ALL VARIETIES OF ARTISTS & DESIGNERS
(sculpture, painting, drawing, computer graphics, film production, music production, music composition, circuit bending, interactive art...)
NEEDED FOR Spring 2016 CLASS!

Aesthetics in Design
Special Topics
ATLS 4519-004 / MCEN 4228/5228
MWF 12-12:50 ITLL 1B50

3 credit studio course in industrial design with applications in fine arts. The goal is to change students' perception of design in the world around them via a creative aesthetic experience.

Learning Objectives:
Students will execute an iterative design-fabrication process
Students will document their design choices, gaining facility in communication and recognition of their own creative processes.
Students will demonstrate teamwork skills in the service of their own and other's creative vision.
Students will apply select fundamentals of a traditional industrial design curriculum.
The course will be offered as a TAM "Invention & Practice" course, and it also qualifies for the Certificate in Music Technology, and as a technical elective in Mechanical Engineering, open to juniors, seniors and graduate students. Fine Art juniors, seniors and graduate students are welcome to enroll, and then petition this course for studio credit. Students will interact on mixed teams. Prof. Jean Hertzb erg will be the lead instructor.

**Lectures**
- Aesthetics (historical and modern context)
- Team interactions
- Resources
- Documentation
- Design process and workflow: empathetic, loop, spiral, charrette
- Critical design criteria: simple functionality (will it do the job), structural integrity, manufacturability, cost, material selection, history, environmental impact, sustainability, aesthetics, ergonomics, ethics and safety.
- Maslow’s hierarchy of needs

**Structure**
- Individual warm up project: photograph a range of versions of a product, compare critical design elements. Oral presentation, short written report.
- Three team projects with requirements:
  Deliverables will be a physical artifact plus documentation (blogs, design reviews, plus final report).
  Artifact (sculpture) must be dynamic and/or complete a task (demonstrate form/function balance)
  Art for art's sake is OK!
  Artifact can be desk toy scale, lobby scale or Burning Man scale, provided work space can be found. Idea Forge fabrication resources will be available
  Teams of 3. Each student will own one design, contribute help on two other projects.
  Emphasis will be on aesthetics and critical design aspects, choice of engineering materials, finish product quality and documentation. For example, a rough finish would need to be justified by an articulated aesthetic.