



4310

DESIGN THINKING & PRACTICE

ROOM: STUDIO 406/413*

SECTION **A** MON + WED 1:00 PM - 1:50 PM

INSTRUCTOR: ASSISTANT PROF. SUE LEO

OFFICE: BISHOP FINK HALL, RM #415

SLEO@BENEDICTINE.EDU

OFFICE HRS: BY APPOINTMENT

REQUIRED SUPPLIES BY STUDENT:

- USB Drive
- Portfolio Print Outs
- Print Outs of All Paperwork Items
- Access to a Camera

PROVIDED SUPPLIES:

- Portfolio

Teaching Method

This class will require time to complete deliverables outside the scheduled classtime.

GOOGLE CLASSROOM

Most assignments will be submitted through Google Classroom.

PLEASE NOTE:

The Design Research paper should be printed out as a HARD-COPY and on the due date, the electronic file needs to be submitted at the beginning of class, not air dropped, emailed or printed out during class in the lab.

I will all have material posted on my teaching web site under Design Thinking & Practice: <https://www.virtuartcity.com>

You may need to register to have access to this site. I will have to authorized you once you enter your Benedictine email address.

COURSE CATALOG DESCRIPTION

Design Thinking & Practice is a method of problem solving through immersion; resulting in novel, creative solutions. In this course, students will explore constraints and areas of opportunity, then prototype and test new solutions. Skills will be developed in active listening and empathy, problem identification, and experimentation. Students will learn how to apply these skills to the development of new products and services, to address strategic, business, and even social problems. The course will help students develop the skills necessary to function professionally in a design career. Prerequisite: Graphic Design major, senior standing.

LEARNING GOALS & OBJECTIVES

- To explore formal design methods, research and creative problem solving process.
- Complete a design research and ideation project that will provide a model to student for formulating a senior capstone project. This will give each student the opportunity to explore their particular interest and to assess the viability of the topic as a graphic design capstone.
- In the Graphic Design program at Benedictine College, you began to develop the technical and creative skills essential for professional graphic design work. The capstone project demonstrates your ability to meet the program standards in a single client project.
- Students will organize materials and prepare them in various deliverables that will prepare them for their individual career strategies after graduation. Students will develop a self-promotion package of documents that will assist their next steps after graduation.

SUGGESTED RESOURCES / BOOKS [OPTIONAL]

Various handouts and teaching will be extracted from the resources below. Students may want to have their own personal copy of these books for their own library.

Anderson, Denise (2016), **Stand Out: Design a Personal Brand, Build a Killer Portfolio, Find a Great Job**, USA: Peachpit Press

Crawford, Ted & Domain Bruck, Eva (2013), **Business and Legal Forms for Graphic Designers**, New York: Allworth Press & Graphic Artists Guild

Heller, Steven & Talarico, Lita (2016), **Becoming a Design Entrepreneur How to Launch Your Design-Driven Ventures from Apps to Zines**, New York: Allworth Press

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GRADING SCALE

A	(92-100%) Superior work demonstrating high competency
A-	(90-91%)
B+	(88-89%)
B	(82-87%) Good work evidencing a better than average competency with the subject
B-	(80-81%)
C+	(78-79%)
C	(72-77%) Satisfactory work
C-	(70-71%)
D+	(68-69%)
D	(62-67%) Less than satisfactory work
D-	(60-61%)
F	(<60%) Unacceptable work

Good Better Best,
Never let it Rest.
'Til your Good is Better
and your Better Best.

— St. Jerome

Midterm Grades

Midterm grades are for preliminary assessment should not be interpreted as a formal grade, but rather as an indication of the student's progress. At midterm, students should be meeting the basic requirements at minimum in the class which is a C. Midterm grades are advisory and do not appear on the student's permanent record.

Final Grades

Final grades are determined by prioritized weighting, see below:

Final Grade Evaluation Breakdown

Points	Deliverable
10	Class Prep + Meeting Deadlines + Attendance
45	Promotional Collateral Completed
45	Sr. Project Prep Work
100	Total Points

DELIVERABLES

1. Design Research / Ideation Document

This is the main initiative in this class preparing the student for their senior project. This process prepares the student to develop and document their design project. The deliverables in this process includes:

- Ideation Matrix
- Project Statement
- Review of Literature

2. Resume

- General
- Infographic

3. References - Separate Sheet 8.5 x 11

3 to References: Professional & Personal

4. Cover Letter

Generic

5. Bio / Artist Statement

6. Portfolio + Self-Promotion

Physical Portfolio
Social Media Promotion
Business Card

7. Website

Web Portfolio

8. Business / Freelance / Entrepreneurship

Contracts
Proposals and Pricing
Invoicing Clients
Record & Time Keeping

9. Exhibit Plan

Floor Plan + Elevation

The instructor will not discuss grades during class or in email. If you need to discuss your grade status, the student is required to initiate an office appointment.

ATTENDANCE

ATTENDANCE IS CONSIDERED PART OF YOUR GRADE.

According to the course catalog, it is presumed that students attend every session of courses in which they are registered in order that mastery of subject matter may be assisted by the instructor's leadership, class discussion and/or class projects, and so that they may contribute to the intellectual exchange that is appropriate to the class. The college's mission of education within a community of faith and scholarship makes class attendance a particular priority. However, it is recognized that in some cases absence is unavoidable.

If a student has absences in excess of 4 classes, the student can be withdrawn by the instructor.

If you cannot attend class contact the instructor PRIOR to class by email: sleo@benedictine.edu

Benedictine College complies with federal law requiring reasonable accommodations for individuals with documented disabilities that may affect their performance in a class or otherwise affect the individual's ability to enjoy the programs and services offered by the College. If a student requests an accommodation from a faculty member, the faculty member should direct the student to contact the Director of Disability Services at 913-360-7517.



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SECTION **A** = M+W 1:00-1:50PM

2024 SPRING

Assistant Professor Sue Leo

1			2			3		
1.1 NO CLASS M J08	1.2 Syllabus Intro Lecture W J10	1.3 NO CLASS F J12	2.1 Ideation M J15	2.2 W J17	2.3 NO CLASS F J19	3.1 Library Research Sister Kathlen M J22	3.2 Ideation Document DUE W J24	3.3 NO CLASS F J26
4			5			6		
4.1 Sketch M J29	4.2 Toast W J31	4.3 NO CLASS F F02	5.1 Sequencing M F05	5.2 Resume Writing Jennifer Dittimore W F07	5.3 NO CLASS F F09	6.1 Ideation Review M F12	6.2 Resume DUE W F14	6.3 NO CLASS F F16
7			8			9		
7.1 M F19	7.2 Review of Literature DUE W F21	7.3 NO CLASS F F23	MIDTERMS			SPRING BREAK		
8.1 M F26	8.2 Senior Project PROPOSAL & PRESENTATION DUE W F28	8.3 NO CLASS F M01	9.1 M M04	9.2 W M06	9.3 F M08			
10			11			12		
10.1 M M11	10.2 Website W M13	10.3 NO CLASS F M15	11.1 Exhibit Space M M18	11.2 Ethics W M20	11.3 NO CLASS F M22	12.1 Self-Promotion M M25	12.2 W M27	12.3 EASTER BREAK F M29
13			14			15		
13.1 EASTER BREAK M A01	13.2 W A03	13.3 NO CLASS F A05	14.1 Floor Plan + Elevation DUE M A08	14.2 W A10	14.3 Exhibition PLANNING DUE F A12	15.1 Reprints for Portfolio DUE M A15	15.2 DISCOVERY DAY NO CLASS W A17	15.3 F A19
16			17					
16.1 M A22	16.2 PORTFOLIO REVIEW W A24	16.3 NO CLASS F A26	17.1 LAST CLASS F A29					

FINAL
FINAL: TUESDAY
MAY 7TH
8:00-9:50PM

IMPORTANT NOTE ABOUT DUE DATES:
All project must be uploaded **prior** to
class start time. No exceptions.

Note: This is a tentative and working schedule and is subject to changes, additions and modifications.



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JANUARY		
WEEK 1		
MONDAY NO CLASS	JAN 08	WEDNESDAY Syllabus Google Classroom Setup
		JAN 10
		FRIDAY NO CLASS
		JAN 12
WEEK 2		
MONDAY Assignment: Ideation Document	JAN 15	WEDNESDAY Review of Literature
		JAN 17
		FRIDAY NO CLASS
		JAN 19
WEEK 3		
MONDAY Guest: Sister Kathleen Library Resources	JAN 22	WEDNESDAY DUE: Ideation Document Due Submit to Google Turn in Hard Copy
		JAN 24
		FRIDAY NO CLASS
		JAN 26
WEEK 4		FEBRUARY
MONDAY Sketch	JAN 29	WEDNESDAY Toast
		JAN 31
		FRIDAY Ground Hog Day! No Class
		FEB 02
FEBRUARY		
WEEK 5		
MONDAY Sequencing	FEB 05	WEDNESDAY Guest: Jennifer Dittmore Resume Writing
		FEB 07
		FRIDAY NO CLASS
		FEB 09
WEEK 6		
MONDAY References Bio / Artist Statements	FEB 12	WEDNESDAY DUE: Resumes + References - Infographic + Text Versions - Bring Printouts: Review in Class
		FEB 14
		FRIDAY NO CLASS
		FEB 16
WEEK 7		
MONDAY Freelancing: Pricing, Record Keeping, Contracts, Billing	FEB 19	WEDNESDAY DUE: Review of Literature Idea Matrix
		FEB 21
		FRIDAY NO CLASS
		FEB 23
WEEK 8: MIDTERMS		MARCH
MONDAY Ideation Exercise	FEB 26	WEDNESDAY DUE: Sr. Project Proposal DUE: Presentation
		FEB 28
		FRIDAY NO CLASS
		MAR 01



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MARCH		WEEK 9			
MONDAY	MAR 04	WEDNESDAY	MAR 06	FRIDAY	MAR 08
SPRING BREAK		SPRING BREAK		SPRING BREAK	
WEEK 10		WEEK 11			
MONDAY	MAR 11	WEDNESDAY	MAR 13	FRIDAY	MAR 15
Online Portfolios-Website		Ethics		NO CLASS	
MONDAY	MAR 18	WEDNESDAY	MAR 20	FRIDAY	MAR 22
Exhibit Space		Floor Plans + Elevations		NO CLASS	
WEEK 12		WEEK 13			
MONDAY	MAR 25	WEDNESDAY	MAR 27	FRIDAY	MAR 29
DUE: Exhibit Plan		Self Promotion		EASTER BREAK	
APRIL		WEEK 14			
MONDAY	APR 01	WEDNESDAY	APR 03	FRIDAY	APR 05
EASTER BREAK-NO CLASS		DUE: Portfolio Reprints		NO CLASS	
MONDAY	APR 08	WEDNESDAY	APR 10	FRIDAY	APR 12
WEEK 15		WEEK 16			
MONDAY	APR 15	WEDNESDAY	APR 17	FRIDAY	APR 19
		DISCOVERY DAY NO CLASS			
MONDAY	APR 22	WEDNESDAY	APR 24	FRIDAY	APR 26
				NO CLASS	
WEEK 17		MAY		FINAL:	
MONDAY	APR 29			TUESDAY	MAY 7
LAST DAY OF CLASS DUE: Portfolio Reviews				FINAL	8:00-9:50 AM