Cause-Based Design

Overview:
This course will introduce students to the opportunities of caused-based design coupled with research methods and empirical studies. Students will be challenged to identify local social, technological, political or cultural issues, conduct meaningful research to understand the complexities of their selected area of concern and then invent or otherwise design realistic, adaptive, and probable solutions. This design approach and practice realm will be demanding of every student’s time and concentration.

Course Goals and Content:
This course challenges the student to utilize abductive thinking and rapid prototyping to develop innovative concepts by recognizing new opportunities, acting on them, and validated them by leveraging creative insights, design efficacy and thought leadership skills.

Student Learning Objectives:
Upon successful completion of this course, students will be able to:
• Demonstrate an awareness of the field of caused-based design
• Gain an awareness of empirical-based design practice
• Support primary field research by undertaking and applying secondary research
• Work successfully with project stakeholders to define and achieve common goals
• Document research processes and design intervention outcomes
• Use visual communication skills to prototype ideas into actionable plans
• Spot innovative opportunities for facilitating positive change
• Lead discussions using effective language for internal and external conversations
• Bridge any supporting processes that reinforce efforts to achieve end goals

Course Structure
Students will spend most of their class time in group critique and/or discussion on their ongoing research, analysis and design. The majority of all classwork will occur outside of class and each student will be expected to manage their time and efforts accordingly. Classes early in the semester will be primarily lecture based with students being exposed to knowledge of basic research theory, methods and practice.

Required Textbook
• Developing Citizen Designers, Elizabeth Resnick, Bloomsbury Publishing, 2016

Suggested Web links:
• www.aiga.org/designforgood-get-involved#act

Materials Requirement:
• Laptop with Web browser and Internet access
• Microsoft Office Suite, Apple iWorks, or Google Docs
• Adobe CC Design Software Suite including Adobe Acrobat
• Sketchbook and drawing pencils, plotter output capabilities

Right Instructor to Change Syllabus
The right to change this syllabus with or without notice remains at the discretion of the professor. Moreover, based on the fluid nature of the course, its ongoing classroom experiences and developing research activities, the professor may and will likely elect to change projects, learning experiences, outcomes, scheduling, assessment and in- and outside classroom activities during the semester. At his discretion, the professor will alert students to any changes if and when they are to occur and provide them with sufficient time to adjust their respective class and research activities.
Course number: ADES 4515 - 501
Course name: Cause-Based Design
Semester: Spring 2019
Hours: Mon. 2:00pm - 5:20pm
Professor: Douglas D. May

Risk Factor:
Risk Factor: 2. In level 2 courses, students are exposed to some significant hazards but are not likely to suffer serious bodily injury. In this class those risks are related to x-acto knife usage, adhesives, fumes and repetitive stress injuries related to extended computer use. Students will be informed of any potential health hazards or potential bodily injury connected with the use of any materials and/or processes and will be instructed how to proceed without danger to themselves or others.

Emergencies:
UNT uses a system called Eagle Alert to quickly notify you 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). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at my.unt.edu. Some helpful emergency preparedness actions include: 1) know the evacuation routes and severe weather shelter areas in the buildings where your classes are held, 2) determine how you will contact family and friends if phones are temporarily unavailable, and 3) identify where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials.

Plagiarism:
Plagiarism is a serious academic offense and may result in failure of an assignment, the class, or result in removal from the university. Students caught cheating or plagiarizing will receive a “0” for that particular assignment or exam. The student will first be notified in writing via email to schedule a face-to-face meeting with the instructor and another faculty member to determine the next level of action. If further action is warranted, the incident will be reported to the Dean of Students, who may impose an additional penalty. According to the UNT catalog, the term “cheating” includes, but is not limited to: a. Use of any unauthorized assistance in taking quizzes, tests, or examinations; b. Dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; c. The acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the university; d. Dual submission of a paper or project, or resubmission of a paper or project to a different class without express permission from the instructor(s); e. Any other act designed to give a student an unfair advantage. The term “plagiarism” includes, but is not limited to: a. The knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgment; and b. The knowing or negligent unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials. Plagiarism is also literary or artistic theft. It is the false assumption of authorship; the wrongful act of taking the product of another person’s mind and presenting it as one’s own. Copying someone else’s writing or art, intact or with inconsequential changes, and adding one’s name to the result constitutes plagiarism.

Sexual Harassment:
Sexual harassment means unwelcome sex-based verbal or physical conduct that unreasonably interferes with a student’s ability to participate in or benefit from educational programs or activities. For purposes of this policy, conduct is sufficiently severe, persistent or pervasive if it is frequent, or threatening, or humiliating nature unreasonably interferes with or limits the student’s ability to participate in or benefit from the University’s educational program or activity, including when the conduct reasonably can be considered to create an intimidating, hostile, abusive or offensive educational environment. Conduct constituting sexual harassment, as defined herein, toward another person of the same or opposite sex is prohibited by this policy. Examples of conduct which might be considered sexual harassment under this policy may be found here: https://policy.unt.edu/sites/default/files/16.005SexualHarassment_0.pdf Page 2, Section 4, items a,b,c,d,e,f, and g.
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Financial Aid
Each University of North Texas student is entitled to certain rights associated with higher education institutions. See unt.edu/csrr for further information.

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per term. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose their financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so may have the potential to affect your current and future financial aid eligibility. Please visit financialaid.unt.edu/satisfactory-academic-progress-requirements for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with an academic advisor in your college or visit the Student Financial Aid and Scholarships office to discuss dropping a course being doing so.

You must use your UNT email address to communicate with professors. You may forward your UNT email to a private email address via your My UNT settings.

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. You have a right to view your individual record; however, information about your records will not be divulged to other individuals without the proper written consent. You are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the university’s policy in accordance with those mandates at the following link: essc.unt.edu/registrar/ferpa.html

Retention of Student Records
Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. This short survey will be made available at the end of the semester to provide you with an opportunity to evaluate how this course is taught.

Acceptable Student Behavior
Student behavior that interferes with an instructor’s ability to conduct a class or other students’ opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student’s conduct violated the Code of Student Conduct. The university’s expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at deanofstudents.unt.edu/conduct

Succeed at UNT
UNT endeavors to offer you a high-quality education and to provide a supportive environment to help you learn and grown. And, as a faculty member, I am committed to helping you be successful as a student. Here’s how to succeed at unt: Show up. Find Support. Get advised. Be prepared. Get involved. Stay focused.

To learn more about campus resources and information on how you can achieve success, go success.unt.edu.
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Instructor Information

Instructor:
Douglas D. May
Assistant Professor of Art

Office Location:
by appointment
douglas.may@unt.edu

Office Hours:
T-TH 3-4pm

Grading:
20% Project 1
30% Project 2
40% Project 3
10% Participation and Attendance
100% Total

Grading Scale:
A 90% -100%
B 80% -89%
C 70% -79%
D 60% -69%
F below 60%

ADA Statement Students with Disabilities
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services Dallas College of Design
Located in: University of North Texas Address: Sage Hall, 1167 Union Cir, Denton, TX 76203 Phone: (940) 565-4323 https://disability.unt.edu/

Nondiscrimination Notice
University of North Texas will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Absence Policy
Good attendance and punctuality are expected for this class and will strongly affect your grades. Roll will be taken at every class. You will be considered late if you arrive at class after roll has been taken. If you are late, it is your responsibility during that class period to make sure that the instructor has you added to the roll. Only three (3) unexcused absences will be allowed. The fourth unexcused absence will lower your grade by one letter grade and so on. A total of six absences, excused or unexcused, will result in you receiving a grade of F for the class. There are no excused absences for anything but a verifiable death in the immediate family or with a doctor’s note on his/her stationery with a telephone number. The doctor’s note must be presented at the next class. A receipt is unacceptable. You will receive three (3) free tardies. Beyond that, every four tardies will equal one unexcused absence.

Electronic Devices
Cell-phones, head-phones, beepers or other PDA devices may not be turned on or used in class at any time. Computers may not be used in class without the permission of the instructor. No eating in class, eat lunch before coming to class or at break time.

Student Conduct
All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See current Student Guidebook). Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: http://www.albion.com/netiquette/corerules.html
Class Projects

Participation includes making active and thoughtful comments in critique, being prepared in class, making efficient use of class time, putting the necessary amount of time and effort into writing, research, and project development outside of class, and other appropriate academic behavior. Participation and attendance will represent 10% of the final grade.

Making deadlines is part of becoming a professional. Work turned in late will be lowered by one letter grade. Work turned in one week beyond week deadline will not be excepted and will receive a failing grade. All graded assignments will equal 90% of the final grade.

Initial Assignment - Pick a Cause: Choose and social cause that interests you and find a local non-profit organization to base your research paper on. Also select two back-up NPO’s to avoid overlap with other classmates. Look for causes that aren’t highly visual and may need additional help and advocacy. Get approval from your instructor to proceed in the next class meeting or by email if no class on the February 13th Martin Luther King Day observance.

Project 1 - Research Paper - Discovery and Analysis
Due Week 4 – Research Assignment and Presentation - February 4th
Write a 3-5 page research summary on the North Texas non-profit landscape using in-person interviews, telephone conversations, questionnaires, library and on-line resources. Students must give an overview for one selected organization and the challenges they face by identifying categories, demographics, beneficiary and donor profiles, and logistic challenges for building and maintaining a sustainable social cause enterprise. The research should give insight to what creative opportunities there could be to improve communications, raise awareness, increase donations of their selected non-profit organization.

Project 2 - The Pitch – Win over a Team
Due Week 6 - Research Assignment and Presentation - February 18th
Be prepare to pitch your chosen social cause to the class and win-over a team of your colleagues to support your cause. One concept for every four students in the class will be selected to move forward in a collaborative team.

Project 3 - Delivery – Visualize and Articulate the Vision
Final: Due Week 16 - April 29th
Use the various processes discussed to discover new opportunities to innovate in the restaurant industry. Use your Only Statement and Trueline to keep your team on track for creative choices and marketing communication messages. Build towards a focused and sustainable organization in the context of societal and global wellbeing. Demonstrate conceptual flexibility that stays on-brand.

Final Deliverables:
Final research findings presentation as Writing paper and PowerPoint or Keynote demonstrating conceptual solutions applied to products, environments, advertising, digital marketing, systems, employee communications or other design-centric deliverables (specifics will vary) as digital presentations in PowerPoint or Keynote. This level of execution will be discussed demonstrated in the first class.