

Systems & Strategies

are often designed in stock and standardized ways that don't create an effective product for the market. In *412 systems and strategies* you will learn to use directed research to develop conceptual and pragmatic skills that lead to successful solutions. By the end of the class you should understand the idea of the container as a delivery system for an interactive experience and be able to prototype structures that function in a systematic and strategic manner through an integration of form, image and typography while using appropriate media. In all of these projects you will be responsible for all branding, identity and content development.

Throughout the semester It might be tempting to use existing elements as components in your projects, please don't do this- design all the parts you use for your assignments.

expectations

This course is composed of lectures, presentations, demonstrations, critiques, and studio time. You are responsible for reading all materials assigned and writing when it is requested. Involvement in studio time, class critiques and discussions will be a valuable opportunity to see how others approach their work. When helping you with your work I will focus your attention on your process to help you develop an awareness of your creativity. Often this may feel like I am not giving you the help you are expecting. Instead, I am trying to help you make discoveries.

final portfolio

You must produce a finished and well organized portfolio by the end of the semester. This should be comprehensive- including rough work, conceptual work, writings, readings and anything else you do for the class. Methods for organizing this are up to you.

grading

Projects, attendance, class participation and the seriousness you bring to assignments, discussions and critiques will establish your final grade. When evaluating your work I will look at the degree of exploration and inquiry that has taken place. Project grades will represent levels of refinement in both craft and conceptual development. Documentation of process is essential. Projects redone for the final portfolio can increase one letter grade at most.

- *Four main projects-* 3/4 of grade
- *In class contributions -* 1/8 of grade
- *In class assignments -* 1/8 of grade

attendance

Attendance is crucial. Promptness to class is expected. Absences or lateness will dramatically effect your grade because your understanding of the subject matter and projects will suffer. You must be in class to benefit from the things we do in class.

- *3 absences will lower your semester grade a full letter.*
- *Arriving 5 minutes late or leaving five minutes early will be noted – 2 of either will count as an absence*
- *Handing in projects late or incomplete will count as an absence on the day they are due and the project will be discounted one letter grade for each day of lateness.*

If you have needs we should consider regarding this course, or absences beyond two please speak with Susie Rood, Director of Disability and Assistive technology. She can be reached at 715 346 3365 or srood@uwsp.edu. I will not be collecting notes regarding excused absences, they need to go to Susie's office.

ART 412

Problem Solving

In Design 1:

Systems & Strategy

section 1

M W 2:00 – 4:30

Rm 182

Instructor

Stuart Morris

stmorris@uwsp.edu

715 346-4483

Office

NFAC 187

assignment #1

Package a single product for three different target markets of your choosing. Develop all three packages under one company name.

assignment #2

Research a hobby, and then use the information you have found to create a tool, instructional or otherwise.

assignment #3

Create a marketing package to develop your tool using a crowd funding site.

assignment #4

Develop a game based on research of a historical event you are assigned. This game must be self contained and self explanatory with instructions and rules included.

design brief

Some assignments this semester will require that you create a design brief for them. As you develop an understanding of this tool, at least include the following:

- Company Profile
- Problem/challenge identification
- Aims and objectives (goals)
- Target Audience/ demographic
- Budget
- Schedule/ calender,deadline
- Competition
- Consideration of style.

in class assignments

Several in class projects will be assigned. These will usually need to be completed during the class period assigned. While some are noted on the class calender, dates may change and additions and changes to these assignments are likely. Always bring your tools and supplies to class so you are prepared to work.

materials

It is difficult to know the materials you will find yourself working with as you develop your projects. You can expect to use a healthy amount of papers, sobo glue, markers and illustration board as you get started with any of these projects. In addition to this you might need; a ruler, triangle t-square, compass, mat knife, xacto knife, cutting board, carrying case, misc. pencils & pens.

ASSIGNMENTS

1st week september 6

wed - introduce class
demographic analysis
introduce design brief
identify hobbies *
distribute isms **



PROJECT 1

2nd week september 11/13

mon - **Demographic personas due**
Research calendars due ***
review drawing skills
demo building skills, flats
discuss research presentations
adjust class calendar
wed - **present project 1 research, brief & concept**

3rd week september 18/20

mon - **present construction drawings & brand**
wed - **rough package due**

4th week september 25/27

mon - **present final packages**



PROJECT 2

wed - build 5 minute presentation
research due

5th week october 2/4

mon - **present project 2 research, concept & design brief**
wed - **present construction drawings, brand,**

6th week october 9/11

mon - workshop
wed - workshop

7th week october 16/18

mon - **present rough**
wed - **present comp**

8th week october 23/25

mon - **present final project**

PROJECT 3

wed - Discuss and research crowd sourcing

9th week oct 30 nov 1

mon - Workshop
wed - **present storyboard**

10th week november 6/8

mon - production
wed - production

11th week november 13/15

mon - production
wed - **present comp**

12th week november 20/22

mon - **present final project**



PROJECT 4

wed - build 5 minute presentation
research due

Thanksgiving 23-26

13th week november 27/29

mon - workshop
wed - **present project 4 research, concept & design brief**

14th week december 4/6

mon - **present visualizations & construction drawings**
test models in playable form
wed - production

15th week december 11/13

mon - production
wed - **game due (play in class)**
last day of class

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