

# IND316 – 20<sup>th</sup> Century Design I

## Fall 2021 iCourse Syllabus

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### **Course**

Title: 20<sup>th</sup> Century Design II  
Subject: IND  
Number: 316  
Class #:77247  
Session: Spring 2021 (Session A)  
Location: Online

Credits: 3  
Prerequisites: None

### **Class Meetings**

This is an online class. You'll work on your own. We won't meet as a class, but that doesn't mean that you're all alone. If you have questions, need support, or just want to share something interesting, please contact me. My contact information is in the next section.

## **Instructor**

### **James Scott Reeves (Please call me “Scott”)**

He/They

Hi, I'm Scott. I'm a teacher, designer and illustrator. Most of the time, I teach design classes at ASU. When I'm not working here, I design everything from consumer products, to user interfaces, to card games. I also draw pictures – a LOT of pictures – using digital and traditional media.

If you'd like to see samples of my illustration work, please visit my online portfolio (where I post stuff from finished projects) and my Instagram feed (where I post stuff from my sketchbook and updates from projects that are still in-progress).

- Here's my website: [www.studioscott.com](http://www.studioscott.com)
- Here's my Instagram feed: [www.instagram.com/studioscottart/](http://www.instagram.com/studioscottart/)

I am also visually impaired. There were times when this had a huge impact on me as a student and a designer. If you're struggling with your own disability, or anything else that might affect your experience in this class, we can figure out a way to make things work.

E-mail: [james.s.reeves@asu.edu](mailto:james.s.reeves@asu.edu)

Phone/Text: 602-312-8133

### Office Hours

There are no office hours for this course. For questions about the presentations, the assignments, design or design history, please contact me via email or text.

For questions about computer support, technical issues, and online tests, contact Herberger Online Learning support.

### Teaching Assistants

This class will have 2 Teaching Assistants (also known as TAs) who'll help me with grading and keeping in touch with the students. I'll introduce them in the announcement section once the class begins.

### How to Contact the Instructor

If you need to reach me for any reason, please email me or send a text.

When you contact me, please follow the instructions below. They're a little bit fussy, which can be frustrating, but here's why I'm asking you to follow them: This semester, I'm working with about 250 students in 4 very different classes. That's a lot of students and a lot of questions! If you follow these instructions, it will help me stay organized and respond quickly.

1. Start by letting me know that your message is intended for me. Say "Hi, Scott." or "Dear Mr. Reeves." Sometimes I get emails and texts that are meant for other instructors. Addressing your message to me will save us both a lot of confusion.
2. Introduce yourself. Include your name and the name of the course. Say something like "This is Jane Doe from Design Awareness". I need to know who you are and what class you're asking about before I can help you. Also, if you're using email please put the class name in your subject line.
3. Once you've introduced yourself and addressed the letter to me, then ask your questions. Be clear and concise. Use short sentences and reread your message before you send it. Also, please avoid slang and abbreviations, such as BTW or LOL. We may not use the same slang. Our communication will be clearer if we avoid slang altogether.

I will do my best to respond to emails and text messages within 24 hours. Normally, I do not respond on the weekends. If you don't hear from me by then, please follow up with another message. My feelings will not be hurt by follow up messages. In fact, follow up messages will help me keep things organized.

## **Catalog Description**

European and American design from 1850 to 2000 with thematic emphases on worldview, the natural world, economics, technology and transportation.

## **Objectives**

The objective of 20<sup>th</sup> Century Design I is to explore the presence of industrial design during the late 19<sup>th</sup> and 20<sup>th</sup> centuries through five different themes:

- worldview
- the natural world
- economics
- technology
- transportation.

Together, the information, projects, blogs and quizzes will help you develop an understanding of industrial design's place in the 19th and 20th centuries

### **Learning outcomes**

At the successful completion of the course, students will have acquired:

- A general awareness of industrial design in our everyday world
- A more specific awareness of industrial design in the areas of communication, education, material culture, politics and society
- The acquisition of basic facts of recent industrial design history
- The acquisition of a basic lexicon of industrial design
- An understanding of important historical developments in industrial design
- An understanding of the contribution of industrial design to contemporary society

### **Course Content**

The course begins with a general introduction to design and context via The Designing Triad. This introduction provides an operational model of the designing process, with a focus on the Designer, Maker, User, Context and Artifact. In the five course units offered, industrial design as a human activity is studied and evaluated by way of five different themes: worldview, the natural world, economics, technology and transportation. Conclusions and lessons are drawn at the end of each course unit. The understanding of the course material is achieved by way of student blogs, course projects, and short quizzes, all of which are offered on a regular basis.

### **Reading Material**

The textbook for the course is *The Contextual Nature of Design and Everyday Things* (Kendall-Hunt, 2015). It is available at the ASU Bookstore. Besides providing course material the book contains several readings, which are needed for the blogs.

## Taking an Online Course

### How to Access the Course

DSC 101 is an iCourse. It's a separate system from Canvas, so you won't see it in your Canvas dashboard. To access the course, go to your MyASU page, find the course in "My Classes" and click on the course title.

### Computer Requirements

You must have access to a computer that can interact with the online course. It must be capable of consistently streaming QuickTime movie files. This course is known to work on all major browsers, including Safari, Firefox, Chrome, and Internet Explorer, on both Macintosh computers and PCs. Note: the use of Safari or Firefox is highly recommended.

The use of smartphones (iPhone, Android, etc.) is not recommended.

Additionally, you must have computer skills that will allow you to surf the Internet, access specific sites, confer via email, and any other course-related activities.

### Checking Out a Laptop

If you are not able to personally finance the equipment you need to attend class via ASU Sync, ASU has a laptop and WiFi hotspot checkout program available through [ASU Library](#).

Who is eligible?

- Any currently enrolled ASU student is eligible to checkout a laptop. The current availability of laptops can be found [here](#).
- Borrowing and returning laptop rules
- Laptops are lent on a first-come, first-serve basis, and cannot be reserved in advance. They can be returned at any time, but will be due at the conclusion of the fall 2020 semester.
- Rentals are limited to one laptop per student.
- Laptops are available for checkout at the following libraries on all four campuses. ([Please check online for current library hours](#))
- Downtown Phoenix campus Library
- Polytechnic campus Library
- Tempe: Hayden and Noble Libraries
- West campus: Fletcher Library

- Return laptops to any ASU Library Information Desk (not at the drop box or other location)
- Refer to ASU Library Computer Use Policy and ASU Computer, Internet, and Electronic Communications Policy.
- Borrowers are responsible for loss, damage, and theft of the laptop while in their possession. Borrowers should verify the condition of the laptop at the time of check-out and upon check-in.

### Technical Support

If you have questions about design or design history, please ask me! But if you have trouble with the course website, please contact Herberger Online Learning Support, using the information below. They handle all computer-related issues and technical questions for online classes at the Herberger Institute for Design and the Arts. All I can do is refer you to online technical support. They can help solve your problem.

Please contact the support team immediately if you encounter technical issues while completing an assignment and you are unable to resolve the problem and reset your work.

The Herberger Online Learning support team is available to assist you 24 hours a day, 365 days a year. But in my experience, most responses from the support team happen during regular business hours (Monday-Friday from 8am to 5pm MT).

You can reach them at:

- Their website: <https://courses.hol.asu.edu/help/>
- Their email address: [holsupport@asu.edu](mailto:holsupport@asu.edu)
- Their US phone number: 1-888-298-4117
- Their international phone number: 480-965-3057

When contacting support, please provide:

- The full name of this course (ABC 123: Long Name)
- The title(s) of any assignment(s) you're having trouble with
- A brief description of the problem
- Detailed, step-by-step instructions to reproduce the problem

### **Assessments**

Grading in IND 316 uses points. Here's how you'll earn them:

- 5 blog posts worth 30 points each (150 points total)
- 3 projects worth 50 points each (150 points total)
- 5 quizzes worth 30 points each (150 points total)

That's 450 total points, Here's how we'll use them to determine your final grade:

A+	431-450
A	411-430
A-	391-410
B+	371-390
B	351-370
B-	331-350
C+	310- 330
C	270-309
D	225-269
E	0- 224

### Projects

Each project is unique. You'll look at designs in the real world and analyze them, using what you've learned in this class.

Project 1 is based on a column called What's That, which was published in the New York Times for several years. It described designs that people used every day, but they may have taken for granted. You'll write a new version of this column, using an everyday thing of your choice.

Project 2 asks you to select three designs and analyze them using the 3 Ps of Design (People, Place and Process).

Project 3 explores the impact that technology has had on the design of everyday things. You'll look at several generations of a design and describe the changes that have occurred as the result of advancing material and process technology.

Detailed instructions for these assignments will be available on the website. I may also post clarifications and suggestions in the Announcements section.

Each project is worth 50 points. Here's when they're available and when they're due. Please note, all listed times are Arizona times. If the deadline is approaching and you're not sure what time it is in Arizona, please check online.

	OPEN	CLOSE
Project 1	8/19/2021 10 am (MT)	8/27/2021 11:59 pm (MT)
Project 2	8/19/2021 10 am (MT)	9/17/2021 11:59 pm (MT)
Project 3	8/19/2021 10 am (MT)	10/08/2021 11:59 pm (MT)

### Blogs

Blogs are short personal opinions. They're based on the readings and videos from each section of the course. Detailed instructions for each blog post will be available on the website. I may also post clarifications and suggestions in the Announcements section.

Each blog post is worth 30 points. Here's when they're available and when they're due. Please note, all listed times are Arizona times. If the deadline is approaching and you're not sure what time it is in Arizona, please check online.

	OPEN	CLOSE
Blog 1	8/19/2021 10 am (MT)	8/30/2021 11:59 pm (MT)
Blog 2	8/19/2021 10 am (MT)	9/7/2021 11:59 pm (MT)
Blog 3	8/19/2021 10 am (MT)	9/13/2021 11:59 pm (MT)
Blog 4	8/19/2021 10 am (MT)	9/20/2021 11:59 pm (MT)
Blog 5	8/19/2021 10 am (MT)	9/27/2021 11:59 pm (MT)

### Quizzes

There's a quiz at the end of each section of the course. Each quiz contains 15 multiple choice questions and is worth 30 points. If you prefer, you can take a short essay quiz instead. You can find the details below.

Here's when the quizzes will be available. Please note, all listed times are Arizona times. If the deadline is approaching and you're not sure what time it is in Arizona, please check online.

	OPEN	CLOSE
Quiz 1	8/30/2021 11:59 pm (MT)	9/1/2021 11:59 pm (MT)
Quiz 2	9/7/2021 11:59 pm (MT)	9/9/2021 11:59 pm (MT)
Quiz 3	9/13/2021 11:59 pm (MT)	9/15/2021 11:59 pm (MT)
Quiz 4	9/20/2021 11:59 pm (MT)	9/22/2021 11:59 pm (MT)
Quiz 5	9/27/2021 11:59 pm (MT)	10/9/2021 11:59 pm (MT)

## Customizing Your Assignments

Most of the assignments ask you to analyze pre-selected examples, like news stories or photographs of existing designs. If these examples interest you, great! If you'd rather analyze something else that better matches your own interest, please contact me at least 1 week before the assignment is due. We can discuss the assignment and find an example that makes us both happy.

## Grading Your Assignments

Here's how we'll grade your assignments:

- 60% of your score will be based on labor. If you answer the questions, that's labor and you should be compensated for it. For example, if an assignment is worth 40 points and you answer all the questions, you will receive 24 points for your labor.
- 40% of your score will be based on how well you answer the questions. We're usually looking for two things:
  - Did you show that you understand the concepts that the question explores? For example, if a question asks you about "The Communication Model", did you show that you understand the communication model?
  - Did you relate the concept to something in the real world? For example, did you show how the communication model works in the real world?

Compared to the criteria I mentioned above, formatting is much less important. If you complete the assignment, but your format isn't perfect. That's fine. We'll ignore the format and grade the content of your work. But if the format makes it difficult for us to read your work, we'll ask you to clean things up and resubmit the assignment.

## Revising Your Assignments

Once you receive your grades for an assignment, you are welcome to redo it for a higher grade. Please contact me, so I can give you feedback. Then I'll open a redo session for the assignment.

All redos should be completed by the last day of class. This means that the final assignment will not be redoable.

### **Alternate Test Format (Short Essay)**

Online, multiple-choice tests can be tricky. You are welcome to write short essays instead. It's more work, but many students find it less stressful and easier to complete, especially if they are having trouble accessing the multiple-choice quizzes or are having trouble accessing the textbook (or other readings).

Each essay should be about 500 words. They'll focus on a topic from the online presentations. I'll ask you to explain the topic and then describe how it affects your life. The instructions for each essay will be posted in the course's announcements page when the quiz opens. The due date will be the same as a regular multiple-choice quiz.

For most students, these short essays are more work, but they're less risky than high-stakes, online, multiple-choice quizzes. If the instructions in the next section make you anxious at all, please consider using the short essay option instead.

### **Taking an Online Test**

Online quizzes and tests can be a little tricky, especially if you've never taken one before. Please follow these instructions.

If something goes wrong with your computer or browser during a quiz, please contact Herberger Online Learning support at [HOLSupport@asu.edu](mailto:HOLSupport@asu.edu).

- You need to have reliable access to the Internet on the assigned day of the test.
- Starting a test during the last 10-15 minutes of the testing window is unwise, especially if you encounter technical problems. Remember, quick technical support may not be available in the evenings or on weekends.
- Tests can only be done online. Submission of tests via email or in printed form will not be accepted.
- The use of smart phones for taking a test is forbidden. Please don't attempt it.
- No other Web pages can be open while taking a test. The system logs all browser activity. Opening new browsers or new browser tabs can invalidate your testing session.
- Do not give your unique course password to another person or allow another person to access the course to take a test in your name.

NOTE: ALL BROWSER ACTIVITY IS LOGGED. Accessing course videos while you are taking a test will result in a failed test session.

### Submitting Online Tests

Certain conditions apply for an online test. The important ones are:

- Online tests that have been submitted CANNOT be reset.
- If you experience computer or technical problems during an online test DO NOT SUBMIT the test. For instance, if images fail to load, or the test itself seems incomplete.
- If you suspect a technical error, exit the browser immediately and address the problem by trying to take the test again on a different computer, or by contacting technical support at [HOLSupport@asu.edu](mailto:HOLSupport@asu.edu).

### Resets for Online Tests

If you encounter a glitch during an online test, you can try to reset it. Close your browser. Then reopen it and restart the test. When you attempt to restart the online test, the system will ask you to confirm the reset.

These automatic resets have some built-in limits:

- Only one online reset is allowed per test.
- In total, only two online resets are allowed in any given semester.

## **Grading Your Quizzes**

If you take the online multiple-choice quiz option, your quiz will be graded automatically. A score should appear right away. If it doesn't appear right away, something may have gone wrong. Please contact Herberger Support.

If you take the short essay option, we'll grade your test like we grade the assignments. See the "Grading Your Assignments" section for details.

## **Revising Your Test Scores**

We don't allow revisions for tests. But if you'd like to discuss your score, please contact me. Sometimes test questions can be confusing or accidentally misleading. I don't want to punish you for that, and there may be room to adjust your score.

When you contact me about a test score, please be ready to demonstrate your knowledge. Usually that means I'll ask you to write about the question and the topic it covers. I'm more

comfortable adjusting your score if you can show that you know the material, even if you were tripped up by a tricky question.

### **Missing or Late Work**

It is your responsibility to be aware of the dates and times for the online quizzes and assignments, but sometimes things go wrong. Here's how we'll handle it.

A missing test or quiz can be taken for full credit if it was missed because of an excused absence. Same with missed assignments. In both cases, permission from the instructor is necessary. Please contact me and we'll schedule a make-up.

If you missed a test, quiz or assignment for something other than an excused absence, you can still make it up. But the grade earned can be no more than half the maximum points. For example, if the project was worth 30 points, you could earn no more than 15 points. Getting half credit on an assignment or test isn't great, but it isn't fatal either. In fact you could still get an A in the course if your other work is good enough. So please contact me.

If you experience personal, medical or other unforeseen problems during a test, stop and deal with the problem. Don't submit the test or assignment. Contact the instructor so we can discuss the situation.

Depending on the situation, the instructor may ask for a different type of test and/or assignment as the substitute for a missed test or assignment.

#### Excused Absences

Excused absences can happen for a lot of reasons. Here are a few:

- Illness
- Religious holidays
- Basic needs emergencies
- Child-care emergencies
- Jury duty or other similar court obligation
- Military duty and/or assignment
- Direct participation in a sporting event as an ASU athlete

If something else happens and it's not on this list, please contact me. Student life can be extra challenging and I don't think we can cover all of it with a list of bullet points. So if something goes wrong and you miss a deadline, let me know. We'll figure it out.

## Basic Needs

Any student who has difficulty affording groceries or accessing sufficient food to eat every day, or who lacks a safe and stable place to live, and believes this may affect their performance in the course, is urged to contact the Dean of Students for support. Furthermore, please notify the instructor if you are comfortable in doing so. This will enable them to provide any resources that they may possess.

Here's a link to the Deans of Students for ASU's Tempe, Downtown Phoenix, Polytechnic and West campuses: <https://eoss.asu.edu/resources/basic-needs>. If you're struggling and you don't know where to go, start here.

Here's a link to ASU's basic needs services: <https://eoss.asu.edu/resources/basic-needs>

## Disability Resources

Students who feel they will need disability accommodations in this class but have not registered with the Disability Resource Center (DRC) should contact DRC immediately. The DRC Tempe office is located on the first floor of the Matthews Center Building. DRC staff can also be reached at: (480) 965-1234 (V) or (480) 965-9000 (TTY). For additional information, visit: [www.asu.edu/studentaffairs/ed/drc](http://www.asu.edu/studentaffairs/ed/drc).

## Academic Integrity

Academic honesty is expected of all students in all examinations, papers, and laboratory work, academic transactions and records. The possible sanctions include, but are not limited to, appropriate grade penalties, course failure (indicated on the transcript as a grade of E), course failure due to academic dishonesty (indicated on the transcript as a grade of XE), loss of registration privileges, disqualification and dismissal. For more information, see <http://provost.asu.edu/academicintegrity>

## Copyrighted Materials

Students must refrain from uploading to any course shell, discussion board, or website used by the course instructor or other course forum, material that is not the student's original work, unless the students first comply with all applicable copyright laws; faculty members reserve the right to delete materials on the grounds of suspected copyright infringement.

## **Policy Against Threatening Behavior**

All incidents and allegations of violent or threatening conduct by an ASU student (whether on-or off campus) must be reported to the ASU Police Department (ASU PD) and the Office of the Dean of Students. If either office determines that the behavior poses or has posed a serious threat to personal safety or to the welfare of the campus, the student will not be permitted to return to campus or reside in any ASU residence hall until an appropriate threat assessment has been completed and, if necessary, conditions for return are imposed. ASU PD, the Office of the Dean of Students, and other appropriate offices will coordinate the assessment in light of the relevant circumstances. For more information please visit <https://eoss.asu.edu/dos/srr/PoliciesAndProcedures> and <https://eoss.asu.edu/dos/safety/ThreateningBehavior>.

## **Policy on Sexual Discrimination**

Arizona State University is committed to providing an environment free of discrimination, harassment, or retaliation for the entire university community, including all students, faculty members, staff employees, and guests. ASU expressly prohibits [discrimination](#), [harassment](#), and [retaliation](#) by employees, students, contractors, or agents of the university based on any protected status: race, color, religion, sex, national origin, age, disability, veteran status, sexual orientation, gender identity, and genetic information.

As a mandated reporter, I am obligated to report any information I become aware of regarding alleged acts of sexual discrimination, including sexual violence and dating violence. ASU Counseling Services, <https://eoss.asu.edu/counseling>, is available if you wish discuss any concerns confidentially and privately.

## **Reporting Title IX Violations**

Title IX is a federal law that provides that no person be excluded on the basis of sex from participation in, be denied benefits of, or be subjected to discrimination under any education program or activity. Both Title IX and university policy make clear that sexual violence and harassment based on sex is prohibited. An individual who believes they have been subjected to sexual violence or harassed on the basis of sex can seek support, including counseling and academic support, from the university. If you or someone you know has been harassed on the basis of sex or sexually assaulted, you can find information and resources at <https://sexualviolenceprevention.asu.edu/faqs>.

## **Withdrawal**

If you are unable to complete the course, it is your responsibility to arrange for withdrawal from the class. You will not be automatically withdrawn and unless you are officially withdrawn from the course you will receive a final grade based upon the total points you have earned for the semester. Students are required to pay all tuition and fees for any registered course unless enrollment is officially cancelled during the 100% refund period. Please visit the Academic Calendar to review the withdrawal deadlines for this semester. For more information on Drop/Add and Withdrawal visit: <https://students.asu.edu/drop-add>

## **Changes to the Syllabus**

The syllabus is a statement of intent and serves as an implicit agreement between the instructor and the student. Every effort will be made to avoid changing the course schedule but the possibility exists that unforeseen events will make syllabus changes necessary. Remember to check your ASU email and the course site often.

I like to compare a syllabus to a user agreement between the students and the instructor. Usually it won't change during the semester. But as we learned in 2020, sometimes our plans can be disrupted. If I need to change the schedule or the policies in the syllabus, I'll let you know via the course announcements.