

PD 486: BFA Studio I

University of Oregon

Fall

6 credits

451 White Stag, Portland

Instructors

This course will be taught by eligible faculty in Product Design and by adjunct faculty with expertise in product design.

Course Description

This studio course focuses on topical question(s) that are explored through active design development. Questions relate to innovation dependent on understanding a specific user and designing within a product category for that user. Work will be both team-based and individual, such that individual projects will relate to a suite of products developed by the team. Examples might include designing a series of sustainable office products, a group of interactive gardening products, or a single complex product, like a vehicle. Faculty organize studio offerings so that each student engages in a range of rigorous experiences.

This course also contains the skills-based component: virtual 3D product creation, presentation and production. One day per week of class time is devoted to this skill and its integration with the studio project.

Course Objectives

- Conduct themselves professionally.
- Engage in the collaborative learning process, by building skills in written and verbal communication and constructive criticism and to participate actively in studio discussions.
- Build and/or improve time management skills, as evidenced by the ability to generate and explore design ideas between class meetings and the ability to complete assignments on time.
- Demonstrate interest in the world beyond the studio and the immediate assignment – that of significant designed projects and/or products and approaches to contemporary design culture and designers' concerns.
- Applying an understanding of the reciprocity of concept and design.
- Explore how graphics and identity relate to three-dimensional environmental design.
- Learn to gather, analyze, and document program information in the field, on line, and in the library.
- Explore and analyze multiple alternatives to design solutions, revising and

refining work throughout the term.

- Learn to visualize products in three dimensions through various media applications (i.e. study models, perspective drawings and renderings, both hand and digital).
- Develop and present a comprehensive design proposal with a clear conceptual basis that demonstrates understanding the aesthetic and functional requirements of the project.

Course Structure

All classes will meet in studio from 5:00 to 7:50 pm. Classes will be taught with demonstrations by the professor with research techniques, 2D drawing examples, 3D product studies and critical feedback.

Grading

This grading for this course is based around a term-long project. Grades will be recorded at mid-term presentations and final presentations. In addition to participating in class activities students are expected to work independently on design projects outside the meeting times for class. Students must generate sketches, drawings, models and in some cases working prototypes of their design for review by faculty. All students are expected to present their work at a mid-term and final review for evaluation by faculty and invited critics.

The final grade will include these, and in-class progress. Students taking the class P/NC will be expected to attain a C- or higher to achieve a passing grade.

Mid-term presentation: 40%

Final presentation: 40%

In-class progress: 20%

Schedule

Week	Subject
Week 1	Team-based user definition
Week 2	Life experience research on user
Week 3	Compilation of primary, secondary and tertiary research
Week 4	Product suite ideation and concept design
Week 5	Individual product selection; team presentations
Week 6-7	Refining solutions, iterative design, decision-making
Week 8	Color/Material/Finish specifications
Week 9	Pre-production prototype refinement
Week10	Storytelling and presentation

Required Texts

There are no required texts for this course. Handouts and blog readings will be assigned based on the topic area of discussion. The weekly expected reading load should be 12 pages per week of essay and text material.

Prerequisites

Students must have BFA standing.

Class Fees

\$100 is for needed materials

- Special materials to be used for model-making

Disability

If you have a documented disability and anticipate needing accommodations in this course, please make arrangements to meet with me soon. Please bring a notification letter from Disability Services outlining your approved accommodations. You may reach them at (541) 346-3705.

Academic Misconduct

The University Student Conduct Code (available at conduct.uoregon.edu) defines academic misconduct. Students are prohibited from committing or attempting to commit any act that constitutes academic misconduct. By way of example, students should not give or receive (or attempt to give or receive) unauthorized help on assignments or examinations without express permission from the instructor. Students should properly acknowledge and document all sources of information (e.g. quotations, paraphrases, ideas) and use only the sources and resources authorized by the instructor. If there is any question about whether an act constitutes academic misconduct, it is the students' obligation to clarify the question with the instructor before committing or attempting to commit the act. Additional information about a common form of academic misconduct, plagiarism, is available at: www.libweb.uoregon.edu/guides/plagiarism/students.

University policy on academic integrity will be enforced in this course. Please take care to document and retain a copy of your work when submitting any original written or graphic materials or models for review during the term. We may ask to retain a copy of your work, including exams, to use as a model of best practices.