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

IDSN 520: Design Essentials
Units: 3
Spring 2024

Instructor: Steve Child
Location: Online
Office Hours: By appointment
Contact Info: child@usc.edu
Communication will be returned within 48 hrs.

IT Help **Hours of Service:** 8:30 a.m.– 5 p.m.
Contact Info: iyhelp@usc.edu, 213-821-6917
USC Technology Support Links
Zoom information for students
Blackboard help for students
Software available to USC Campus

Course Description

Design Essentials is a broad examination of design language, process, and context. It situates design as an integral part of the fabric of a multitude of professional disciplines and industries. The course provides students with (1) an overview of language to discuss and apply core visual principles and concepts within 2D, 3D, and interaction design; (2) an introduction to design-based problem-solving techniques, including empathy, observation, problem definition, ideation, solution selection, prototyping, and evaluation; and (3) an investigation into overarching historical and contemporary contextual issues and opportunities within design and its related fields.

Learning Objectives and Outcomes

- Understand the basic language of visual concepts.
- Understand the techniques and methodologies of design including observation, problem definition, ideation, prototyping, and evaluation.
- Understand the overarching role of the designer in historical context.

Prerequisite(s): None **Co-Requisite(s):** None **Concurrent Enrollment:** None

Recommended Preparation: IDSN-510 Integrative Practices Residential recommended. No prior design knowledge is required or expected for this class. Those with extensive prior design education are encouraged to complete IDSN-530 "Technology Essentials" or IDSN-525 "Business Essentials" in lieu of this course.

Course Notes

This course will be conducted online, using a combination of synchronous and asynchronous methods.

Technological Proficiency and Hardware/Software Required

Students must provide their own laptop. The laptop specifications take into consideration that students will be creating, streaming, and downloading audio and video; communicating using video conferencing applications; and creating and storing large multimedia files.

	Apple	**Windows PC**
Laptop (Minimum standards)	2.6 GHz dual-core Intel Core i5 or 2.0 GHz quad-core Intel Core i7 - Minimum 13" display 250 GB SSD or larger 16 GB memory	- Intel Core i5 or Intel Core i7 - Minimum 14" display 250 GB SSD or larger 16 GB memory
Warranty	Manufacturer warranty or extended warranty coverage (Apple Care)	Manufacturer warranty or extended warranty coverage
Operating System	Mac OS X 10.13 or higher	Windows 7, 10 operating system or higher
Peripherals	- HD webcam, speakers and microphone (Most newer laptops have built-in webcam, speakers and microphone) - Headset - Digital camera (Cameras on newer smartphones are acceptable) - External drive for cloud account for backup and storage	
Software	- Adobe Creative Cloud (Photoshop, Illustrator, and InDesign) - Adobe Acrobat Reader - Microsoft Office Suite - Sophos Endpoint Security (antivirus) - Browser: Most recent version of Firefox, Chrome, Safari, or Internet Explorer	
Network	Cable modem, DSL, T1/T3 or higher	

How to Purchase Software at the discounted Academy Rate through the USC Bookstore:

Software	IYA Short-Term License at USC Bookstore
Adobe Creative Cloud	$70 2020-2021 annual license (active through July 2021)

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 iya.helpdesk@usc.edu, 213-821-6917

Required Readings and Supplementary Materials

Required reading will be drawn from textbooks, articles, papers, cases, and online publications (e.g., articles, op-ed essays) available through a host of available outlets; in all instances, the material will be delivered via computer. Students

will also be required to view online videos; complete web-based, interactive exercises; and respond to peer and faculty comments (within an online discussion forum or group discussion). Lectures, readings, and viewings will be supplemented with current articles and audio/video content.

Grading Breakdown

Assignment		Points	% of Grade
1.1 - 1.5	2D Composition and Value	5	5%
2.1 - 2.2	Color I: Monochromatic, Neutral	5	5%
3.1 - 3.5	Color II: Cool, Warm, Complementary	5	5%
4	Typography	5	5%
5.1	Poster Design	5	5%
6.1	Editorial Design	5	5%
7.1	Information Design	5	5%
8.1-8.2	Logos and Visual Identity	5	5%
9.1	Style Guide Elements	5	5%
10.1 - 10.3	Research: Principles, Product History, Design History, Presentations	5	5%
11.1-11.4	Web Design, Mobile App, SM Advertising	10	10%
12.1 - 12.2	Motion Graphics	10	10%
13.1	Product Design	10	10%
14.1	Interaction Design	20	20%
TOTAL		100	100%

Grading Scale

Course final grades will be determined using the following scale:

A   95-100
A-   90-94
B+   87-89
B   83-86
B-   80-82
C+   77-79
C   73-76
C-   70-72
D+   67-69
D   63-66
D-   60-62
F   59 and below

Assignment Submission Policy

All assignments and labs must be delivered, per instructor guidelines to be distributed, by **noon Pacific Time** on the date (of that section's live session) that deliverable is listed as due. No exceptions. (Early submissions are, of course, encouraged!)

All assignments must be completed in order to pass this class.

Late Submissions

Assignments will be accepted after the deadline with the following grade penalties. Do not ask for extensions.

- Submission in the 24 hours after the deadline   10% deduction
- Submission between 24 and 48 hours after the deadline   20% deduction
- Submission between 48 hours and 3 days after the deadline   50% deduction
- Submission more than 3 days after the deadline   100% deduction

Keep copies of all your files and emails until the end of the semester.

Correcting a Grading Error or Disputing a Grade

If you don't inform the instructor of missing or incorrect grades within two weeks of those grades being posted, the grades will be assumed correct. Do not wait until the semester's end to check or appeal any grades. If you feel a grade merits re-evaluation, you are encouraged, within one week of the instructor providing a grade and initial feedback, to send the instructor a memo in which you request reconsideration. The memo should include a thoughtful and professional explanation of your concerns. Be aware that the re-evaluation process can result in three types of grade adjustments: positive, none, or negative. (Note: Complaints on the date of a graded assignment's return to you will not be addressed; it is essential to wait one full day prior to raising a concern.)

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 noncritical 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 ⅓ 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 many 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. All accommodations remain at the discretion of the instructor, and appropriate documentation may be required.

Additional Policies

Class notes policy: Notes or recordings made by students based on a university class or lecture may only be made for purposes of individual or group study, or for other non-commercial purposes that reasonably arise from the student's membership in the class or attendance at the university. This restriction also applies to any information distributed, disseminated, or in any way displayed for use in relationship to the class, whether obtained in class, via e-mail or

otherwise on the Internet, or via any other medium. Actions in violation of this policy constitute a violation of the Student Conduct Code and may subject an individual or entity to university discipline and/or legal proceedings. Again, it is a violation of USC's Academic Integrity Policies to share course materials with others without permission from the instructor.

No recording and copyright notice: No student may record any lecture, class discussion or meeting with the instructor without his/her prior express written permission. The word "record" or the act of recording includes, but is not limited to, any and all means by which sound or visual images can be stored, duplicated, or retransmitted whether by an electro-mechanical, analog, digital, wire, electronic or other device or any other means of signal encoding. The instructor reserves all rights, including copyright, to his/her lectures, course syllabi and related materials, including summaries, slides (e.g., Keynote, PowerPoint), prior exams, answer keys, and all supplementary course materials available to the students enrolled in the class whether posted to the LMS or otherwise. They may not be reproduced, distributed, copied, or disseminated in any media or in any form, including but not limited to all course note-sharing websites. Exceptions are made for students who have made prior arrangements with The USC Office of Disability Services and Programs and the instructor.

Participation: Students are expected to actively participate in this course. In an online forum, participation includes:
- Careful reading and viewing of assigned materials by the date due
- Regular, substantive contributions to discussions
- Active engagement with online content
- On-time attendance and full attention in synchronous sessions
- Significant collaboration with classmates and teammates

Course grades may be affected for students who do not contribute to the course through active participation. Students should notify the instructor in advance if they are unable to attend class. Those unable to attend will be required to review the online recording for the session missed and submit thoughtful feedback to the Instructor.

Contact Hours

This 3-unit course requires 1125 minutes (18.75 hours) of instructional time per semester, which equals 75 minutes (1.25 hours) of instructional time each week. Instructional time may be further broken down into 37.5 minutes (0.625 hours) of asynchronous time and 37.5 minutes (0.625 hours) of synchronous time. In addition, it is expected that students will work, on average, an additional 150 minutes (2.5 hours) per week outside of class — on readings/viewings, homework assignments, field experiences, and individual or team projects. Synchronous class sessions will be offered as regularly scheduled evening or weekend classes, once each week.

Course Schedule: A Weekly Breakdown

	Topics/Daily Activities	Deliverable/ Due Dates
Week 1	**Unit 1: COMPOSITION + VALUE** Visual Language of Elements and Principles. Line, Shape, Value, Composition Using the Senses. Illustrator I	1.1: Symmetric Composition 1.2: Asymmetric Composition 1.3: Radial Composition 1.4: Linear Composition 1.5: Freeform Composition
Week 2	**Unit 2: COLOR I** Mandala Composition. Color Spaces, Palettes, Choosing. Visual Principles: Contrast, Movement. Illustrator II	2.1: Monochromatic Color Palette 2.2: Neutralized Color Palette

Week 3	**Unit 3: COLOR II** Color Perception, Psychology, Symbolism. Visual Principles: Texture, Pattern, Gradients. Illustrator III	3.1: Cool Color Palette 3.2: Warm Color Palette 3.3: Complementary Color Palette 10.1: Team Design Principles Presentation
Week 4	**Unit 4: TYPOGRAPHY** Architecture, Alignment, Weight, Spacing. Readability and Expression. Denotative and Connotative.	4.1: One Word Composition
Week 5	**Unit 5: POSTER DESIGN** The Grid. Typographic Systems. Hierarchy. Layout. InDesign I	5.1: Typographic Poster Design
Week 6	**Unit 6: EDITORIAL DESIGN** 19 Rules of Type, Image + Text. Preparing for Print. InDesign II	6.1: Article Editorial Spread 10.2: Team Product History Presentations.
Week 7	**Unit 7: INFORMATION DESIGN** Principles of Information Design. Infographics. Systems Thinking. InDesign III	7.1: Team Product Information Design
Week 8	**Unit 8: BRAND IDENTITY DESIGN I** Principles of Visual Design. Logo: Process, Types, Grid.	8.1: Mood Board 8.2: Logo Design
Week 9	**Unit 9: BRAND IDENTITY DESIGN II** Style Guides: Color, Typography, Patterns, Imagery, Graphics.	9.1: Brand Style Guide
Week 10	**Unit 10: SPRING BREAK** Note: 10.1-10.3 are not assigned during spring break but are placed strategically into specific weeks.	10.1: Research: Design Principles 10.2: Product History 10.3: Art/Design Movements
Week 11	**Unit 11: UI/UX DESIGN** Flowchart. Web Design. Mobile App Design. Figma I	11.1: Team Flowchart 11.2: Team Web Design 11.3: Team Mobile App Design 11.4: Team SM Advertising

Week 12	**Unit 12: MOTION GRAPHICS** Motion Graphic Fundamentals. Storyboard. Film Titles. Generative Motion Graphics. Figma II	12.1: Storyboard Film Title 10.3: Team Design Movement Presentations
Week 13	**Unit 13: PRODUCT DESIGN I** Form and Function. The Industrial Revolutions. Product Life Cycle.	13.1: Product Design
Week 14	**Unit 14: PRODUCT DESIGN II** Interaction Design Fundamentals. Alternative Interfaces. Smart Products.	14.1: Team Smart Product Design
Week 15	**Unit 15: FINAL PRODUCT PRESENTATION** Team Assessment.	15.1: Self and Team Member Assessment

*Schedule subject to change

About Team Assignments

Each of the group assignments is an exercise in distribution of tasks. This is a challenging endeavor and will require you to be able to assess your strengths and weaknesses as well as evaluate your interests in the type of work you would like to contribute to the assignment.

All team members should be involved in the ideation for each project before getting started or distributing tasks. For each assignment, one person should take the lead when it comes to the "asset wrangling" and compilation of material into a final document. It is the responsibility of each team to clarify the roles and contributions of each member for each assignment. This will be required for the final Self and Team Member Assessment.

Assignments

Assignment 1.1: SYMMETRIC COMPOSITION
Deliverable(s): Submit your final work through the LMS as both an .ai file and a .pdf file. *Details:* You should use Adobe Illustrator and make your composition 4.5" x 4.5".

Create a grayscale sound composition using only dots, lines, and simple shapes (square, rectangle, circle, triangle) that is symmetrical along a single axis (reflecting side by side).

Assignment 1.2: ASYMMETRIC COMPOSITION
Deliverable(s): Submit your final work through the LMS as both an .ai file and a .pdf file. *Details:* You should use Adobe Illustrator and make your composition 4.5" x 4.5".

Create a grayscale sound composition using only dots, lines, and simple shapes (square, rectangle, circle, triangle) that is asymmetrical
(does not repeat or reflect itself on any axis).

Assignment 1.3: RADIAL COMPOSITION
Deliverable(s): Submit your final work through the LMS as both an .ai file and a .pdf file. *Details:* You should use Adobe Illustrator and make your composition 4.5" x 4.5".

Create a grayscale sound composition using only dots, lines, and simple shapes (square, rectangle, circle, triangle) that is radial (elements emanate from a central axis in your composition).

Assignment 1.4: LINEAR COMPOSITION
Deliverable(s): Submit your final work through the LMS as both an .ai file and a .pdf file. *Details:* You should use Adobe Illustrator and make your composition 4.5" x 4.5".

Create a grayscale sound composition using only dots, lines, and simple shapes (square, rectangle, circle, triangle) that is linear
(uses repetition and orientation of visual elements to create the illusion of linear movement in the image).

Assignment 1.5: FREEFORM COMPOSITION
Deliverable(s): Submit your final work through the LMS as both an .ai file and a .pdf file. *Details*: You should use Adobe Illustrator and make your composition 4.5" x 4.5".

Create a grayscale sound composition using only dots, lines, and simple shapes (square, rectangle, circle, triangle) that is freeform
(uses visual elements to create a non-linear, random movement in the image).

Assignment 2.1: MONOCHROMATIC COLOR PALETTE
Deliverable(s): Submit your final work through the LMS as both an .ai file and a .pdf file. *Details:* You should use Adobe Illustrator and make your composition 8.5" x 11".

Create a simple, minimal mandala composition using only dots, lines, and simple shapes (square, rectangle, circle, triangle) that makes use of a monochromatic color palette. You must include at least one gradient and add texture. You must have a light background value.

Assignment 2.2: NEUTRALIZED COLOR PALETTE
Deliverable(s): Submit your final work through the LMS as both an .ai file and a .pdf file. *Details:* You should use Adobe Illustrator and make your composition 8.5" x 11".

Create a complex mandala composition using only dots, lines, and simple shapes (square, rectangle, circle, triangle) that makes use of a neutralized color palette. You must include at least one gradient and add texture. You must have a dark background value.

Assignment 3.1: COOL COLOR PALETTE
Deliverable(s): Submit your final work through the LMS as both an .ai file and a .pdf file. *Details:* You should use Adobe Illustrator and make your composition 8.5" x 11".

Using one of the compositions in Project 1, apply a range of cool analogous colors.

Assignment 3.2: WARM COLOR PALETTE
Deliverable(s): Submit your final work through the LMS as both an .ai file and a .pdf file. *Details:* You should use Adobe Illustrator and make your composition 8.5" x 11".

Using one of the compositions in Project 1, apply a range of warm analogous colors.

Assignment 3.3: COMPLEMENTARY COLOR PALETTE
Deliverable(s): Submit your final work through the LMS as both an .ai file and a .pdf file. *Details:* You should use Adobe Illustrator and make your composition 8.5" x 11".

Using one of the compositions in Project 1, apply a set of complementary colors.

Assignment 10.1: TEAM DESIGN PRINCIPLES PRESENTATION
Deliverable(s): Each student submit your team presentation file as a .pdf.
Details: Create a multi-page PDF that is 16:9 (1920 x 1080 pixels, made for widescreen digital displays). Use whatever presentation software you prefer but must be uploaded through the LMS as a .pdf file.

Each team will be asked to give a presentation on a design principle. The cover page should announce the design principle assigned and include class, program, semester, year and include all the names of the team members. The second page should give a brief description of the design principle assigned. The following pages should include a minimum of 3 examples of how the principle is activated in each design disciplines. 5min max hard count.

Design Principles Assigned: Contrast, Scale, Emphasis, Rhythm, Movement, Balance.
Design Disciplines: Product, Architecture, Graphic, Fashion, Website, Mobile App, Motion, Interactive, Game, AR/VR.

Assignment 4.1: ONE WORD COMPOSITION
Deliverable(s): Submit your final work through the LMS as both an .ai file and a .pdf file. *Details:* You should use Adobe Illustrator and make your composition 8.5" x 5.5".

Using Avenir typeface, create three (3) black and white word compositions using the design principle word assigned to you.

Assignment 5.1: PRINT POSTER DESIGN
Deliverable(s): Submit your final work through the LMS as both an .indd file and a .pdf file. *Details*: Layout all the elements supplied on a single page 11" x 17" vertical artboard in InDesign.

Create five (5) different typographic system poster designs with the typeface and information provided. Use the elements: title, subhead, venue, date/time, QR code, venue URL that will be supplied to you. Build in Adobe InDesign.

Assignment 6.1: EDITORIAL SPREAD
Deliverable(s): Submit your final work through the LMS as both an .indd file and a .pdf file. *Details:* Use InDesign to layout your composition on a single page 11" x 17" horizontal, that we will divide into two (2) pages.

Create two (2) different variations on an article using one of the InDesign grids and elements supplied to you. One (1) version should focus on the image as the most important element and the second (2) should focus on the typographic headline as the most important element. The article must include a title, subtitle, author name, image(s) and body text. The article will fit across two 8.5" x 11" pages (17" x 11").

Assignment 10.2: TEAM PRODUCT HISTORY PRESENTATION
Deliverable(s): Each student submit your team presentation file as a .pdf.
Details: Create a multi-page PDF that is 16:9 (1920 x 1080 pixels, made for widescreen digital displays). Use whatever presentation software you prefer but must be uploaded through the LMS as a .pdf file.

Each team will be asked to give a presentation on the history of a product. The cover page should announce the name of the product assigned and include class, program, semester, year and include all the names of the team members. The second page should give a brief description of the purpose of the product. The following pages should include visual examples and explain the evolution of the product. 5min max hard count.

Assignment 7.1: TEAM INFOGRAPHIC DESIGN
Deliverable(s): Submit your final work through the LMS as both an .ai file and a .pdf file. *Details:* You should use Adobe Illustrator and make your composition 8.5" x 11".

Working with your team, create an infographic poster that communicates information about systems thinking and the life cycle of the product you researched. Explore different data visualization techniques from basic charts and graphs to innovative and unconventional types of representations. Tell a story or make an argument with your data.

Assignment 8.1: BRAND MOOD BOARD
Deliverable(s): Submit your final work through the LMS as a .pdf file.
Details: Create a single 11" x 17" style board.

Create a brand mood board, also referred to as a style board. Curate a collection of logos, images, color palettes, typography, patterns, textures, material, and other elements and arrange artfully on a single page. This is a visual tool that can be used for both inspiration towards a project or to help communicate to others a particular style or feeling.

Assignment 8.2: LOGO DESIGN
Deliverable(s): Submit your final work through the LMS as both an .ai file and a .pdf file.
Details: Create an 8.5" x 11" 4-page Illustrator document, all work done in b/w, no color yet. Page 1: 50 lettermark pencil sketches. Page 2: Final vector lettermark. Page 3: Wordmark options in various existing typestyles. Page 4: Lettermark and wordmark together in two (2) arrangements.

Create a lettermark and wordmark logo design, for the festival that was assigned to you. Do background research into other related events and what brand image they currently communicate. Start by doing 50 thumbnail sketches in pencil of your festival initial (lettermark) using the brainstorming process demonstrated in class. Choose the most successful approach and build in b/w Illustrator. Type in the festival title (wordmark) using 30 existing typestyles in b/w Illustrator. Place the final lettermark and wordmark together in two (2) arrangements. You can include rules or other supportive elements as needed.

Assignment 9.1: TEAM STYLE GUIDE FOR BRAND
Deliverable(s): Submit your final work through the LMS as both an .ai file and a .pdf file.
Details: The style guide should be a multi-page PDF that is 16:9 (1920 x 1080 pixels, made for widescreen digital displays) and is made in Adobe Illustrator.

Working with your festival team, create a style guide to manage the logo and visual brand identity. Choose the most successful lettermark and wordmark combination from the team. The cover page should announce the name of the festival with the final logomark and include class, program, semester, year and include all the names of the team members. The second page should give a brief positioning statement. The next pages should show the final logomark in b/w and in 2-color, including margin and padding specifications, and the ways the logo should and shouldn't be used. The next pages should show the primary and secondary typefaces to be used for headlines, subheads, and body copy. The following pages can include but are not limited to photography, graphics and any other brand-specific style considerations that should be taken when implementing visual designs related to your brand. 5min max hard count.

Assignment 11.1: TEAM FLOWCHART
Deliverable(s): Submit your final work through the LMS as both an .ai file and a .pdf file. *Details:* Make your file 8.5" x 11".

Create a flowchart that shows the interconnectivity of the pages within your festival website. Your website must have at least five different pages. Consider what the needs of your website design might be and how users will navigate between pages. Be sure to keep your wireframing separate from your flowchart. These should be done using Figma.

Assignment 11.2: TEAM WIREFRAME WEB PAGES
Deliverable(s): Submit your final work through the LMS as both an .ai file and a .pdf file. Details: Layout all your wireframes on one 8.5" x 11" artboard in Adobe Illustrator

Following the structure of your flowchart, wireframe the visual structure for each page. Every page that is unique in your flowchart should have at least one wireframe sketch associated with it. You will need at least five (5) unique web page wireframes. These should be done using Figma.

Assignment 11.3: TEAM MOBILE APP PAGES
Deliverable(s): Submit your final work through the LMS as both an .ai file and a .pdf file. Details: Layout all your wireframes on one 8.5" x 11" artboard in Adobe Illustrator

Following the structure of your flowchart, wireframe the visual structure for each page. Every page that is unique in your flowchart should have at least one wireframe sketch associated with it. You will need at least five (5) unique web page wireframes. These should be done using Figma.

Assignment 11.4: TEAM SOCIAL MEDIA ADVERTISEMENT DESIGN
Deliverable(s): Submit your final work through the LMS as both an .ai file and a .pdf file. Details: You should use Adobe Illustrator and make your composition 8.5" x 11".

Working with your team, create a social media advertisement for the product assigned to you. Do background research into the company, what they do, and what sort of brand image they currently communicate. The advertisement should have a clear message and present a convincing argument for consuming the product. These can be done using Adobe InDesign.

Assignment 12.1: TITLE STORYBOARD
Deliverable(s): Submit your final work through the LMS as both an .ai file and a .pdf file.
Details: You should use Adobe Illustrator with multiple artboards set to 1920x1080 pixels (16:9 aspect ratio).

Visit the Art of the Title website and research examples of title design that you find visually appealing. Create a storyboard outlining the redesign of the opening credits for an existing film. Your storyboard must include the opening movie title, stars, director, and writer. Your storyboard should convey typesetting, background imagery, transitions, and the linear progression of content. Use the storyboard frame pages provided to pencil in the layout to show the transition between shots.

Assignment 10.3: TEAM DESIGN MOVEMENTS PRESENTATION
Deliverable(s): Each student submit your team presentation file as a .pdf.
Details: Create a multi-page PDF that is 16:9 (1920 x 1080 pixels, made for widescreen digital displays). Use whatever presentation software you prefer but must be uploaded through the LMS as a .pdf file.

Each team will be asked to give a presentation on an art/design movement. The cover page should announce the name of the movement assigned and include class, program, semester, year and include all the names of the team members. The second page should give a brief description of the design movement and the historical context in which it existed. The following pages should include a minimum of 20 visual examples of the movement in various

design disciplines: Product, Architecture, Graphic, Fashion, Website, Mobile App, Motion, Interactive, Game, AR/VR. You may not be able to find certain examples from certain styles but do your best to give as many as you can. Maximum time limit is 5min hard count.

Assignment 13.1: TEAM PRODUCT DESIGN
Deliverable(s): Submit your final work through the LMS as both an .ai file and a .pdf file.
Details: Your four-panel layout should be on a 1920x1080 pixels (16:9 aspect ratio) artboard.

Create a four-panel section view of a new design you have created for a product type that will be assigned to you. You must include a top, front, side, and perspective view of the product. You can begin by drawing the different product design views on paper and then scanning them into the computer, but the final design should be done in Adobe Illustrator or a 3D software of your choice.

Assignment 14.1: TEAM SMART PRODUCT DESIGN
Deliverable(s): Submit your final work through the LMS as both an .ai file and a .pdf file.
Details: The outcome should be a 16:9 (1920 x 1080 pixel) PDF presentation of your product with accompanying illustrations, descriptions of functionality, and selling points.

Working with a team, you will be inventing a new product or reinventing an existing product to put a new spin on it. This product will be a physical object that you can embed with computing technology: sensing, actuating, logic processing and networked data access. Consider all the potential areas you may be interested in working in before deciding on a specific one to focus on.

You should follow the steps outlined in the creative problem-solving process in the development of your smart product. Take all the design insights you have gained in the class so far and apply them to the creation of your smart product design presentation. The important thing to focus on is the interaction design considerations that go into the usage of the product. Consider the perspective of the user. How can the additional functionality provided by embedded computing systems affect the outcome of using the product or the behavior of the user when engaging the product?

Assignment 15.1: SELF AND TEAM MEMBER ASSESSMENT
Deliverable(s): Submit your final work through the LMS as a .pdf file.
Details: Team member assessment on Design Principles, Product History, Design Movements research presentations. Infographic Design, Style Guide, Flowchart, Web Design, Mobile App, Social Media Advertisement, Product Design, Smart Product Design assignments.

Put together a one-page document outlining the contributions and level of effort that each of your team members applied to the team projects. Spend some time describing in detail the ideas your team members came up with, the designs they produced, the labor they put into the work, and their general engagement with your team meetings and discussions. This is an opportunity for you to demonstrate your awareness of your team members' contributions as well as report on any shortcomings that they may have had during the team projects that were made during the class.

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 scientific misconduct, policy.usc.edu/scientificmisconduct.

Support Systems:
Student Health Counseling Services - (213) 740-7711 – 24/7 on call
engemannshc.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
https://studenthealth.usc.edu/sexual-assault/
 Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Relationship and Sexual Violence Prevention and Services provides immediate therapy services for situations related to gender- and power-based harm (e.g., sexual assault, domestic violence, stalking). (wording from the site)

Office of Equity and Diversity (OED) | Title IX - (213) 740-5086 equity.usc.edu, titleix.usc.edu
Information about how to get help or help a survivor of harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following protected characteristics: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations.

USC Policy Reporting to Title IX (213) 740-5086
https://policy.usc.edu/reporting-to-title-ix-student-misconduct/
The university encourages individuals to report prohibited conduct to the *Title IX Office*. Individuals can report to the university *Title IX Coordinator* in the *Office of Equity and Diversity.*

Bias Assessment Response and Support - (213) 740-2421 studentaffairs.usc.edu/bias-assessment-response-support
Avenue to report incidents of bias, hate crimes, and microaggressions for appropriate investigation and response.

The Office of Disability Services and Programs - (213) 740-0776 dsp.usc.edu
Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

USC Support and Advocacy - (213) 821-4710
studentaffairs.usc.edu/ssa

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

Diversity at USC - (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.