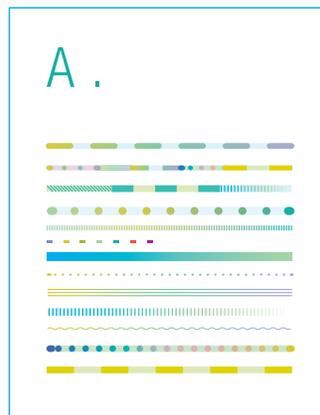


RESEARCH PAPER

A + B.



DIRECTIONS:

Students are required to write two papers on the four textbooks below. Students are required to write a paper for A and B. Each paper is worth 50 points, totaling 100 points together.

**PAPER A.****Topic:**

*The Business of being a Designer;
Significant Thoughts & Perspectives.*

Description:

Write a 500-1500 word minimum paper researching the two textbooks below and answering the following questions per book. Connect the dots by considering how these topics overlap and connect with your design practice and why this line of inquiry is important.

Texts & Questions:01. Read the Text & Respond to Questions:

Creative Strategy and the Business of Design,

by Douglas Davis.

___I. What does the author mean by Creative Strategy and why is it important? [Connect to your list below and expand.]

___II. **In a separate document, pick 10 significant ideas in this book and list each them. Pick the list based on it's importance and how it can help you when you are working as a designer.

02. Read the Text & Respond to Questions:

Burn Your Portfolio: Stuff They Don't Teach You in Design School.

___I. It is impossible to learn everything in school. In most fields education prepares you for entry level positions. How do you plan to continue learning while you start working in the field? [Connect to your list below and expand.]

___II. **In a separate document, pick 10 significant ideas in this book and list each item. Pick the list based on it's importance and how it can help you when you are working as a designer.

PAPER B.**Topic:**

*An Archaeology of Design;
why Action, Emotion, and Sensation are significant.*

Description:

Write a 500-1500 word minimum paper researching the two textbooks below and answering the following questions per book. Connect the dots by considering how these topics overlap and connect with your design practice and why this line of inquiry is important.

Texts & Questions:01. Read the Text & Respond to Questions:

Are We Human? Notes on an Archaeology of Design.

___I. How is design a Mirror? [pg 9]

___II. What does the author mean by "The Plastic Human"? [pg 23]

___III. What does the author mean by "Are we human"? [pg 51]

___IV. Why is Ornament a significant topic? How does Ornament mark and expand the human? [pg 63]

___V. The author states "Technology itself had become biological, a form of 'mechanical life' that was already deploying humans to nourish it." How humans developed prosthetic extensions of their bodies as an evolving living species and how is this significant? [pg 75]

___VI. On page 162 there is a quote from the authors that states the significance of design as inquiry, or one "...that produces thought-provoking hesitations...". What does this mean? Explain the meaning and significance.

02. Read the Text & Respond to Questions:

Design is Storytelling, by Ellen Lupton.

___I. Lupton says "Designers today produce more than logos and cereal boxes; they create situations that stimulate the mind and body over time." Explain how designers can emphasize Action, Narrative, and Journey.

___II. How does Color and Emotion play a significant role in design and storytelling?

___III. How does an Experience stir emotions and generate memories as the author discusses?

___IV. What is Sensation and how can it be used in design to develop human perception as a dynamic process?

___V. Why is Multisensory Design important as the author discusses?

- --A. DESCRIPTION. See previous page.
- --B. GRADING OBJECTIVES & CRITERIA. I will be evaluating the following criteria in your papers:

 - 1.] The ability to communicate the ideas discussed in the texts, evaluate ideas, and answer the questions provided.
 - 2.] The ability to form and analyze the significance of these ideas and their connection to the art and design process.
 - 3.] The ability to consider contemporary topics and connect the dots to the student's body of work.
 - 4.] The quality of the language, thought-process, and grammar.
- --C. LENGTH/STYLE. 500-1500 words minimum / MLA Style
- --D. HEADING. _Student Name,
_Class,
_Professor Name,
_Project Title,
_Title of Paper,
_Date.
- --E. FORMAT. Word File
- --F. SUBMISSION PROCESS. Turn in word file on 1. Microsoft Teams Assignment Tab, and 2. Google Drive
- --G. DATE DUE. See Calendar, [Sunday, by 11:59 pm.]
- --H. REFERENCES. See Text Books.

| READING:

- 📖 | : 1.] *Creative Strategy and the Business of Design*, by Douglas Davis, ISBN-10: 9781440341557
- 2.] *Burn Your Portfolio: Stuff They Don't Teach You in Design School, But Should*, ISBN-10 : 0321918681
- 3.] *Are We Human? Notes on an Archaeology of Design*, ISBN-10 : 303778511X
- 4.] *Design is Storytelling*, by Ellen Lupton, ISBN-10: 194230319X