Fall 2018

ID 410-001: Professional Practice and Ethics

Kiel Mead

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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%
<table>
<thead>
<tr>
<th>Day</th>
<th>Class Activities</th>
<th>Projects / Assignments / Readings</th>
</tr>
</thead>
</table>
| 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  
**Reading:** Spec Work                                                                 | **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 |
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov. 16</td>
<td>Email Project 9 for edits: Resume and Cover Letter</td>
</tr>
</tbody>
</table>
| Nov. 21 Not the 23th (WEDNESDAY) | Digital Presentations Project 10: Portfolio Draft  
Discussion: What every designer needs in order to network. |
| Nov. 30    | Digital Presentations Project 10: Review Infographics  
Discussion: Selling online, Terms and Conditions, Wholesale, Consignment |
| 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:

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

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 for more information

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.