

Art 458: Graphic Seminar
AKA The Design Hub
(Dr. Paula DiMarco, Ph.D.)

The Design Hub

"A central location where student designers work with community members to solve design problems through design thinking."

What is this course about?

This course offers a cooperative studio environment. Through working with on-campus clients and non-profit organizations, you will gain first-hand experience with professional practices.

The course is not only a classroom experience, but also a lab and collaborative space.

This course will cover:

- Comprehensive career planning
- How to run a graphic design business
- Live projects/community service projects
- Team building through a cooperative design environment.

Time consuming:

This course will be rigorous. It will challenge you to work closely with other designers in teams to simulate a professional design studio environment. Each team provides extensive research, project proposals, work orders and presentations. Design audits, proposals and solutions are conducted for almost every client. These particular projects will require active participation and time management.

As in any design studio environment, projects may come up unexpectedly with little or no notice, including tight deadlines and other challenges. There will be some studio time in class to work on projects with your teams. However, you will be required to communicate with your team members and the professor outside of class time using a system called **Basecamp.com**.

Types of Projects:

Studio time will be used for meeting clients of the Live Projects and lectures and discussions on professional practice topics

Projects for this course will be:

- Live Projects with team members
- Design Audits for some organizations
- Develop in-house and client based time lines
- Keep time sheets for studio accountability
- Individual community service project
- Professional package: Resume, business card, & Portfolio

Responsibility and Reliability:

These are key elements to success in this course and in graphic design.

It is your responsibility to follow along, take notes, be attentive.

Work on all projects to the fullest and the highest quality.

Productivity and Deadlines:

Internal deadlines mean that the design studio will need to see the completed work before the client. Therefore as a team member, you will need to produce your designs according to 2 deadlines. We want to show various options to the client that are strong and well executed. No everyone's work will be chosen to show to client. So make sure you do your part to make the project successful by producing the highest quality design.

I will not remind you when meetings are scheduled or when deadlines are coming up. It is up to you as the designer to keep track of what is due. If you are not sure about criteria or deadlines, you have to ask questions. There will be a calendar on **Basecamp.com** and each team leader will post those deadlines in the calendar of your group.

Clients and projects:

Some projects will be a continuation from the previous semester.

Some clients will ask for additional collateral for their organization.

Teams will be assigned for each project. Team leaders will be assigned to manage the project and the members working on the project.

Here are some of the clients/projects:

- San Fernando Rescue Mission
- Council on Child Abuse Prevention
- Ventura County Woman's Economic Roundtable

Possible:

- Sociology Department Mural project
- Raza Youth conference proceedings (Chicano Studies department)

Rollover projects:

- E-publication – Cultivating Health in the Valley
- El Nuevo Sol website
- San Fernando Recreation Park “Interactive Maps”
- College Brochure/Information package

There will be more coming in.

But also, you will be asked to do a project on your own. A community improvement project.

This will be where you do a design audit for a community based facility and then propose a design solution.

Questions?

Dr. D.

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