

**CDES 102: Principles of Communication Design**

Basic information

This document provides a general description of the course including content, objectives, structure, required resources, and basic expectations for successful performance.

This course consists of a weekly three hour lecture for three credit units. There are no pre-requisites.

**BYRON WOLFE** Co-instructor for the course  
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**OFFICE HOURS** Tuesday 1 - 2 and 4 - 5 PM  
 Wednesday 3 - 4 PM  
 Thursday 1 - 2 PM

**ALAN RELAFORD** Co-instructor for the course  
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**OFFICE HOURS** by appointment only

**WEB SITE** [http://byronwolfe.typepad.com/cdes\\_commdesign/](http://byronwolfe.typepad.com/cdes_commdesign/)  
**MEETING TIMES** Mondays 7:00 - 9:50, Holt 170  
**FINAL EXAM** Monday, May 14, 8:00 - 9:50, Holt 170

Description and objectives

Upon completion of this course you should understand and be able to explain the design of objects, systems, and communications as considered, planned, and managed processes. Your understanding should be both conceptual and practical. You will also consider how these fields of design affect you, and how you can approach them as a practitioner. Finally, you should gain some insight into contemporary theories of innovation and collaboration. There will be a series of lectures, activities, assignments, readings, and tests, all designed to reinforce these objectives.

STRUCTURE & CONTENT

Lecture

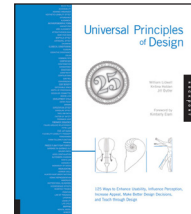
This is a large lecture course. Some class sessions will take our full scheduled class time, while others will be shorter to permit non-lecture learning activities to take place. Whenever possible, we will present case studies of working professionals and projects to reinforce ideas communicated in lecture.

REQUIRED RESOURCES

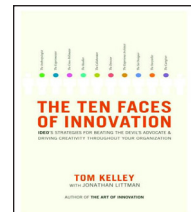
Texts

There are two required texts that are essential to the course.

The first is [\*Universal Principles of Design, Revised and Updated: 125 Ways to Enhance Usability, Influence Perception, Increase Appeal, Make Better Design Decisions, and Teach through Design\*](#) by Lidwell, Holden, and Butler. It is available in the Student Bookstore and online. It's an excellent text that you'll likely keep for years to come.



The second text is [\*The Ten Faces of Innovation\*](#) by Tom Kelley. It is also available in the the Student Bookstore, online, or in electronic format (for Kindle and iPad). It, too, is well worth owning.



Both texts are available as rentals through the AS bookstore. It's our opinion that UPOD text in particular is worth owning and lugging around with you for the rest of your life.

**OTHER  
RESOURCES**

**Electronic tools**

Some of the projects you undertake may require for you to record simple observations using basic imaging tools such as simple cell phone or a point-and-click digital camera. We broadcast most course materials using the course web site and reliable internet access is expected. The course web site is a way for us to provide summaries and reflections on our weekly class sessions. We do not, however, provide complete and thorough reviews through this forum. Summarizing course content and learning how to take notes are your responsibility.

**PERFORMANCE & EVALUATION**

**Attendance & Grading**

Regular and consistent attendance is essential to successful performance in this class. Your understanding and performance will be evaluated with three test and out-of-class applied projects. Study guides will be provided for tests and projects will be described in detail with accompanying grading rubrics. Deadlines will be explicitly described.

**We do not accept late work.**

There are a total of 200 points possible in the class, divided equally between in-class tests (100 points) and out of class projects (100 points). It is important to invest time and energy into every single evaluated component of the class. The sequence and relative points for each of the various graded elements are as follows:

ORIENTATION ASSIGNMENT	10 points
PROJECT ONE	30 points
PROJECT TWO	30 points
PROJECT THREE	30 points
TEST ONE	30 points
TEST TWO	35 points
TEST THREE	35 points

TOTAL = 200 points

This course uses the standard University grading scales found on page four of [this document](#).

**Grades**

You may access your grades online during the semester through your Portal account and Blackboard Learn. When grades have been updated we will post an announcement on the course blog. After graded projects and test have been returned you should always check to confirm that there weren't any mistakes or clerical errors. **If you have a question or concern about a specific grade, you have one week from the time the grade posting is announced to bring it to our attention.**

Please reserve any personal questions or discussions about grades and performance for office hours or e-mail so that we may carefully and confidentially address your individual concerns.

**Extra  
Credit**

We do not have any extra credit opportunities built into the course. On occasion, however, we *might* extend extra credit if we see an opportunity to offer incentives to raise participation and engagement in the material. In short, don't count on extra credit, but if we do offer it, you should jump at the opportunity.

**ADDS  
& DROPS**

There will be no adds or drops after the second week of class without a documented serious and compelling reason. Drops are NOT automatic. Please refer to page three of [this document](#) for more information.