INTRO TO DESIGN & CREATIVE THINKING

COURSE INFORMATION
DESG-1105 Introduction to Design and Creative Thinking
Tulane School of Architecture | 3 credits
Tu/Th 2:00-3:15pm | Richardson Memorial Hall (RMH) Room 404
Fall 2018

CONTACT INFORMATION
Associate Professor Tiffany Lin, AIA
Office: Richardson Memorial Hall, Office #123
Office Hours: Thurs 10:00-noon and by appointment
Email: TLin@tulane.edu

Graduate Teaching Assistant: tbd
Studio Location: tbd
Email: tbd

PRE-REQUISITES
No pre-requisites or co-requisites are necessary.
Open to all non-majors, including Freshmen.
This course will satisfy the 3-credit ‘Aesthetics and Creative Arts’
requirement outlined in the Newcomb core curriculum.

TECH REQUIREMENTS
Course instruction will include the use of the Adobe Creative Suite
software (Photoshop, Illustrator, InDesign). All computers in the
Architecture building are equipped with this software and available
to DESG-1105 students 24/7. Access to software on personal
laptops may be desirable but not necessary.

WHAT IS DESIGN?
“Chairless” by architect Alejandro Aravena is an example of a minimal and sustainable design solution for a “seat”. It was inspired by a sitting strap commonly used by the Ayoreo Indians (left). The nomadic tribe living in the Gran Chaco region (border region between Paraguay and Bolivia) has employed such textile straps as a sitting aid for centuries. As a sign of gratitude to the original inventors, a portion of the proceeds from Chairless goes to the non-profit Foundation for Paraguayan Indian Communities, which directly supports the Ayoreo Indians.
INTRO TO DESIGN & CREATIVE THINKING SYLLABUS

“Seeing is not a unique God-given talent but a discipline. It can be learned.”
– George Nelson, How to See

COURSE DESCRIPTION

This course will offer a broad introduction to the fundamental principles of design, visual communication, and creative problem-solving. Through lectures, discussions, and in-class exercises, students will gain a greater understanding and appreciation of design by looking deeply and analytically at the constructed world around them. From the scale of the body to the scale of the city, course content will explore two-dimensional and three-dimensional design as a vehicle for considering the aesthetics and utility of man-made objects. Students will develop essential skills to engage the universality of design and contextualize design problems by referencing historical, cultural and global perspectives. Lessons will discuss the value of visual literacy as it relates to ethnography, anthropology and sustainability.

Weekly in-class exercises will give students the opportunity to engage in design processes that prioritize curiosity, flexible thinking, and the iteration—the antithesis of pedagogies that follow standardized testing to assess knowledge. Students will acquire skills of tactile making (drawing, cutting, gluing) as well as digital imaging (Photoshop, Illustrator, InDesign). Field trips, guest speakers, workshops and podcasts will enhance weekly lecture content.

COURSE OBJECTIVES

A ‘good’ design solution is often the beginning of inspiration rather than the end. The goal of this course is to broaden students’ frame of reference to the field of design in which more than one solution is possible – and necessary.

Successful students should be able to:

• Discuss a range of ideas, possibilities, and opportunities when moving through a design problem.
• Demonstrate basic skills of visual literacy by testing design solutions through analog and digital media.
• Embrace divergent thinking strategies, iterative design processes, and constructive criticism to develop a concept.
• Identify and analyze two-dimensional and three-dimensional design principles using precise vocabulary.
• Gain a broader understanding and appreciation for the diverse modes of design and articulate their importance in the contemporary world.

NON-MAJORS & MINORS

This introductory course is intended for students NOT majoring in Architecture (B.Arch or BSA). No prior art or design skills are necessary. All you need for this class is curiosity and the desire to be challenged!
ATTENDANCE
Class will meet every Tuesday and Thursday from 2:00 - 3:15pm in Room 404 of Richardson Memorial Hall -- the Tulane School of Architecture (TSA). Attendance is required and will be taken at the beginning of each class. You are expected to arrive on time and prepared to engage course content. Arriving more than 15 minutes late will count as an absence. Three unexcused absences will lower your course grade by 1/3 letter (ex. B to B-). Absences due to illness will be excused with a doctor’s note.

COURSE STRUCTURE
Each Tuesday class will typically introduce a new topic to be considered for the week. In addition to slide lectures, in-class exercises will be offered to give students the opportunity to gain confidence in quickly analyzing a problem and working creatively to come up with a set of possible solutions. Class projects will encourage interaction and collaboration in order for you to learn from each other as well as from the course material. Guest speakers, workshops and field trips will enrich regular classes.

READINGS + PODCASTS
All assigned readings will be available in PDF format for download from Canvas. The purchase of textbooks is not required. You will need a means of listening to podcasts outside of class as written responses to these broadcasts will be a regular part of our coursework.

MATERIALS
You will a notebook and drawing pencil for every class. An unlined, spiral bound, hardcover, 8x10” or larger notebook and non-mechanical 2B pencil are recommended. For special assignments throughout the semester, you will also need: an xacto knife, a metal ruler, glue sticks, and color pencils (pictured below). Classes requiring special materials will be announced in advance. The department of architecture can provide materials to any students who have hardships procuring these items.