

USC Iovine and
Young Academy
*Arts, Technology and the Business
of Innovation*

PRIN 504: Aesthetics of Form I

Units: 4

Spring 2023—Mondays and Wednesdays—9:00-11:50am

Location: IYH 213

Instructor: Lisa Krohn

Office: HSH 101

Office Hours: By appointment

Contact Info: lkrohn@usc.edu

IT Help:

<https://uscedu.sharepoint.com/sites/IYAStudent/SitePages/IT-Resources.aspx>

Hours of Service: 9 a.m. – 6 p.m.

Contact Info: iyahelp@usc.edu

USC Technology Support Links

[Zoom information for students](#)

[Blackboard help for students](#)

[Software available to USC Campus](#)

Course Description

Design is everywhere. Our phones, cars, clothes and digital applications are integral parts of our lives and extensions of ourselves. Whether physical, digital, or experiential, these designs are optimized to be as easy as possible for consumers to use. Designers take great care to think about where, when and how a particular product is used. They design for functionality and practicality, but they also design for aesthetic value. How does a product look, feel, sound, taste, and touch? Why do we like certain objects over others? Designers know that consumers make choices about products, whether consciously or unconsciously, based on aesthetics. The fundamental design principles including color, composition, and materials are critical components that inform their decisions. How does our culture, gender, and ethnicity affect our aesthetic values? Aesthetics also defines the way we absorb information. Propaganda, historical analysis, social media, art and entertainment all rely heavily on aesthetics to influence our perceptions and cross all disciplines. This class will look at these issues and open up a dialogue into how aesthetics shapes our decisions and our perceptions. It will provide a critical and practical foundation for students to move on to the next level of Aesthetics II. We will examine how historical aesthetic systems and paradigms (based on Nature) which artists, designers and architects have relied on for centuries can apply to our day to day work. We will also explore 3-dimensional form development through a series of hands-on making exercises designed to help students learn abstract 3 dimensional “seeing” and hierarchy.

Learning Objectives and Outcomes

- To highlight how aesthetics shape design
- To encourage an expanded perception of design, motivate use of design concepts and across disciplines
- To question the relationships between art, aesthetics, science and engineering and how they apply to our lives and professional aspirations
- To analyze concepts of beauty, ethics, meaning, and the relationship of form to function
- To recognize, articulate and document aesthetic design choices
- To establish a firm foundation for understanding 3-dimensional form giving and use of compositional hierarchy

Course Notes:

Students are responsible for all readings, assignments, including homework, in-class work, lectures, and presentations. The Aesthetics of Form 1 is a discussion and making class.

USC Technology Rental Program

The university realizes that attending classes online and completing coursework remotely requires access to technology that not all students possess. If you need resources to successfully participate in your classes, such as a laptop or internet hotspot, you may be eligible for the university’s equipment rental program. To apply, please submit an [USC Technology Rental Program Application](#) .

HOW TO PURCHASE SOFTWARE AT THE DISCOUNTED ACADEMY RATE

For classes that require them, the following software are available for purchase **online** through the USC Iovine and Young software catalog at the Academy discounted rate:

Software	IYA Short-Term License at USC Bookstore
Adobe Creative Cloud	\$70 2022–2023 annual license
Apple Logic Pro	\$35 semester licenses
Solidworks	\$35 semester license

Apple Final Cut Pro	\$35 semester license
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To purchase:

- Visit: <https://commerce.cashnet.com/IOVINE>
- Select the software license(s) you would like to purchase by clicking “View Details” or the software title, and make your purchase
- You will receive an order confirmation receipt at the email address you provided
- You will be notified by email when the software license has been activated

If you have any questions about this process, please do not hesitate to contact Academy IT Support at iyahelp@usc.edu.

Required Materials

- Regular access to computer, color printer, and copier
- Notebook/Sketchbook
- Supplies as specified for 3D composition exercises

Readings and Resources (much of this is in our Google Drive as digital files)

- Elements of Design: Rowena Reed Kostellow- Greet Hannah
- Against Interpretation - Sontag
- A Primer of Visual Literacy – Dondis
- Aesthetics: A Very Short Introduction- Nanay
- The Aesthetics of Design- Forsey
- Wabi Sabi -Koren
- Emotional Design: Why We Love (or Hate) Everyday Things – Norman
- Art and Visual Perception – Arnheim
- Aesthetics Equals Politics: New Discourses across Art, Architecture, and Philosophy –Gage
- The Elements of Color –Itten
- The Psychology of Everyday Things – Donald Norman
- The Geometry of Design – Kimberly Elam
- The Power of Limits: Proportional Harmonies in Nature, Art & Architecture – Gyorgy Doczi
- Practices of Looking- Sturken and Cartwright

Grading Breakdown

- 42% 3D form projects (6 total- 7% each)
- 35 % Research presentations (2 total- 7% each)
- 7% Final project
- 10 % Participation (promptness, attendance, readings, participating in discussion)

Assignment	Points	% of Grade
6 3D making projects	300 (50 each)	30
2 short student presentations (10-15m)	100 (50 each)	10
7 Theme projects	350 (50 each)	35
Final project (Hygge Pod)	150	15
Participation	100	10
TOTAL	1000	100

Grading Scale

A: (94-100%) A-: (90-93%)

EXCELLENT Means that your work is excellent. You have a thorough understanding of the course content, theories and the ideas presented in lectures and readings. Grades on all your assignments, attendance and participation are consistently excellent. You are engaged and actively participate in discussions and with the assignments. All of your assignments are thoroughly researched and turned in on time. You consistently demonstrate a high level of comprehension in your discussions and through your assignments.

B+: (87-89%) B: (83-86%) B-: (80-83%)

GOOD Means that your work is good and you demonstrate an above average understanding of the course content. Your grades on all your assignments, attendance and participation are consistently good or excellent. Ideas presented in class are understood and is reflected in your assignments. Your concepts were good, if not excellent, and you were usually able to bring them to life visually as needed.

C+: (77-79%) C: (73-76%) C-: (70-73%)

AVERAGE Means that your work, attendance, and participation are fair (average). You understand some of the ideas, themes and concepts presented in class. Your attendance and participation are average. Your performance in critiques and are average.

D+: (67-69%) D: (60-66%)

BELOW AVERAGE Means that your work was below average. You did not understand most of the ideas presented in class and did not adequately demonstrate comprehension in your assignments. Assignments were routinely not turned in or turned in on time. Your assignments are mediocre or poor and you were not able to communicate comprehension. Your attendance and participated were poor.

F: (0-59%)

FAILING Means that your work was poor or missing. You didn't understand the majority of the ideas presented in class and it is reflected in your work. Your concepts and ideas were poor or lacking and/or your work was not turned in. You did not attend and participate enough to pass.

Academy Attendance Policy

The Academy maintains rigorous academic standards for its students and on-time attendance at all class meetings is expected. Each student will be allowed two excused absences over the course of the semester for which no explanation is required. Students are admonished to not waste excused absences on non-critical issues, and to use them carefully for illness or other issues that may arise unexpectedly. Except in the case of prolonged illness or other serious issue (see below), no additional absences will be excused. Each unexcused absence will result in the lowering of the final grade by $\frac{1}{2}$ of a grade (e.g., an A will be lowered to A-, and A- will be lowered to a B+, etc.). In addition, being tardy to class will count as one-third of an absence. Three tardies will equal a full course absence.

Students remain responsible for any missed work from excused or unexcused absences. Immediately following an absence, students should contact the instructor to obtain missed assignments or lecture notes and to confirm new deadlines or due dates. Extensions or other accommodations are at the discretion of the instructor.

Automatically excused absences normally may not be used for quiz, exam or presentation days. Using an excused absence for a quiz, exam or presentation, such as in the case of sudden illness or other emergency, is at the discretion of the instructor.

In the case of prolonged illness, family emergencies, or other unforeseen serious issues, the student should contact the instructor to arrange for accommodation. Accommodation may also be made for essential professional or career-related events or opportunities. Additionally, students who need accommodations for religious observations should provide advanced notice to instructors and student athletes should

provide Travel Request Letters. All accommodations remain at the discretion of the instructor, and appropriate documentation may be required.

Fall 2022 addendum:

- Unless students provide an accommodation letter from USC's Office of Student Accessibility Services (OSAS) or a letter from IYA Student Services detailing visa or travel restrictions, attendance and active participation is expected in the classroom. Any student with such accommodations should submit their accommodation document to the instructor as soon as possible to discuss appropriate accommodations. Either classroom recordings or live remote access to the class via Zoom will be provided.
- Students who are experiencing illness should not attend class in person. Please inform the instructor in advance of any class sessions that you can't attend for medical reasons, and accommodations will be arranged to view recorded lectures and submit alternatives to any missed class participation. Students will not be penalized for not attending class in person under these circumstances.
- In the event that you find yourself experiencing COVID-19 related symptoms, in keeping with university recommendations, you should Stay home! This is the best way to prevent spreading COVID-19 as supported by scientific evidence; Please do not come to an in-person class if you are feeling ill, particularly if you are experiencing symptoms of COVID-19.

Iovine and Young Hall Cleanout

The Academy is unable to store student projects and materials beyond the end of the semester. Students must remove all projects and personal materials from the Creators Studio, lockers/locker room, and other classrooms by the end of each semester. **All projects and materials left in Iovine and Young Hall will be discarded two days after final exams end. No exceptions.**

Course Schedule: A Weekly Breakdown

	Topics/Daily Activities	Readings and Homework	Deliverable/ Due Dates
Week 1.1	What is Aesthetics? + 3D Form projects intro + Rectilinear Volumes (through 1/27) Sign up for presentations	<u>Geometry of Design</u> , Kimberly Elam (Intro through p. 18) for 1/13 <u>Elements of Design</u> , (pp.44-57) for 1/13	Pick up turntable, buy: white plastilina, pastry knife, black Foamcor, straight pins Make 10 or more small rectilinear shapes in, post to our Miro board before class 1/13 Golden Section Animal- due 1/20
Week 1.2	Review Rectilinear Volumes progress Discuss reading Golden Section pres.	<u>Geometry of Design</u> , Kimberly Elam Intro through (pp. 20-32) for 1/18	Make 3 intersecting rectilinear forms due 1/18
Week 2.1	Discuss reading Review Rectilinear Volumes progress Pythagoras pres.	<u>Geometry of Design</u> , Kimberly Elam (pp. 34-42) for 1/20	Make 3 intersecting rectilinear forms due 1/20 Provision supplies for Planar Construction
Week 2.2	Review Rectilinear Volumes progress Golden Section Animal presentation	<u>Geometry of Design</u> , Kimberly Elam (pp. 43-54) for 1/25	Make 3 intersecting rectilinear forms due 1/25 Music of the Spheres Festival Poster due 2/3
Week 3.1	Review Rectilinear Volumes progress Vitruvius pres.	<u>Geometry of Design</u> , Kimberly Elam (pp. 56-68) for 1/27 <u>Elements of Design</u> , (pp.57-65) for 1/27	Make 3 intersecting rectilinear forms due 1/27
Week 3.2	Final review of 3 Rectilinear Volumes. Kick off Curvilinear Volumes	<u>Geometry of Design</u> , Kimberly Elam (pp. 70-98) for 2/1	Make 3 intersecting curvilinear forms due 2/1
Week 4.1	Curvilinear Volumes progress Vesica Piscis pres.	<u>Aesthetic Theory: Essential Texts for Art and Design</u> , Sontag: <u>Against Interpretation</u> + <u>Notes on Camp</u> for 2/3	Make 3 intersecting curvilinear forms due 2/3
Week 4.2	Music of the Spheres Festival Poster review	Susan Sontag: <u>Notes on Camp</u> for 2/8	Make 3 intersecting curvilinear forms due 2/8 Dreamcatcher Fractivity due 2/10
Week 5.1	Curvilinear Volumes progress Music of the Spheres pres.	<u>Aesthetic Theory: Essential Texts for Art and Design</u> , Oscar Wilde (ch.9, pp.149-151) for 2/10	Make 3 intersecting curvilinear forms due 2/10 Provision supplies for Lines in Space
Week 5.2	Curvilinear Volumes progress Dreamcatcher Fractivity review	<u>Aesthetic Theory: Essential Texts for Art and Design</u> , (ch.13 pp.197-211) Benjamin for 2/15	Make 3 intersecting curvilinear forms due 2/15 Feng Shui Makeover due 2/24

Week 6.1	Curvilinear Volumes progress Leonardo: Vitruvian Man pres.	<u>Elements of Design</u> , (pp.74-85) for 2/17	Make 3 intersecting curvilinear forms due 2/17
Week 6.2	Final review of Curvilinear Volumes Kick off Planar Construction		Make 3 intersecting planar shapes in paperboard due 2/22
Week 7.1	Planar Construction progress Fibonacci pres.	<u>Practices of Looking: An Introduction to Visual Culture</u> , Ch.1 (pp.13-41) for 3/1	Make 3 intersecting planar shapes in paperboard due 2/24
Week 7.2	Planar Construction prog Feng Shui Makeover review		Make 3 intersecting planar shapes in paperboard due 3/1 Wabi Sabi Wearable- due 3/10
Week 8.1	Planar Construction progress Palladio/Renaissance pres	<u>Elements of Design</u> , Gail Greet Hannah p.104-111 for 3/3 <u>Practices of Looking: An Introduction to Visual Culture</u> , Ch.5 (pp.179-212) for 3/8	Make 3 intersecting planar shapes in paperboard due 3/3
Week 8.2	Final review Planar Construction Kick off Convexity		Make a Convexity shape- due 3/8
Week 9.1	Progress on Convexity Le Corbusier: Modulor presentation	<u>Practices of Looking: An Introduction to Visual Culture</u> , Ch.8 (pp 301-330) for 3/22	Make a Convexity shape- due 3
Week 9.2	Progress on Convexity Wabi Sabi Wearable review /Daily Activities	Readings and Homework	Make a Convexity shape- due 3/22 Dynamic Symmetry Composition due 3/29 Wabi Sabi Wearable/ Due Dates
Spring Break			
Week 10.1	Progress on Convexity Feng Shui pres.	<u>Elements of Design</u> , (pp.86-96) for 3/24 <u>Practices of Looking: An Introduction to Visual Culture</u> , Ch.10 (pp.379-415) for 3/29	Make a Convexity shape- due 3/24
Week 10.2	Final review for Convexity Kick off Lines in Space – soldering demo		Draw + make in wire (same scale) the 11 Curves (p. 90-92) in <u>Elements of Design</u> , then make a mounted wire composition using 3 types of curves + straight pieces between the curves. Due 3/31
Week 11.1	Progress on Lines in Space Dynamic Symmetry Composition review	Wabi Sabi, intro + section 1 (pp. 7-21) for 3/31	Make a wire composition mounted to a base using 3 types

			of curves + straight pieces between the curves. Due 3/31 Color Theory Study due 4/7
Week 11.2	Progress on Lines in Space Wabi Sabi pres.	<u>Wabi Sabi</u> , (pp. 21-40) for 4/5	Make a wire composition mounted to a base using 3 types of curves + straight pieces between the curves. Due 4/5
Week 12.1	Progress on Lines in Space Japanese Tea Ceremony/Zen Aesthetics pres	<u>Wabi Sabi</u> , (pp.40-62) for 4/7	Make a wire composition mounted to a base using 3 types of curves + straight pieces between the curves. Due 4/7
Week 12.2	Progress on Lines in Space Color Theory Study review	<u>The Power of Limits</u> , Gyorgy Doczi (ch.1) for 4/12	Make a wire composition mounted to a base using 3 types of curves + straight pieces between the curves. Due 4/12 Design a Hygge Pod due 5/10
Week 13.1	Work on final project Native American Aesthetics/ Proportioning pres.	<u>The Power of Limits</u> , Gyorgy Doczi (ch.2) for 4/14	Make a wire composition mounted to a base using 3 types of curves + straight pieces between the curves. Due 4/14
Week 13.2	Final review for Lines in Space Kick off Speed Form (due 4/28) Work in final project	<u>The Power of Limits</u> , Gyorgy Doczi (ch.3) for 4/19	Draw 5 versions (analogue or digital) studies of a speed form- due 4/19
Week 14.1	Progress on Speed Form- choose 1 Progress on Hygge Pod African Aesthetics/ Proportioning pres.		Make 2 mockups of your Speed Forms
Week 14.2	Progress on Speed Form- choose final direction	<u>The Power of Limits</u> , Gyorgy Doczi (ch.4) for 4/26	Make a speed form more refined model
Week 15.1	Review of progress for Speed Forms + Hygge Pods -Islamic Aesthetics+ Proportioning pres. -Artistic Canons of body proportions	No more reading- work on your making projects	Final refinement of Speed Form + Hygge Pod for presentation at the final review 5/10
Week 15.2	Final review of Speed Form -Chinese Aesthetics/ Proportioning pres. -Swiss Graphics pres		
Final		Final presentation 11am-1pm: Hygge Pod Final Project	Please share a 6-minute deck showing your project with 5m for discussion. Bring 3D elements as well as deck.

Statement on Academic Conduct and Support Systems

Academic Conduct:

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Part B, Section 11, “Behavior Violating University Standards” policy.usc.edu/scampus-part-b. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on [Research and Scholarship Misconduct](#).

Students and Disability Accommodations:

USC welcomes students with disabilities into all of the University’s educational programs. The Office of Student Accessibility Services (OSAS) is responsible for the determination of appropriate accommodations for students who encounter disability-related barriers. Once a student has completed the OSAS process (registration, initial appointment, and submitted documentation) and accommodations are determined to be reasonable and appropriate, a Letter of Accommodation (LOA) will be available to generate for each course. The LOA must be given to each course instructor by the student and followed up with a discussion. This should be done as early in the semester as possible as accommodations are not retroactive. More information can be found at osas.usc.edu. You may contact OSAS at (213) 740-0776 or via email at osasfrontdesk@usc.edu.

Support Systems:

Counseling and Mental Health - (213) 740-9355 – 24/7 on call
studenthealth.usc.edu/counseling

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call
suicidepreventionlifeline.org

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention Services (RSVP) - (213) 740-9355(WELL), press “0” after hours – 24/7 on call

Studenthealth.usc.edu/sexual-assault

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office for Equity, Equal Opportunity, and Title IX (EEO-TIX) - (213) 740-5086
eeotix.usc.edu

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants.

Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298
usc-advocate.symplicity.com/care_report

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office for Equity, Equal Opportunity, and Title for appropriate investigation, supportive measures, and response.

The Office of Student Accessibility Services (OSAS) - (213) 740-0776

osas.usc.edu

OSAS ensures equal access for students with disabilities through providing academic accommodations and auxiliary aids in accordance with federal laws and university policy.

USC Campus Support and Intervention - (213) 821-4710

campussupport.usc.edu

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity, Equity and Inclusion - (213) 740-2101

diversity.usc.edu

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call

dps.usc.edu, emergency.usc.edu

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call

dps.usc.edu

Non-emergency assistance or information.

Office of the Ombuds - (213) 821-9556 (UPC) / (323) 442-0382 (HSC)

ombuds.usc.edu

A safe and confidential place to share your USC-related issues with a University Ombuds who will work with you to explore options or paths to manage your concern.

Occupational Therapy Faculty Practice - (323) 442-3340 or otfp@med.usc.edu

chan.usc.edu/otfp

Confidential Lifestyle Redesign services for USC students to support health promoting habits and routines that enhance quality of life and academic performance.