

# IND 317 20<sup>th</sup> Century Design II

The Design School  
Arizona State University

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## COURSE SYLLABUS

- 1 **Course** IND 317 (Session A: 01/07/2019 – 02/26/2019; SLN 17991)
- 2 **Title** 20<sup>th</sup> Century Design II
- 3 **Instructor** Professor Jacques Giard, PhD - [jgiard@asu.edu](mailto:jgiard@asu.edu)  
<http://herbergeronline.asu.edu/designawareness/>
- 4 **Credits** 3
- 5 **Catalog Description**

European and American design from 1850 to 2000 with thematic emphases on communication, education, material culture, politics and society.
- 6 **Prerequisites** None
- 7 **Objectives** IND 317 20<sup>th</sup> Century Design II provides an overview of industrial design in five thematic contexts during the late 19<sup>th</sup> and 20<sup>th</sup> twentieth centuries. The focus of the course material will be primarily on the role played by industrial design in the thematic areas of communication, education, material culture, politics and society.
- 8 **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; and
  - The ability to analyze, visualize and explicate certain design situations of historical significance.
- 9 **Course Content** IND 317 20<sup>th</sup> Century Design II 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 that follow, industrial design as a human activity is studied and evaluated by way of five different themes: communication, education, material culture, politics and society. 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.
- 10 **Reading Materials** The required textbook for the course is *The Contextual Nature of Design and Everyday Things* (Kendall-Hunt, 2015). It is available at the ASU Bookstore. Besides course material, the book contains several readings, which are part of the blogs.

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### 11 Online Protocol

Online courses are significantly different from face-to-face courses. Consequently, students need to be aware of protocol and conditions that govern such courses.

**Computer Requirements:** You must have a computer – your own or have access to a computer – that will allow you to interact with the online course. The computer must be capable of consistently streaming Quicktime movie files. The use of smart phones (iPhone, Android, Blackberry, etc.) is not recommended. 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.

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.

**Computer Support:** The HerbergerOnline group (the distance learning team of the Herberger Institute for Design and The Arts) provides the computer support for the course. This group handles all computer-related issues and technical questions. Please note that all communication with HOL Support must be done via the online help site at <https://herbergeronline.asu.edu/help>. Here you will have the option to open a support ticket for assistance from HOL Support. Alternatively you may email [HOLSupport@asu.edu](mailto:HOLSupport@asu.edu) and a ticket will be opened for you.

**Please do not communicate with the instructor for questions related to computer-related issues such as inability to access the course site or videos that are not streaming correctly. Technical support is available Monday to Friday, 8am to 5pm, but there is no technical support in the evenings or on weekends. Please keep this in mind if you choose to take tests or work on projects on weekends.**

**Office Hours:** There are no office hours for this online course. With the exception of questions about computer support, technical issues, and online tests, which must be addressed with the computer support group (above), please communicate directly with the instructor via email ([jgiard@asu.edu](mailto:jgiard@asu.edu)). As an ASU student, you are required to use your ASUrite (i.e. [student@asu.edu](mailto:student@asu.edu)) for course communications. If our reply to you bounces back as "Undeliverable: Returned mail" and/or with "the message could not be delivered because the recipient's mailbox is full", we will not make a second attempt. This includes any and all course communications, such as make-up verifications and make-up exams. It is your responsibility to make sure you are able to receive ASU emails by clearing your mailbox and allowing ASU emails to be received unblocked and not marked as spam.

**General Conditions:** As stated above, access to a suitable computer and adequate computer skills are critical for your success in this online course. Consequently, the instructor will not consider computer-related excuses for the failure to meet course requirements, excuses such as technical incompatibility, unreliable access to the Internet, a computer crash, an anti-virus application, or any other similar reasons. Neither will inadequate computer skills be considered as a valid excuse for not successfully completing the course.

**NOTE: You are strongly advised not to enroll in the online course if either computer access or computer skills are an issue.**

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### 12 Communicating with the instructor:

You are encouraged to communicate with the instructor whenever you have a question about course material that cannot be answered by reading the syllabus or looking at information found on the online site. After all, there is little point in asking the instructor about the due date for a project when that date can be found in the syllabus. Nevertheless, there will be times when you will need to contact the instructor. If and when you do, please remember the following protocol:

1. The course in which you are enrolled is offered by The Design School, which is a professional school. Therefore, communication is expected to be professional in style.
2. What is meant by professional? You need to address the instructor or teaching assistant by name; you must also sign off with yours. He will do the same when he communicates with you.
3. I will respond to a text-style message once; I will not respond a second time irrespective of the fact that you are using a smartphone and find it an inconvenience to write in a professional style.
4. Please identify yourself by name and course in which you are enrolled. There are times when I teach several courses in a semester with up to 400 students. As much as I would like, I cannot remember each one of you by name. Use your full name. There are many students with the name Mary or John.
5. Please write in simple, clear and concise English using proper punctuation. Use short sentences if you have to. Reread what you wrote before sending the email.
6. Avoid at all cost code words such as BTW or LOL. Remember: you are not texting a friend.
7. Use your ASU email address. Addresses such as such Easterbunny@gmail.com are neither very helpful nor professional.
8. Make the topic of your email clear by way of the subject line. For example, placing your name in the subject line is redundant. I already have your email address and you will be providing your name in the email.
9. AVOID responding to an email that I have sent to the class. Why? Because the subject line most likely has nothing to do with your query. Consequently, I may ignore it. If you do, please change the subject line.
10. PLEASE leave the 'tails' or chain of previous emails on your emails. I receive over 100 emails from students every week. I cannot remember the details of each case.
11. DO NOT send a new email that refers the same topic discussed in a previous email but with no chain to the previous email. I need to see the chain of emails to understand your query better.
12. I will do my best to respond to emails within 24 hours.
13. Normally, I do not respond to emails on the weekends.

### 13 Blogs, Projects & Quizzes

Grading in IND 317 is based upon the accumulation of points earned as the result of five (5) blogs (150 points), three (3) projects (150 points), and five (5) short quizzes (150 points). There is one blog and one quiz for each unit or section of the course; there are three projects based on course material. Deadlines for each will be provided in the syllabus (below) and on the course web site. The course schedule can be found on the Home tab that appears when you log in to the course. **There is neither a mid-term nor a final examination.**

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### Blogs (Total: 150 points)

Blogs are written personal opinions based on the readings and viewings for each of the five sections. **Blogs are not personal opinions about course material found in the course textbook or in the online videos for each section.** Five blogs are required, one for each unit or section of the course. A separate and more detailed description of blogs is posted on the course website.

**NOTE: All blogs must reside on the HOL server. Therefore, do not send your blogs to the instructor as an attachment in an email. If you do, it will not be accepted. NO EXCEPTIONS.**

BLOGS	OPEN (MT)	CLOSE (MT)
Blog #1	01/07/2019 10am (MT)	01/17/2019 11:59pm (MT)
Blog #2	01/07/2019 10am (MT)	01/24/2019 11:59pm (MT)
Blog #3	01/07/2019 10am (MT)	01/31/2019 11:59pm (MT)
Blog #4	01/07/2019 10am (MT)	02/07/2019 11:59pm (MT)
Blog #5	01/07/2019 10am (MT)	02/14/2019 11:59pm (MT)

### Missed/Late Blogs

It is the student's responsibility to be aware of the dates and times for the blogs; however, there are conditions that apply for missed blogs. The important ones are:

- A blog can be submitted if it was missed because of an excused absence (see below). Permission from the instructor is necessary.
- One missed blog for reasons other than an excused absence can be submitted with the condition that the grade earned can be no more than half points per test. Permission from the instructor is necessary.
- If you miss a blog, you must inform the instructor immediately ([igiard@asu.edu](mailto:igiard@asu.edu)) or at least in the next 48 hours and provide an electronic copy (e.g. a PDF file) of the document supporting your absence (e.g. doctor's note, funeral announcement, letter from ASU's Athletic Department, etc.).

**NOTE: All blogs must reside on the HOL server. Therefore, do not send your blogs to the instructor as an attachment in an email. If you do, it will not be accepted. NO EXCEPTIONS.**

### Projects (150 points)

There are three projects in the course. Each is worth 50 points. Projects open and close on the dates listed below. Details are available for each project on the course web site. Click the **Projects** tab in the main IND 317 course navigation.

PROJECTS	OPEN (MT)	CLOSE (MT)
Project #1	01/07/2019 10am (MT)	01/25/2019 11:59pm (MT)
Project #2	01/07/2019 10am (MT)	02/08/2019 11:59pm (MT)
Project #3	01/07/2019 10am (MT)	02/22/2019 11:59pm (MT)

### Project 1 (Total: 50 points)

Project 1 is an analysis of three artifacts taken from a list of artifacts from the 1950s. The analysis occurs at the level of design as well as of context. The objectives of the project are: 1) The familiarization with the design and contextual aspects of industrial design history; 2) The understanding of the process of analyzing form, details and surface characteristics; and 3) Creating a well-designed document.

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### Project 2: (Total: 50 points)

Project 2 asks you to explore material culture; that is, how the society we live in has shaped design and how design has shaped society. The objectives of the project are: 1) The familiarization with some of the significant examples of industrial design history; 2) Understanding the connections that create material culture; and 3) Critical analysis of the shaping of material culture.

### Project 3: (Total: 50 points)

In Project 3, you are asked to develop a simple case study. Case studies are important in understanding the design picture beyond the artifact itself. Furthermore, case studies are invaluable in discovering the lessons that we have learned by way of designing.

### Missed/Late Projects

It is the student's responsibility to be aware of the dates and times for the projects; however, there are conditions that apply for missed projects. The important ones are:

- A project can be submitted if it was missed because of an excused absence (see below). Permission from the instructor is necessary.
- One missed project for reasons other than an excused absence can be submitted with the condition that the grade earned can be no more than half points. Permission from the instructor is necessary.
- If you miss a project, you must inform the instructor immediately ([igiard@asu.edu](mailto:igiard@asu.edu)) or at least in the next 48 hours and provide an electronic copy (e.g. a PDF file) of the document supporting your absence (e.g. doctor's note, funeral announcement, letter from ASU's Athletic Department, etc.).

**NOTE: All projects must reside on the HOL server. Therefore, do not send your project to the instructor as an attachment in an email. If you do, it will not be accepted. NO EXCEPTIONS.**

### Quizzes (Total: 150 points)

There is a quiz for each of the five units or sections of the course. Quizzes open and close on the dates listed below. These dates are also viewable from within the course web site. Click the **Quizzes** tab in the main IND 317 course navigation.

QUIZZES	OPEN (MT)	CLOSE (MT)
Quiz #1	01/14/2019 10am (MT)	01/16/2019 11:59pm (MT)
Quiz #2	01/21/2019 10am (MT)	01/23/2019 11:59pm (MT)
Quiz #3	01/28/2019 10am (MT)	01/30/2019 11:59pm (MT)
Quiz #4	02/04/2019 10am (MT)	02/06/2019 11:59pm (MT)
Quiz #5	02/11/2019 10am (MT)	02/13/2019 11:59pm (MT)

Each quiz is comprised of thirty (30) multiple-choice/true-false questions intended to test your knowledge of facts about the subject matter (1 point for each correct answer). Each quiz is timed. You have 60 minutes to complete each quiz. For every two minutes you take beyond the limit, you will lose 1 point.

### General Conditions for Taking an Online Quiz

- You need to have reliable access to the Internet on the assigned day of the quiz.
- Starting a quiz during the last 10-15 minutes of the testing window is unwise, especially if you encounter technical problems; remember, **technical**

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**support is only available Monday to Friday, 8am to 5pm. There is no technical support in the evenings or on weekends.**

- Quizzes can only be done online. Submission of quizzes via email or in printed form will not be accepted. No exceptions.
- The use of smart phones for taking a quiz is forbidden. Do not even attempt it.
- Quizzes are not to be taken as a group effort or with any other form of collaboration.
- No other Web pages or tabs can be open while taking a quiz. 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 Quizzes

Certain conditions apply for the submission of an online quiz. The important ones are:

- Online quizzes that have been submitted CANNOT be reset (see below). Grades will stand as posted.
- If you experience computer or technical problems during an online quiz DO NOT SUBMIT the quiz. For instance, if images fail to load, or the quiz itself seems incomplete.
- If you suspect a technical error, exit the browser immediately and address the problem by trying to take the quiz again on a different computer, or by contacting technical support at [HOLSupport@asu.edu](mailto:HOLSupport@asu.edu). **Do not contact the instructor.**
- Submitted quizzes cannot be retaken. **No exceptions.**

### Resets for Online Quizzes

A reset for an online quiz is an action usually taken by a student prior to contacting technical support. If you experience a glitch during an online quiz, close your browser. When you attempt to restart the online quiz, the system will ask you to confirm the reset. Some important facts about resets:

- Only one online reset is allowed per **each** online quiz.
- **In total, only two online resets on online quizzes are allowed in any given semester.**

### Missed/Late Quizzes

It is the student's responsibility to be aware of the dates and times for the online quizzes; however, there are conditions that apply for missed online quizzes. The important ones are:

- An online quiz can be taken if it was missed because of an excused absence (see below). Permission from the instructor is necessary.
- One missed online quiz for reasons other than an excused absence can be taken with the condition that the grade earned can be no more than half points. Permission from the instructor is necessary.
- If you miss an online quiz, you must inform the instructor immediately ([jjgard@asu.edu](mailto:jjgard@asu.edu)) or at least in the next 48 hours and provide an electronic copy (e.g. a PDF file) of the document supporting your absence (e.g. doctor's note, funeral announcement, letter from ASU's Athletic Department, etc.).

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- If you experience personal, medical or other unforeseen problems during a quiz, **DO NOT TAKE OR SUBMIT THE ONLINE QUIZ.**
- Instead, email the instructor ([jgiard@asu.edu](mailto:jgiard@asu.edu)) immediately to begin a discussion of your situation.
- Depending on the situation, the instructor may ask for a different type of quiz as the replacement for a missed online quiz.

### Excused Absences

Excused absences apply for blogs, projects and online quizzes. They include:

- Personal illness (documented);
- Religious holidays (conforming to the [ASU list](#));
- Unexpected personal emergencies such as death of an immediate family member (documented);
- Jury duty or other similar court obligation (documented);
- Military duty and/or assignment (documented); or
- Direct participation in a sport event as an ASU athlete (documented).

Absences and/or excuses that will not be considered include but are not limited to:

- A previously scheduled obligation such as a family reunion or trip;
- Personal obligations prior to or after an official holiday;
- Job or work obligations;
- Attending a wedding (even your own);
- Illness of a family member or friend;
- Workload in other courses;
- A computer virus, internet failure, computer crash or other similar computer-related issue; or
- The death of a pet.

**NOTE: Please do not ask for these or other similar exceptions. They will not be granted.**

### Make-up Blogs, Projects and Quizzes

Exceptionally, the instructor may grant make-up blogs, projects and/or quizzes if there is a valid excuse. The instructor in consultation with the student will determine a date for submission.

### Late Submissions

Late submissions for blogs, projects and quizzes that do not conform to the rules of excused absences will be graded but cannot earn the student more than half of the point total for a given blog, project or quiz (e.g. if the project is worth 50 points and is turned in late, the most points it can receive is 25).

**NOTE: No blog, project or quiz will be accepted after the last day of scheduled class.**

## 14 Grading

The following grading schedule will be used to calculate the final grade for the course. It is based on a total of 450 points:

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

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### How do I earn my grade in this course?

The instructor does not give grades. Neither are grades gifts nor entitlements. Simply put, grades are earned. Furthermore, grades are a reflection of outputs, not of inputs. What's an input? An output? An input is an immeasurable expectation. It includes such things as accessing and viewing online course material, reading the book, working hard, and studying. As worthy as such inputs are they do not always translate directly into grades. Outputs are different. Outputs are more measurable; for example, correct answers on quizzes. What does this mean to you? A good example is a student who is negligent about viewing the online lectures (an input) but who still does well on the quiz (an output) compared to a student who watches the online lectures but does not do well on the quiz thereby earning a low grade. In other words, watching the lectures (input) does not automatically guarantee good grades (an output)

One more point about grading needs to be mentioned. We do not 'dock' points. That is, we do not deduct points for this or that. To do so assumes that there were points for you to lose in the first place. The grading practice in IND317 is quite simple. For any blog, project or quiz, everyone begins with zero points. Points are then added when earned.

### Fairness in Grading

Students are always concerned about fairness in testing, evaluation, and grading. And so they should be because design, as an academic subject, poses a particular challenge. Unlike subject areas like mathematics, the subject matter in design appears to be more subjective. Consequently, fairness becomes more of an issue.

Given the nature of the subject, every precaution is put into place to make all testing, evaluation, and grading as fair as possible. What is patently unfair, however, is when students ask for additional assignments to raise their grades or for an additional point or two to raise a grade or to make exceptions to the rules. To agree to such requests would be unfair. Why? Because such a practice rewards one student over all the others. To be fair, rules must apply to all students equally, not just to one or two.

### 15 Readings and Viewings

Readings and viewings enhance the understanding of the subject matter. Reading and viewings can be found in most chapter tabs on the course Web site, directly above the video player.

### 16 Special accommodations

To request academic accommodations due to a disability, please contact the ASU Disability Resource Center at [www.asu.edu/studentaffairs/ed/drc/#](http://www.asu.edu/studentaffairs/ed/drc/#); Phone: (480) 965-1234; TDD: (480) 965-9000. This is a very important step as accommodations may be difficult to make retroactively. If you have a letter from their office indicating that you have a disability which requires academic accommodations, in order to assure that you receive your accommodations in a timely manner, please present this documentation to me no later than the end of the first week of the semester so that your needs can be addressed effectively.

### 17 Writing Tutoring

One-on-one appointment-based online writing tutoring is available to students in any course and at any stage of the writing process. Students meet with tutors in real time online using Adobe Connect. Rather than correct papers for students, writing tutors will review documents and dialogue with students about common errors and areas for revision. The center is open Sundays-Thursdays with

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appointments available between the hours of 2pm and 10pm. The writing tutoring service will begin in January. The schedules for online writing, along with information on how students can make and attend appointments, can be found online at <https://tutoring.asu.edu/online-tutoring>.

### 18 Academic Mentoring

Using Adobe Connect, academic mentors meet in real time with students one-on-one for a personalized approach to improving academic skills such as time management, blackboard reviews, test preparation, and more. The academic mentoring service will begin January. The schedules for academic mentoring, along with information on how students can make and attend appointments, can be found online at <https://tutoring.asu.edu/online-tutoring>

### 19 Academic Integrity

Students in IND 317 are expected to be aware of ASU policy on Academic Integrity. In this course violation of the academic integrity policy will not be tolerated. The ASU [student academic integrity policy](#) lists violations in detail. These violations fall into five broad areas that include but are not limited to:

1. Cheating on an academic evaluation or assignment.
2. Plagiarizing.
3. Academic deceit, such as fabricating data or information.
4. Aiding academic integrity policy violations and inappropriately collaborating.
5. Falsifying academic records.

In this course all verbal (written or spoken), visual, and audio deliverables developed and/or presented using analog or digital means must be the original work of the student. Contributions from classmates and faculty are expected. Significant contributions by classmates, faculty, or others must be acknowledged. All quotes, concepts, images, and audio material that are not originally created by the student must be cited. Specific methods of citation will be covered in the course. It is the responsibility of the student to cite/acknowledge the words, significant contributions, images, recordings and original concepts belonging to others before deliverables are submitted or presented.

Consequences of plagiarism in IND 317: *“When concluding that an incident of academic dishonesty has occurred, the course instructor may apply sanctions ranging from discussion and/or verbal reprimand of the student to more concrete actions. These actions include but are not limited to lowering credit for the assignment, giving a failing grade for either the assignment or the entire course, recommendation to the chair/director of suspension and/or dismissal of the student and/or a recommendation to the Dean of Students to deal with the incident of academic dishonesty.”*

### 20 Threatening Behavior

The Design School promotes a campus environment that is safe and conducive to conducting university-related business. The Student Services Manual, [SSM 104-02](#), includes policy and procedures for reporting threatening behavior. All students must make themselves aware of this policy and abide by it.

### 21 Withdrawal

You are personally responsible for withdrawing from this course. Course registration changes are processed through My ASU: <http://my.asu.edu>.

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### 22 Important Dates Spring 2019 Session A:

Jan 07	First Day of Classes
Jan 08	Drop/Add Deadline
Jan 13	Tuition & Fees 100% Refund Deadline
Jan 25	Course Withdrawal Deadline
Feb 26	Complete Withdrawal Deadline
Feb 26	Classes end
Mar 01	Final Grades due

### 23 Changes to the Syllabus

The syllabus is an implied agreement between the instructor and the student. Consequently, it will not change in any significant way over the duration of the course. However, there are times when minor modifications need to be made. This being the case, the instructor will do everything in his power to keep changes to a minimum. If and when there are changes, students will be advised by email.