

# Design Practicum

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**Exercises:**

100 Arrows  
30 second portraits  
30 Circles

**Videos:**

*Tim Brown: The Powerful Link Between Creativity and Play*  
*Design Q+A, Eames*  
*Deep Dive, IDEO*  
*Michael Bierut on 86 Notebooks*

Design Practicum is an advanced studio that provides real-world experience for students interested in collaborating with clients and other designers. Students are involved in all aspects of a design project and complete research and design from initial concepts, through visualization and design development, to a comprehensive design proposal and presentation. Students work in collaboration with clients and colleagues to reach proposals that are mutually successful.

Studio time will be used for project work, short presentations, discussion, and critiques. Students will meet with clients to define objectives, complete basic research, synthesize information, develop design strategies, and present rough designs. Based on client feedback, students will revise, refine, and finalize designs in a second presentation to clients. Students will be expected to self-organize, manage schedules, and communicate with clients. All work will be done collaboratively, both in class and between the client and teams of designers. The course will also include field trips and studio visits.

The objective of the course is to develop advanced design skills and experience for application in professional practice.

This course should prepare students to:

- analyze visual problems thoroughly and from multiple perspectives
- define constraints and design strategies
- produce a broad range of initial, rough visual concepts
- successfully negotiate with client and design team members
- complete basic visual research and synthesize key discoveries
- make professional presentations, balancing client and designer objectives
- revise and refine rough designs into finished artwork and specifications

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## Design Practicum

FNAR 270 Spring 2011

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### Course requirements:

- attend all classes on time and prepared to work
- complete all assignments fully and on time
- read assigned texts closely and actively participate in class discussion and blog
- participate in critiques, explaining and justifying work and offering criticism of other students' work
- keep a record of readings, sketches, and artwork
- submit completed projects to Course Folder on date due
- complete a portfolio of individual and group work by the last day of class

### Grading:

50% of your grade is based on attendance and participation in class and tutorials; 50% is based on work produced. Three absences results in one letter grade drop in final grade. The five projects are weighted equally and will be evaluated based on how effectively your design process and final design are completed. The SAS grading system is as follows: A+ / A = 4.0, A- = 3.7, B+ = 3.3, B = 3.0, B- = 2.7, C+ = 2.3, C = 2.0, C- = 1.7, D+ = 1.3, D = 1.0, F = 0.0. See the SAS web site for more information. I will schedule a short meeting with each student at mid-semester to discuss work to date, progress, and grade. Please see me if you have any questions about grading.

### Systems Info:

Penn Design systems info: <http://www.design.upenn.edu/comp/index.html>

### Student Property

Work produced in courses at the School of Design is the property of the student. By participating in a course each student grants the School of Design a non-exclusive right and license to use, copy, distribute, display and perform such work in any and all media for educational, programmatic and/or promotional purposes. The School of Design will exercise care with respect to student-created materials submitted in conjunction with a course; however, the School of Design does not assume liability for their loss or damage. *PennDesign Student Handbook*

### Readings (partial list, does not include specific project readings):

*The Gift*, Clive Dilnot, *Design Issues*, Vol. 9, No. 2 (Autumn, 1993),

*What is a Designer : things. places. messages*, Norman Potter, Hyphen Press, 2002

*The Talent Myth, Are Smart People Overrated?*, Malcolm Gladwell, *The New Yorker*, July 22, 2002

*AIGA Salary Survey, 2009* (AIGA.org)

**Office hours:** (by appointment) T/Th, before/after class

**David Comberg:** [comberg@design.upenn.edu](mailto:comberg@design.upenn.edu)

**NOTE: Lab fees not refunded after week two weeks**

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**Readings for Tuesday,  
January 18 meeting with  
Harris Steinberg:**

In Course Folder:  
On blog

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### **Exercises** (2 weeks) January 13-January 28

1.1 **Gift** for January 18

1. choose a partner
2. take a history/create a profile of that person, collecting as much information as you can that can be used to develop a gift for them
3. switch places so your partner can collect your history
4. based on the data you've collected, develop a number of rough designs (about 25 concept sketches) that address this person's unique personality
5. get feedback from a third-party and revise and refine concepts
6. present gifts in class, 2p, Jan 18.

1.2 **Typographic Structure** for January 25

Mini-project and InDesign tutorial and, details TBD

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### **Project 1 Penn Praxis 10th Anniversary** (6 weeks) January 18-March 3

Develop designs that will be used to recognize and celebrate the 10th anniversary of the founding of Penn Praxis, the School of Design's practice clinic. Penn Praxis has completed dozens of projects in collaboration with faculty and students that range from small design projects for a particular client, to large, long-range regional planning initiatives involving city, state and regional agencies with active participation by constituents. Based on your understanding of the organization, its work, mission, and audience, propose alternate ways that Praxis can realize their objectives with this project. Work individually but collaboratively to develop preliminary designs, then in teams to finalize.

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January 18, 3p: presentation by Harris Steinberg, Executive Director, Penn Praxis

February 8, preliminary design presentation

March 3, final presentations

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### **Project 2 Imagining Lords of Time: The Maya and 2012** (6 weeks) March 15-April 26

Design proposals concerning Mayan concepts of time for the Penn Museum. The museum is developing a major exhibition that will introduce Maya society and its use of sophisticated calendars that influence both ceremonial and daily life. The exhibition asks, "What is it about 2012 that captivates our imagination?" and presents the rich ancient culture while addressing the prediction in contemporary popular media that catastrophic events will occur when the ancient Maya calendar completes its grand cycle in December 2012. Designs for all visual aspects of the exhibition will be considered.

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March 15, 130p: presentation by Loa Traxler, Associate Deputy Director, Penn Museum

April 26 or May 2, final presentations