

Fall 2018

ID 410-001: Professional Practice and Ethics

Kiel Mead

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Recommended Citation

Mead, Kiel, "ID 410-001: Professional Practice and Ethics" (2018). *School of Art and Design Syllabi*. 8.
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Fall 2018 NJIT

Course #: ID 410

Course Name: Professional Practice and Ethics

Prerequisite: Senior level. Juniors are okay.....

Class Location: CKB 310

Course Description: This course covers the concepts of legal rights, copyrights, responsibilities and obligations of the designer, re: liabilities, contract review, patents, royalties, etc. The course also covers areas of responsibility in owner-offices, within corporate offices, working with design consultants and procedures for establishing a professional design practice. The course will also focus on the ethics of practice, research and marketing within a social, political and cultural context.

Instructor: Mr. Kiel Mead

Office Hours: by appointment only.

Email: mead@njit.edu

Course Dates: Sep 04, 2018 - Dec 21, 2018

Course Materials: Current periodicals, newspapers and internet articles and websites concerning or impacting design. (Examples include but are not limited to Wallpaper, Wired, Fast Company, Dwell, Architectural Digest, New York Times, Washington Post, Core 77, Cool Hunting, Sight Unseen, Design Milk, designboom.) Any materials pertaining to the students individual projects. Prototypes and models may use implied materials.

Course Objectives:

Understand how different design businesses are practiced.

Research topics of practice and ethics that designers face on a day to day basis.

Debate your view on what is morally and ethically right.

Consider others (clients) morals and ethical viewpoints and how they differ from your own.

Course Requirements: Descriptions of major assignments and examinations and due dates. The coursework will include a digital portfolio documenting and explaining two projects and weighted as follows:

1. Assignments/Reading as listed below = 20%
2. Projects: 20%
3. Class participation: 20%
4. Packaged cover letter, resume, and portfolio = 20%
5. Presentation of portfolio = 20%

<u>Day</u>	<u>Class Activities</u>	<u>Projects / Assignments / Readings</u>
Sept. 7	Introduction: Class Expectations Syllabus Discussion: Presentation of an Object Instagram Discussion: Ethics	In Class Assignment: Designer's Self Evaluation Worksheet Project 1: Presentation Of An Object Assignment: Find an article that discusses ethics Continue work on Presentation of an Object
Sept. 14	Review Project 1: Presentation Of An Object Discussion: Student found articles on ethics Video: TED Talk - Barry Schwartz, TED Talk - Intro Project 2: *Students are assigned object to knock off*	Assignment: Research Object to Knock off Reading: AIGA Code of Professional Ethics
Sept. 21	Group Project: Ethical Dilemma Scenarios Discussion: AIGA Code of Professional Ethics	Project 2: Knocked Off Reading: Spec Work
Sept. 28	Discussion: Spec Work Review Project 2: Knocked Off Objects Discussion: Infringement	Project 3: 1 Year Plan Reading: Entrepreneurship vs Employment Reading: The Ethics of Job Hunting, Etiquette and Ethics in your Job Search, Ethics and the Job Search, Emails
Oct. 5	Review Project 3: 1 Year Plan Discussion: Entrepreneurship vs Employment Discussion: Job Hunting Ethics, Mock Interviews Introduce Project 4: Pick Designers	Start Project 4: Profile / Communicate with a professional designer working in the field. Reading: Entrepreneur: 25 Common Characteristics of Successful Entrepreneur
Oct. 12	Discussion: Infographics Discussion: Qualitative vs Quantitative Discussion: Research Question Discussion: Graphics	Continue work on Project 4: Profile / Communicate with a professional designer working in the field Project 5: Infographics Project 6: What Companies Make and Sell
Oct. 19	Digital Presentations - Project 4: Profile / Communicate with a professional designer working in the field. Digital Presentations: Project 5: Infographics Introduce Project 7: Layout Product Project	Work on Project 7: Product Project Take home test: Licensing Contract Project 6: What Companies Make and Sell
Oct. 26	Review Project 7: Product Project Draft Physical Presentations: Project 6 Discussion: Licensing Contracts, NDA's Introduce Project 8: Copyright, Trademark, Patent	Work on Project 7: Product Project Project 8: Copyright, Trademark, Patent
Nov. 2	Review Project 7: Product Project Final Digital Presentations: Project 8 Copyright, Trademark, Patent Discussion: What should a Portfolio look like? Discussion: Good Photography Introduce Project 9: Resume and Cover Letter	Project 9: Draft your Resume and Cover Letter + Portfolio Photos
Nov. 9	Review Project 7: Product Project Final Digital Presentations: Project 8 Copyright, Trademark, Patent	Project 9: Draft your Resume and Cover Letter + Portfolio Photos

	Discussion: What should a Portfolio look like? Introduce Project 9: Resume and Cover Letter	
Nov. 16	Email Project 9 for edits: Resume and Cover Letter	Project 10: Create a draft of your Portfolio: Be prepared to discuss where your infographics will go and what they will be about.
Nov. 21 Not the 23th (WEDNESDAY)	Digital Presentations Project 10: Portfolio Draft Discussion: What every designer needs in order to network.	Project 10: Create Infographics for every project in your portfolio. Minimum of 4
Nov. 30	Digital Presentations Project 10: Review Infographics Discussion: Selling online, Terms and Conditions, Wholesale, Consignment	Project 9 & 10: Final of your Resume and Cover Letter and Portfolio is due
Dec. 7	Portfolio Presentations / 1 on 1	

This syllabus and the due date schedule may be revised by the instructor at any time during the semester. All revisions will be reasonable and based on class needs.

Grading/Assessment Criteria:

Your final course grades will be assigned according to the following scale:

A	4.0	Superior. Achievement that is outstanding relative to level necessary to meet course requirements.
B+	3.5	Excellent.
B	3.0	Very good. Achievement that is significantly above the level necessary to meet course requirements.
C+	2.5	Good.
C	2.0	Acceptable. Achievement that meets the course requirements in every aspect.
D	1.0	Minimum. Achievement that is worthy of credit even though it fails to meet fully the course requirements.
F	0.0	Inadequate. Achievement that fails to meet course requirements.

Incomplete coursework is a major inconvenience for students and instructors. I expect you to do everything in your power to avoid this situation. Legitimate excuses include verified illnesses and family emergencies. No incompletes will be given unless you have a prior written agreement with me.

Academic Integrity: Technical communication relies heavily on collaboration: writers work with other writers, editors, technical experts, and customers. It would be unrealistic of me to expect you to work in isolation. I encourage you to bounce ideas off each other, offer each other suggestions, and seek other opinions about your work. When you use the citable work of someone else, though, document your

source. If you have questions about plagiarism as you complete your work, ask me. I reserve the right to fail a student in the course for plagiarism, i.e., using other people's work without proper documentation and citation. See the [NJIT Honor Code](http://www.njit.edu/academics/integrity.php) for more information (<http://www.njit.edu/academics/integrity.php>).

Students with disabilities: Appropriate accommodations will be made for all students with documented disabilities. If you have a disability requiring accommodation in this class, please notify me as soon as possible. This information will be kept confidential.

Attendance Policy: Class attendance is essential. Late arrivals and early departures do not constitute complete attendance and will interfere with the students ability to complete classroom exercises. Students are expected to work throughout class on the current assignment. Attendance at all class reviews is mandatory. It is the student's responsibility to get any missed assignments from the instructor and to complete assignments on time.

Cell Phone Policy: Use of cellular phones or any other electronic communication devices for any purpose during a class is prohibited unless expressly permitted by the instructor.