in a lower grade. Class attendance will account for 50% of your class participation grade, the balance of this grade will be based on what you do in class.

Class Participation / Discussions

Each student is expected to actively contribute to class discussions as this directly relates to real life project management situations. A component of your grade will be based on your classroom performance and discussion involvement. We can all learn from each other's responses and questions so please be respectful both in class and online. Each weekly discussion requires at least two comments on your classmates' discussion answers.

Grading

Class Participation / Attendance (5 points per class)	80 points
14 Discussions (10 points each)	140 points
12 Assignments (15 points each total)	180 points
Final Project	100 points

Total Points Possible for Semester/Grading Scale = 600

A	560 and above
A-	520-559
B+	470-519
B	435-469
B-	400-434
C+	325-399
C	300-324
C-	275-274
D	250-274
F	Below 250

CALENDAR

WEEK 1 - HISTORY & IMPORTANCE OF DESIGN MANAGEMENT

Introduction - Orientation, policies, procedures.

Startup Exercise

Lecture & PowerPoint - What exactly is design management? Define and review the history, evolution, and importance of design management. Identify the stages of design management and their importance to our industry.

8/27/2019   Welcome to class!

Week 1 Discussion - State your own personal definition of innovation and the role design management plays in creating the potential for innovation to occur.
Due Week 2.

Assignment 1 - Research and then compare different examples of design management in history. Provide studies, including examples of innovation that were made possible because of design management. **Due week 2.**

WEEK 2 - WICKED PROBLEMS & HOW TO ADDRESS THEM

Startup Exercise

Lecture & PowerPoint – Identifying the relationships between design and wicked problems. Discuss methods that help designers develop solutions to "wicked problems".

9/3/2019   Week 1 Discussion
                  Assignment 1

Week 2 Discussion - What did you find the most interesting in your assigned reading on wicked problems? How does this information relate to your chosen area of study? What elements do you feel frequent our industry? **Due Week 3.**

Assignment 2 - Create a detailed mind map to help you identify some of the most prevalent wicked problems that plague our planet today. Include both text and visual imagery to describe your ideas. **Due Week 3.**

WEEK 3 - DEFINING A PROJECT ABSTRACT

Startup Exercise

9/10/2017   Week 2 Discussion
                  Assignment 2

Lecture & PowerPoint – What makes a good project? What goes into creating a successful project abstract? What questions should you ask/answer?

Week 3 Discussion - What types of projects are you interested in the most and why? What industries are they focused on and why? **Due Week 4.**

Assignment 3 - Using the wicked problems you developed in last week's mind map assignment, write three sample project abstract statements for three theoretical projects. **Due Week 4.**

WEEK 4 - CONCEPTUAL DESIGN

Startup Exercise

Lecture & PowerPoint - Creating and developing a successful design concept. Understanding of complex systems of design management, applying design thinking and concepts to effectively manage progressive change.

Video - Chef's Table "Vigilio Martinez" and his Peruvian Restaurant Design Concept

9/17/2019	Week 3 Discussion Assignment 3	**Week 4 Discussion** - Find three to five examples of unique design concept boards online, in magazines, in books, etc. Note some of the elements we discussed in class and how they are utilized. What are you favorite aspects of the design concept samples you provided and why? **Due Week 5.**

Week 4 Discussion - Find three to five examples of unique design concept boards online, in magazines, in books, etc. Note some of the elements we discussed in class and how they are utilized. What are you favorite aspects of the design concept samples you provided and why?
Due Week 5.

Assignment 4 - Based on assigned theoretical project, narrow down and develop a functional yet unique design concept. Create a mood board including your design concept statement. **Due Week 6.**

Week 4 Bonus Points Discussion - List 5 questions that you feel would be important to ask our guest speaker about design management and how it pertains to all areas of design, not just your own niche. Compare and contrast your questions with each other and the most common and important questions we will address in class with our guest speaker. **Due Week 5.**

WEEK 5 - CONCEPTUAL DESIGN CONTINUED + GUEST SPEAKER

9/24/2019	Week 4 Discussion Week 4 Bonus Points Discussion	**Startup Exercise** **Guest Speaker** - representative from Studio 11 **Work Day** - Bring what you need to work on your design concept mood board and design concept statement for Assignment 4.

Startup Exercise
Guest Speaker - representative from Studio 11

Work Day - Bring what you need to work on your design concept mood board and design concept statement for Assignment 4.

Week 5 Discussion - What did you learn from today's guest speaker? How do you hope to incorporate this knowledge into your design concept and why? **Due Week 6.**

WEEK 6 - DESIGN RESEARCH & IDENTIFYING PROJECT USERS

Startup Exercise

Lecture & PowerPoint - Identifying the types of users that affect your project and vice versa. Learning helpful methods of recognizing user wants vs. needs, and translating that information into important features and attributes within your project. Researching precedent studies that relate to your project to learn from the good, the bad, and the ugly.

| 10/1/2019 | Week 5 Discussion Assignment 4 | **Week 6 Discussion** - Research some companies or firms in the design industry that you feel are good representatives of our profession. What types of users do these companies or individuals cater to? What elements about these firms do you find the most intriguing and why? **Due Week 7.** |

Assignment 5 - Develop a standard template for typical project user profiles, including at minimum profiles for clients, employees, and patrons. **Due Week 7.**

WEEK 7 - DESIGN RESEARCH & THE IMPORTANCE OF PROJECT SITE ANALYSIS

Startup Exercise

Lecture & PowerPoint - Now that we have learned about the importance of profiling the users of a project, we must research the project site. Analyzing the project site, what information is pertinent, and how to successfully gather and interpret that information.

| 10/8/2019 | Week 6 Discussion Assignment 5 | **Week 7 Discussion** - Research different methods of gathering and analyzing project site data. Which methods do you feel work the best and why? **Due Week 8.** |

Assignment 6 - Pick a city, any city, and research it. Present and analyze your findings on the site including but not limited to demographics, geography, climate, transportation, economics, etc. **Due Week 8.**

WEEK 8 - ASSIGN FINAL PROJECT   ****PLEASE ATTEND THIS CLASS****

| 10/15/2019 | Week 7 Discussion Assignment 6 | **Startup Exercise - Wicked Problems & Your Final Project**

ASSIGN FINAL PROJECT - See handout provided in class and also located online. **Due Week 16.** |

Project Work Day - Start thinking about your final project and what direction you wish to head given the project background and requirements provided today. I will be available during class to help you address your project abstract and the beginnings of your design concept.

Week 8 Discussion - Begin the research for your final project. Think about precedent studies, site analysis, users for your project. Post and discuss your findings. **Due Week 9.**

Assignment 7 - Write a design concept statement for your final project and provide sketches for your ideas and a tentative layout for your concept board. **Due Week 9.**

WEEK 9 - DESIGN DEVELOPMENT & THE PROJECT PROGRAM

Startup Exercise

Lecture & PowerPoint - What makes a good project program? What should you include and how should you organize that information? What are the best methods and formats to depict your design development?

10/22/2019	Week 8 Discussion Assignment 7	**Week 9 Discussion** - What elements do you feel will best get your design ideas across for your project and why? What methods and formats do you think will be most suitable for your project and why? **Due Week 10.**

Assignment 8 - Create an outline for your project program. Include the things that you feel are necessary to get your design development point across for your specific project. **Due Week 10.**

WEEK 10 - DESIGN PROTOTYPING

Startup Exercise

Lecture & PowerPoint - Discover the process behind and the different methods used to depict prototypes of your project in both 2D and 3D formats.

10/29/2019	Week 9 Discussion Assignment 8	**Week 10 Discussion** - Looking at the processes and methods described in class today, which method do you feel will be the most appropriate way for you to display your project's design intent? Why? **Due Week 11.**

Assignment 9 - Create a prototype using one of the methods discussed in class. Keep in mind this is a rough model, be creative in the elements you use to create it. You can tweak and modify for the final submittal Week 16, that is the whole idea behind a prototype! **Due Week 11.**

WEEK 11 - PROJECT BRANDING

Startup Exercise

Lecture & PowerPoint - Learning how to successfully develop and implement a brand for your project. What attributes makes a good brand? What different types of brand documents are typically included in a project?

11/5/2019 Week 10 Discussion Assignment 9

Week 11 Discussion - Research different brands within our industry that you feel are good examples of project branding. What elements that we discussed in class did you find? Which attributes do you feel work best for the brand any why?   **Due Week 12.**

Assignment 10 - Create a project brand for your project. Include different options for color schemes, typography, imagery, etc. **Due Week 12.**

WEEK 12 - PRESENTATION MEDIA

Startup Exercise

Lecture & PowerPoint - Learning about different types of presentation media, including different methods and techniques that help make for a more professional project presentation in both 2D and 3D formats.

11/12/2019 Week 11 Discussion Assignment 10

Week 12 Discussion - Research different presentation layouts. What elements that we discussed in class did you find? Which attributes do you feel work best for the project any why?   **Due Week 13.**

Assignment 11 - Create standardized presentation media templates for your project. This should include a cover page, table of contents, section pages, and content pages with multiple layout options. **Due Week 13.**

WEEK 13 - DESIGN MARKETING

Startup Exercise

Lecture & PowerPoint - Learning about the best practices regarding your design marketing strategy and successfully incorporating the brand, marketing your individual project, and the different types of design marketing.

11/19/2019 Week 12 Discussion Assignment 11

Week 13 Discussion - Research different examples of design marketing. What elements that we discussed in class did you find? Which attributes do you feel work best for the company or project any why? **Due Week 13.**

Assignment 12 - Create a sample of design marketing that you feel works for your project and provide a rough draft of your idea. This can be a webpage, a brochure, a digital app, etc. **Due Week 14.**

WEEK 14 - PROFESSIONAL PRACTICE

Startup Exercise

Lecture & PowerPoint - Discussing the professional practice within the design industry. How professional practice differs for design management professionals as compared to designers in general. Supporting documentation for professional practice.

11/26/2019	Week 13 Discussion Assignment 12	**Project Work Day** - Bring your project with you to work on in class. I will be available to answer any and all questions so please come prepared. This day will be used to finalize any previous submitted work for your final project.

Week 14 Discussion - Are there any questions you have on professional practice as it pertains to your career choice? What difficulties are you having? **Due Week 15.**

FINAL PROJECT DUE WEEK 16, BEGINNING OF CLASS ON 12/11/2019. PREPARE FOR PRESENTATION!!!

WEEK 15 - FINAL PROJECT WORK DAY

Startup Exercise

12/3/2019	Week 14 Discussion	**Project Work Day** - Bring your project with you to work on in class. I will be available to answer any and all questions so please come prepared. This day will be used to finalize any previous submitted work for your final project.

FINAL PROJECT DUE WEEK 16, BEGINNING OF CLASS ON 12/11/2019. PREPARE FOR PRESENTATION!!!

WEEK 16 - SUBMIT FINAL PROJECTS

12/10/2018	**FINAL PROJECTS DUE**	**Last Day of Class - Present your projects in alphabetical order, all missing discussions & assignments must be submitted by the beginning of class today.**

COURSE POLICIES

Assignment

Official due dates for all reading, discussions, and assignments can be found in the course calendar. Discussion questions, lecture presentations, assignment instructions, and supplemental reading materials will be available online via Canvas, printing these documents will be the responsibility of the student before the start of class. While you may use any appropriate software to create your presentations, documents, etc. you will need to submit them in the online Canvas portal for this class in a PDF format. Instructions on how to create PDF files from varying documents can also be found in the online Canvas portal for this class.

Attendance

UNT recognizes that student success is promoted by regular attendance and participation in class. It is the responsibility of the faculty member to notify students in writing of any special attendance requirements for the class. This policy applies to all modes of course delivery.

Information about the University of North Texas' Attendance Policy may be found at: http://policy.unt.edu/policy/15-2-5

Late Work

No make-ups will be allowed for any student who does not show up to class for scheduled discussions, assignment due dates, presentations, etc. without prior notification and approval by the instructor. Without approval the student will have to accept a zero for that day's assignments.   While it is recognized that a student may apply for late withdrawal from a course or request an "incomplete" grade for the semester, the instructor will not change a grade unless the student makes this request before the end of the semester. The request must be in writing either on paper or via email and must offer a valid explanation as to why the student feels they cannot complete the requirements of the course. The instructor will then in consultation with the advising office determine if such a grade change is warrantied. An incomplete grade will not be considered unless the student is otherwise passing the course.

Technological Difficulties

UNT The University is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and contact the UNT Student Help Desk: helpdesk@unt.edu or 940.565.2324. The instructor and the UNT Student Help Desk will work with the student to resolve any issues at the earliest possible time.

Instructor Responsibilities and Feedback
* Develops syllabi that clearly outlines the course requirements, rationale, goals, and objectives.
* Submits digital copies of syllabi and course handouts to the online Canvas course portal.

- Selects supplemental reading and other resources for the class.
- Prepares class sessions, discussions, and assignments to help students grasp course content and how it relates with overall student learning outcomes for the course.
- Teaches relative material according to the UNT catalog descriptions and in accordance with defined course standards and outcomes.
- Creates a learning environment that encourages student involvement and participation.
- Provides a minimum of one (1) office hour for each 3-unit credit course.
- Documents students' attendance, participation, and academic progress by giving and grading assignments, discussions, and projects that lead to a final grade.
- Submits course grades to the UNT Registrar by the assigned date.
- Is accessible to students outside the classroom, providing ample periods of time for counseling and mentoring students in matters related to academic success, life goals, and spiritual development.
- When called upon, functions as an official academic advisor, counseling students about course, academic sequence, and program selections.
- Maintains and disseminates current information pertaining to services available to students throughout the school.
- Participates in and contributes to curriculum development by planning, developing, and evaluating new and existing courses and curriculum.
- Participates in faculty meetings and staff meetings (monthly), serves on committees, and participates in other activities on campus.
- Is familiar with and maintains behavior and actions consistent with school policies.
- Continues professional development and growth according to personal needs and certification requirements, including participation in UNT-provided faculty development.

COURSE EVALUATION

Course Evaluation Form
UNT encourages all students to complete a Course Evaluation Form for each course they attend during the semester. All submissions are anonymous. We share the results of the evaluations with our faculty members, who are encouraged to incorporate the feedback they receive when developing courses for future semesters.

UNT POLICIES

Academic Integrity Policy
Academic Integrity Standards and Consequences. According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University. [Insert specific sanction or academic penalty for specific academic integrity violation.

ADA Policy

UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the ODA website at disability.unt.edu.

Course Safety Procedures (for Laboratory Courses)

Students enrolled in [insert class name] are required to use proper safety procedures and guidelines as outlined in UNT Policy 06.038 Safety in Instructional Activities. While working in laboratory sessions, students are expected and required to identify and use proper safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the UNT is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider Standard Syllabus Statements Related Policy 06.049 Course Syllabi Requirements obtaining Student Health Insurance. Brochures for student insurance are available in the UNT Student Health and Wellness Center. Students who are injured during class activities may seek medical attention at the Student Health and Wellness Center at rates that are reduced compared to other medical facilities. If students have an insurance plan other than Student Health Insurance at UNT, they should be sure that the plan covers treatment at this facility. If students choose not to go to the UNT Student Health and Wellness Center, they may be transported to an emergency room at a local hospital.

Emergency Notification & Procedures

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials.

Retention of Student Records

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Blackboard online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about student's records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University's policy. See UNT Policy 10.10, Records Management and Retention for additional information.