

## SPECIAL TOPICS Syllabus:

### International “Green” Design | “For a Better, More Sustainable World”

ART3375 (3-3) | TBA | Malone 211



: Facebook® Supported and



: iC3® Partnered

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#### Course Description:

*INTERNATIONAL “GREEN” DESIGN: A Special Topics course that will challenge the student to research and discover environmental and social problems internationally that compromise the sustainability of the world. In response to discoveries, students will create informative and compelling graphics, targeting specific groups, with messages addressing awareness and solutions. This course will be highly collaborative, research-driven and productive.*

*Students should leave this course with an increased knowledge of sustainability issues and higher levels of skill in intercultural communications, collaborative processes in design, and advanced production in visual communications (web and print).*

#### What this course is about:

This course will examine the numerous challenges that we face as a global community. There are innumerable issues that make a sustainable world difficult—especially in an era where countries are increasingly industrialized and productive. Progress in technologies sometimes exceeds our abilities to moderate waste and excesses to the demise of ecology and economy in the longer run.

This subject is a timely and relevant one. The student will be expected to use their design/art skills to create effective informational graphics to shed light on discovered issues and to compel the reader/viewer to take some positive action in making their world more sustainable. Another important aspect of this course is the international initiatives that are designed to give our visual solutions a larger and cross-cultural audience. To date, there are planned joint-initiatives with three other universities: Dong-A University (SK); Xi’an University of Science and Technology (PRC); and Southwestern Oklahoma State University (US). Regardless of the level of engagement that these targeted schools show, we will move rapidly forward in creating appropriate visuals to address the challenges.

Also, it is NO SECRET that this course is intended to generate award-winning, highly visible visual communication products that may be used for future exhibition, promotion and potential grants. Although this class will meet face-to-face, there will be large amounts of outside/online time devoted to the projects.

#### WHAT IS SUSTAINABLE or “GREEN” DESIGN?

- Sustainable design (also called environmental design, environmentally sustainable design, environmentally-conscious design, etc) is the philosophy of designing physical objects, the built environment and services to comply with the principles of economic, social, and ecological sustainability.
- The intention of sustainable design is to "eliminate negative environmental impact completely through skillful, sensitive design". Manifestations of sustainable designs require no non-renewable resources, impact on the environment minimally, and relate people with the natural environment.
- Applications of this philosophy range from the microcosm — small objects for everyday use, through to the macrocosm — buildings, cities, and the earth's physical surface. It is a philosophy that can be applied in the fields of architecture, landscape architecture, urban

design, urban planning, engineering, graphic design, industrial design, interior design, and fashion design.

- Sustainable design is mostly a general reaction to global environmental crises, the rapid growth of economic activity and human population, depletion of natural resources, damage to ecosystems and loss of biodiversity.

## Course Objectives:

*This special topics course is designed...*

1. to define sustainable "green" design and related terms
2. to increase appreciation and understanding of sustainability issues
3. to identify local, regional, national and international areas of concern
4. to identify groups and resources that are "green"
5. to discuss how graphic designers impact sustainability in positive and negative ways
6. to produce print, web and mobile products that advance sustainability issues
7. to create a local "green" campaign to garner attention from the population of Pike County
8. to understand and greater appreciate cultural differences
9. to better collaborate with others
10. to increase intercultural communication skills through direct international cooperation
11. to create sophisticated graphics that effectively communicate both locally and internationally

**PREREQUISITES:** Student must have completed a minimum of 15 hours in their art or design major and it is **STRONGLY** recommended that the student have completed ART3308 Principles of Digital Design or has special permission from the instructor/s and the department chairman.



**REQUIRED READINGS:** Student is required to attain and read a terrific resource book entitled [GREEN GRAPHIC DESIGN](#) by Brian Dougherty, Allsworth Press (2008). Written in coop with Celery Design Collaborative ([www.celerydesign.com](http://www.celerydesign.com)). This book is available in paperback and at used prices ranging from \$14 to \$16.

Additional supplemental readings may be required by instructor throughout the term or simply necessitated by the assigned reports or projects.

NOTE: Student **MUST** collect and retain all assigned readings, essays and notes in a three-ring binder. This binder of compiled information will become an increasingly valuable resource as the term progresses.

**ADDITIONAL RESOURCES** by AIGA's Center for Sustainable Design:

[Web sites](#)

[PDF Library](#)

[Reading List](#)

Books: *The American Heritage Dictionary*, *The Elements of Typographic Style*, *Stop Stealing Sheep & Find Out How Type Works*, *Design Language*, *Typographic Design: Form and Communication*

**GRADING/ATTENDANCE POLICY:** Class attendance is **EXPECTED** and is a strong determinant of your success in this course. Absences beyond two (2) will lower the final grade by one-half letter grade per absence. Absenteeism includes late arrivals and unexcused, early departures (2 of these = one absence). Any late competency project will result in an automatic grade reduction and any subsequently delinquent projects will receive compounded grade reductions. Grade reductions are completely at the discretion of the instructors. During the semester, there may be times when mandatory outside field trips or lectures are necessary and may be outside of regularly scheduled class times. Students will be given at least a two-week notice in such instances. Failure to attend any of these mandatory excursions will result in an absence.

## Grading Categories & Weighting of Course Grade

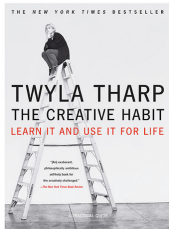
- **10%** Tests/Quizzes/Worksheets/Exercises or other weekly competencies...
- **15%** Project 1
- **15%** Project 2
- **15%** Project 3

- **15%** Project 4
- **30%** Final Portfolio complete with electronic documentation

Letter grade designations: **A = (100-90) Truly, extraordinary!**  
 Professional caliber, work that achieves excellence in most, if not all, specified criteria.  
**B = (89-80) Outstanding.**  
 Professional quality, above average in most specified criteria.  
**C = (79-70) Average.**  
 Acceptable, meets criteria but does not attain exceptional standards in some or all categories.  
**D = (69-60) Poor.**  
**F = (59 and below) Failure.**

**AMERICANS WITH DISABILITIES ACT:** Troy University supports Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, which insure that postsecondary students with disabilities have equal access to all academic programs, physical access to all buildings, facilities and events, and are not discriminated against on the basis of disability. Eligible students, with appropriate documentation, will be provided equal opportunity to demonstrate their academic skills and potential through the provision of academic adaptations and reasonable accommodations. Further information, including appropriate contact information, can be found at the link for Troy University's Office of Human Resources at <http://www.troy.edu/humanresources/ADAPolicy2003.htm>

**INCOMPLETE GRADES:** If for some reason a student is unable to complete the required coursework or attend classes due to come extenuating circumstances, the student may request an academic withdrawal from the University OR the student may petition for an "INC" grade. However, our departmental policy is that a student must have completed at least 80% of the coursework up to that point to make such a petition. Otherwise, an academic withdrawal through University Records is the recommended course of action.



**CCFA COMMON READING INITIATIVE:**

The College of Communication and Fine Arts is piloting a college common reading initiative for 2009-2010. All students enrolled in CCFA courses on the Troy campus will be encouraged to read the book, "TWYLA THARP, The Creative Habit, Learn It and Use It for Life" and attend related Fine Arts Events. However, some CCFA courses may require "The Creative Habit" and participation in events as part of the course requirements.