



Seniors ... greetings,

please note that this pdf file contains the following information about your course:

- a) ind 402 Industrial Design VI syllabus
- b) design brief assignment
- c) course calendar
- d) grade description
- e) design entity
- f) email contact information

good luck to all on this adventure ...

faculty contact information:

Matthew Burger's office hours,
outside of scheduled class time,
by appointment only ...

email: burgerm@pratt.edu
telephone: (718) 636-3631

Jeff Kapec's office hours,
outside of scheduled class time,
by appointment only ...

email: jkapec@pratt.edu
& jkapec@tkdg.com
telephone: (718) 636-3631

making meaning

faculty: *Matthew Burger, Jeff Kapec & outside advisors as needed by the individual student.*

class hours: *thursday: 9:30 am until 12:20 pm & Saturday 10:00 am until 12:30 pm*

contact information: *(718) 636-3631 mburger@pratt.edu, jkapec@pratt.edu &/or jkapec@tkdg.com*

required text: *1) What is a designer © 2002 Norman Potter ISBN: 0-907259-16-2
2) Visual Explanations © 1997 Edward R. Tufte, Graphic Press
3) Envisioning Information © 1990 Edward R. Tufte, Graphic Press*

course objective:

Making Meaning gives the individual student an in depth opportunity to explore an area of special interest in the field of Industrial Design. This project allows the graduating senior to choose a direction for the next phase in their career as a designer, which probably will involve a period of transition from college student to young professional. This merely scratches the surface of what Making Meaning is about ... It is the culmination studio of the student's education in the Industrial Design department at Pratt Institute and should reflect a thorough understanding of all the information covered within the department's required courses. Let's say it's the most important class you will have this semester, it's mostly about you and design as process; by which we mean design in terms of all it's aspects ... the making of meaning through artifacts of a now global human culture and global humanity. Students have chosen an area of concentration that will provide them with an opportunity to explore career paths in Industrial Design. The students will be working with (most likely) outside advisors, designers, manufacturers, etc., as well as Pratt faculty. The student's instructor will work with them to structure their project in form and content.

A secondary learning objective of this course is the development of systems thinking related to the field of Industrial Design ... to paraphrase, design as concept is secondary to design as a system ... The class will be introduced to ideas about design as a kit of parts, as components, as a network rather than individual (unrelated to other components) object. We will explore design on a large organizational scale related to systems using various tools ...

calendar: please see the attached schedule.

please note: This syllabus is subject to change at the discretion of the faculty

evaluation criteria:

*grade determination will be weighted in the following areas accordingly ...

05% = required readings, handouts & discussion, plus all forms of design project management.

05% = a positive attitude, risk taking, search, group participation and attendance.

10% = written proposal as design brief ... with or without resubmitting.

35% = all two dimensional aspects of the project.

35% = all three dimensional aspects of the project.

10% = final presentation, including final models and final process guide.

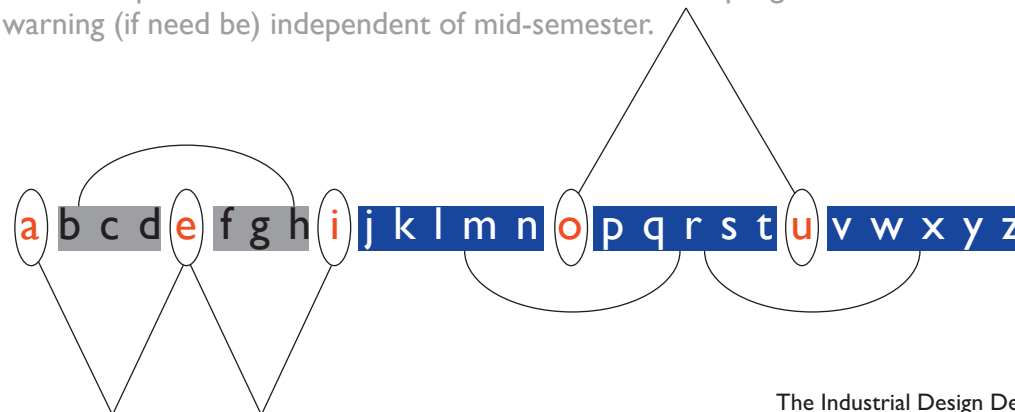
* The letter grade for this course will not completely determine the amount of personal growth and long term learning on the part of the individual. Knowing and understanding the material covered during this semester (and why it's important in the first place) is, of course, essential to completing this class successfully. Moreover, the student must display a passion and an inner sense (sometimes referred to as talent) for design. An inner sense for design is something that, most likely, can not be taught ...

attendance: It is impossible to complete this course with more than three inexcusable absences.

grading: please see the attached grade description.

unsatisfactory performance warning:

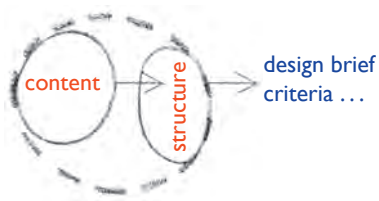
A warnings means a student is in danger of not successfully fulfilling the course requirements for ind 402a. Mid-semester will be one point in time for the entire class to assess its progress, however, an individual student could receive a warning (if need be) independent of mid-semester.



The purpose of this design brief is to prepare the individual for their semester long studio project in Making Meaning. Students should propose an area of interest in the form of an exploration study to the faculty. The instructor/faculty and students develop these explorations into a defined design brief. The design brief becomes the basis for understanding on how to proceed between the instructor and the individual for their entire project in Making Meaning.

It is imperative that the student researches a design brief and communicates the intent of his/her project in the form of a written proposal. Making Meaning is the culmination studio of the student's education in the Industrial Design department at Pratt Institute and should reflect a thorough understanding of all the information covered within the department's required courses*.

This assignment has two consecutive parts. First, the development of a design brief. Second, a successful presentation of that design brief for approval. The presentation will include the verbal defense of the written design brief before the instructor/faculty and students. The students will have one opportunity to resubmit their design briefs a second time if not approved at the presentation. At a later given date, the resubmitting of the design briefs will be reviewed individually to evaluate whether they meet the criteria for acceptance.



Criteria for acceptance is based on the following two areas:

1) Content:

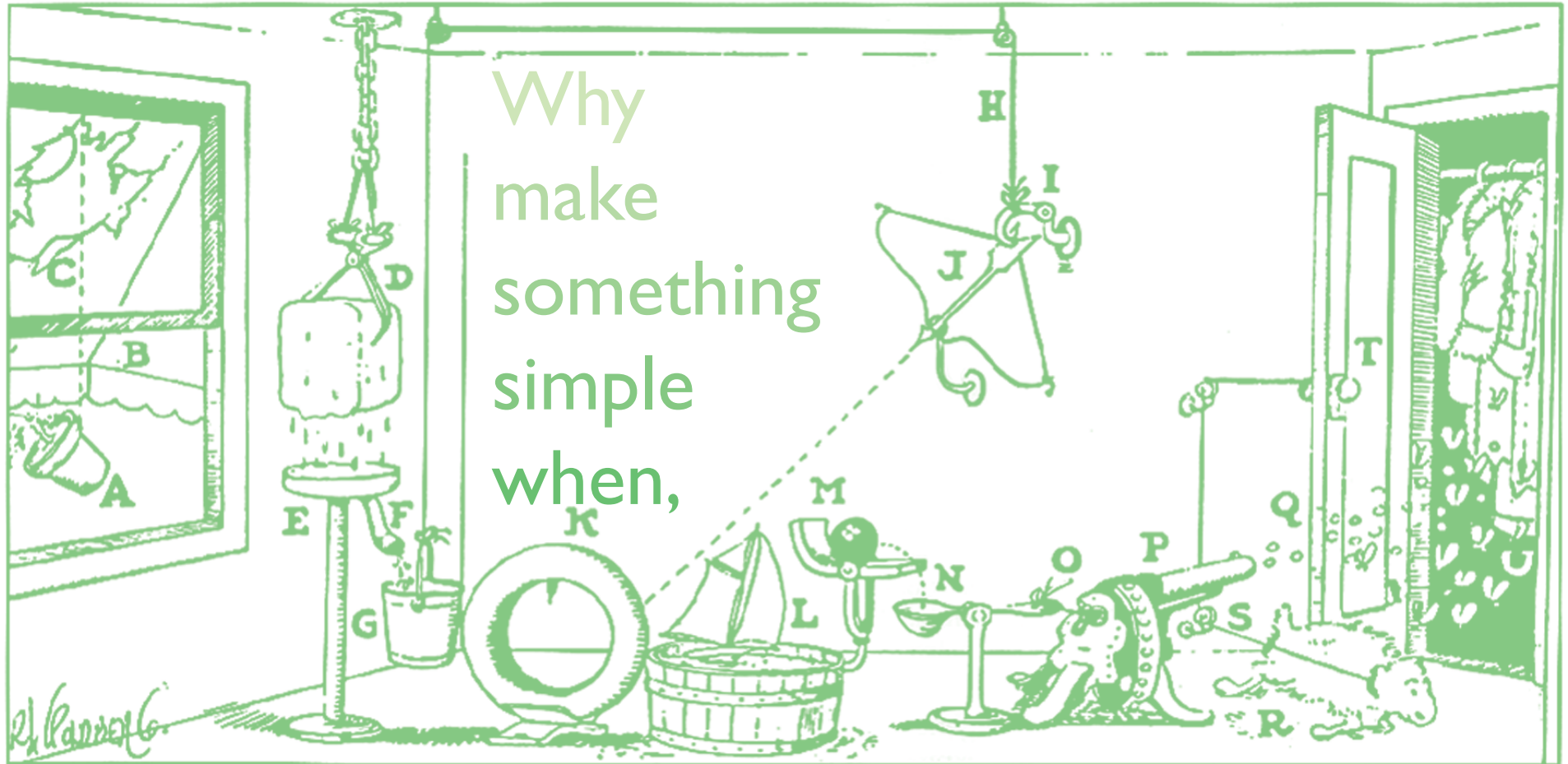
- a) Conceptual integrity of the project.
- b) The entire project as it relates to the context of Industrial Design*

2) Structure:

- a) Anticipated project support team: (for example, special needs from people, resources, facilities, etc., {inside/outside} of the Industrial Design department &/or Pratt to complete the objectives of the design brief)
- b) Organizational calendar: (a description of the project development, including its different phases within the given time constraints of Spring Semester 2008)
- c) Format:
 - 1) Table of Contents
 - 2) Project summary-A brief one page description that distills the essence of the proposal content.
 - 3) Problem Statement
 - 4) Background Information & Research-Why are you trying to solve this problem?
 - 5) Goals-Define design goals and objectives and specify how do you intend to achieve them based on time & resources.
 - 6) Support Team-Assemble outside support team who are experts in the area that you are investigating (for example doctors and engineers for medical equipment design). Also include any designers outside of Pratt who can advise you.
 - 7) Develop a timetable for the completion of project.
 - 8) Concept phase, Design development phase, Final presentation phase & deliverable for each.
 - 9) End notes and Bibliography

*please see the accompanying diagram: elements of the entity of Industrial Design

remember, when writing a design brief ...




The professor emerges from the goofy booth with a device for the extermination of moths. Start singing. Lady upstairs, when sufficiently annoyed, throws flower pot (a) through awning (b). Hole (c) allows sun to come through and melt cake of ice (d). Water drips into pan (e) running through pipe (f) into pail (g). Weight of pail causes cord (h) to release hook (i) and pillow (j) to shoot into tire (k). Escaping air blows against toy sailboat (l) driving it against lever (m) and causing ball to roll into spoon (n) and pull string (o) which sets off machine gun (p) discharging camphor balls (q). Report of gun frightens lamb (r) which runs and pulls cord (s), opening closet door (t). As moths (u) fly out to eat wool from lamb's back they are killed by the barrage of moth balls. If any of the moths escape and there is danger of their returning, you can fool them by moving.

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you can make it complicated?

This course is truly more than
the sum of it's parts, therefore:
All activity is important ...
Make the most of y/our time & effort ...
All experiences are required ...

This calendar is subject to
improvements and/or alterations
deemed advisable by the faculty

		No class on Saturday, January 17th due to the long weekend (Dr. Martin Luther King Hoilday) ...
01/17	w0	Spring Semester Begins ...
01/22.24	w1	Saturday at 10:00am in Pratt Studios 43 &/or 46: an introduction to Making Meaning
01/29.31	w2	Work in studio: individual progress on the design brief assignment & project ideas ...
02/05.07	w3	Work in studio: individual progress on the design brief assignment & project ideas ...
02/12.14	w4	Studio Critique: design brief assignment presentation
02/19.21	w5	reThink: design brief assignment resubmitting
02/26.28	w6	preparation for Preliminary Critique ...
03/03.08	w7	Preliminary Critique: Tuesday March 3rd an evening event for the entire class ...
		Spring Vacation is week nine: Saturday, March 14th through Sunday March 22nd.
03/12	w8	Work in studio on individual projects
03/26.28	w10	Work in studio on individual projects
		IDSIA Conference & Merit Award, Friday & Saturday, March 27th,/28th Massachusetts College of Art, Boston.
04/02.04	w11	Work in studio on individual projects
04/09.11	w12	Work in studio on individual projects
04/16.18	w13	Critical Review: Saturday April 18th an event for the entire class ...
04/23/25	w14	Work in studio on individual projects
04/30 05/02	w15	Final Process Guides Due, Thursday, April 30th, no Exceptions ...
		Pratt show with reception for Professionals: Tuesday, May 12th ...
05/06.07	w16	iD view:  Making Meaning, Final Critique

The departmental guidelines for grading studio projects are as follows. These guidelines will be used by your instructor to evaluate your work. Please familiarize yourself with their content and discuss any questions with your instructor.

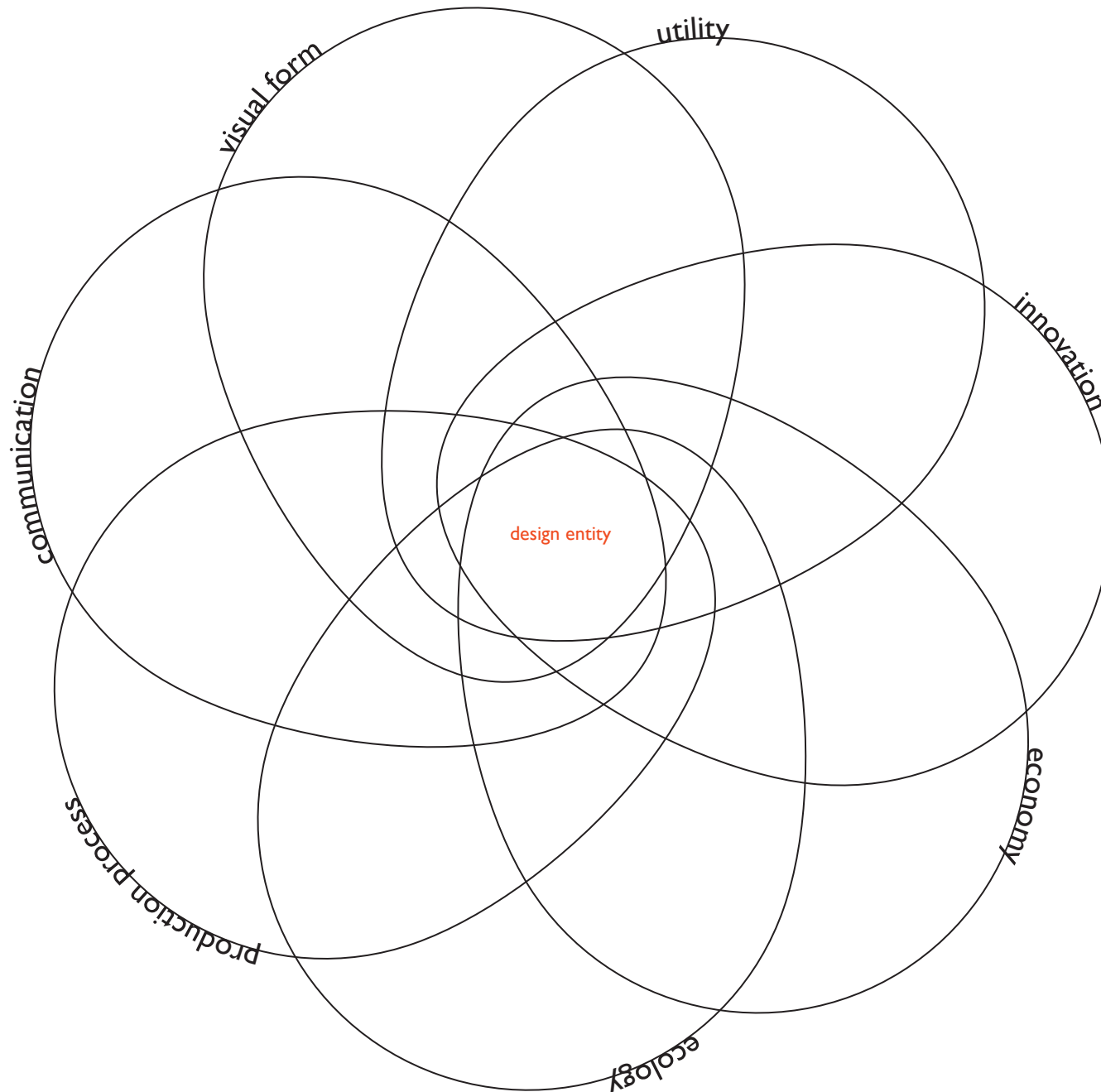
- A** Outstanding Work:
The work shows innovation & significant depth of understanding of the specific requirements. The assignment has been fully developed & well communicated graphically. An unusual or unique concept has been expressed.
Quantitative grade 100 - 90
- B** Good Work:
Solutions & submittals have exceeded all requirements of the assignment & exhibit an above average understanding & clarity of idea, execution & presentation.
Quantitative grade: 89 - 80
- C** Average Work:
The solutions and submittals adequately satisfy the assignment but lack a special depth of understanding & development. The work overall lacks innovation & does not reflect any extra effort.
Quantitative grade: 79 - 70
- D** Poor Work:
The solutions is below average standards & lacks depth. The work is poor, sloppy & inappropriate to course expectations
Quantitative grade: 69 - 60
- F** Unacceptable Work or Missing Work:
Work exhibits a lack of understanding.
Quantitative grade: 59 - 0

Retained Work:

All work submitted for grades is the property of Pratt Institute. Work may be retained for use by the department for display or accreditation purposes.

Standards for Written Work:

All written work submitted for courses in the department must meet the Standards of English I. Poorly written papers will be returned to you, without a grade, for revision. Students are encouraged to utilize the 'Writing Center' facility for help polishing their papers.



Utility:

Tools for mankind.
The essence of usefulness as it relates to technology.
Ergonomics

Innovation:

Quite simply, the ability to look at an object or a problem in a new way (uniqueness).

Economy:

All aspects pertaining to the marketplace, especially competitive factors related to capital.

Ecology:

Environmental appropriateness.
The behavioral interface with the user. Energy considerations and recycling. Social /cultural impact.

Production Processes:

Grasp of materials & technology, especially relating to methods of construction (manufacturing).

Communication:

purpose, meaning and the presentation thereof.
symbolism / semantics.

Visual Form::

Responses (emotional / intellectual) based upon the five senses.
Beauty. Morphology.
Three dimensional, as well as two dimensional form development.
A grasp of proportion, color, texture, etc. as they effect the user.

instructors:

01) Matthew Burger mburger@pratt.edu • (718) 636-363102) Jeffery Kapec jkapec@pratt.edu &/or jkapec@tkdg.com • (718) 636-3631

Making Meaning students:

01) Brittani Czarnecki bczarnec@pratt.edu02) Emily Scofield escofiel@pratt.edu03) Jeanne Choi jchoi23@pratt.edu04) Maggie Matela mmatela@pratt.edu05) maybe ...? (gerry hefferman: ghefferm@pratt.edu)06) Noam Tabenkin ntabenki@pratt.edu07) Pearl Park ppark@pratt.edu08) Sharon Myoung smyoung@pratt.edu09) Sukmo (mong) Koo skoo2@pratt.edu
