

DDP 113: DESIGN FOR SOCIAL CHANGE

New Course Proposal

Date Submitted: Thu, 30 Jun 2022 20:21:15 GMT

Originator

mabril

Justification / Rationale

Added completed COD GE C2 and C3 worksheet; rb

Effective Term

Fall 2022

Credit Status

Credit - Degree Applicable

Subject

DDP - Digital Design & Production

Course Number

113

Full Course Title

Design for Social Change

Short Title

DESIGN FOR SOCIAL CHANGE

Discipline

Disciplines List

Graphic Arts (Desktop publishing)

Modality

Face-to-Face

100% Online

Hybrid

Catalog Description

This course examines the history, theory and mechanisms through which content creators, designers, artists, photographers and other socially-conscious activists put their professional skills in service to an idea of social justice. In this course, instead of selling shoes, students will explore design as a catalyst for social change with a focus on marrying design to activism, and examine established methodologies for developing and fostering a successful call to action. Through lectures, in-class activities, and critiques, students learn the role design and designers play in social activism, as well as strategies for research, ideation, prototyping, and testing design solutions. This course is open to all levels, though a very basic familiarity with Adobe CC (or equivalent software) is useful.

Schedule Description

This course examines the history, theory and mechanisms through which content creators, designers, artists, photographers and other socially-conscious activists put their professional skills in service to an idea of social justice. In this course, instead of selling shoes, students will explore design as a catalyst for social change with a focus on marrying design to activism, and examine established methodologies for developing and fostering a successful call to action. Through lectures, in-class activities, and critiques, students learn the role design and designers play in social activism, as well as strategies for research, ideation, prototyping, and testing design solutions. This course is open to all levels, though a very basic familiarity with Adobe CC (or equivalent software) is useful.

Lecture Units

2

Lecture Semester Hours

36

Lab Units

1

Lab Semester Hours

54

In-class Hours

90

Out-of-class Hours

72

Total Course Units

3

Total Semester Hours

162

Required Text and Other Instructional Materials**Resource Type**

Book

Open Educational Resource

Yes

Author

Ellen Lupton

Title

Designing for Social Change

Edition

1st

Publisher

Princeton Architectural Press

Year

2012

College Level

Yes

ISBN #

978-1616890476

Resource Type

Book

Open Educational Resource

Yes

Author

Elizabeth E. Guffey

Title

Posters: A Global History

Edition

1st

Publisher

Reaktion Books Ltd.

Year

2015

ISBN #

978-1780233710

Resource Type

Book

Author

Jo Rippon

Title

Rise Up! The Art of Protest

Edition

1

Publisher

Charlesbridge

Year

2020

College Level

Yes

ISBN #

978-1-62354-150-7

Resource Type

Book

Open Educational Resource

No

Author

Bonnie Siegler

Title

Signs of Resistance: A visual History of Protest in America

Edition

1st

City

New York

Publisher

Artisan

Year

2018

College Level

Yes

ISBN #

978-1-57965-874-8

Resource Type

Book

Open Educational Resource

No

Author

Christopher Simmons

Title

Just Design

Edition

1st

City

Georgetown

Publisher

HOW Books

Year

2011

College Level

Yes

ISBN #

978-1-60061971-7

Resource Type

Book

Open Educational Resource

No

Author

Liz McQuiston

Title

Protest!: A History of Social and Political Graphics

Edition

1st

City

Princeton

Publisher

Princeton University Press

Year

2019

ISBN #

ASIN : B07Z1MQ3JB

Resource Type

Book

Author

David B. Berman and Erik Spiekermann

Title

Do Good, How Design Can Change Our World

Edition

1st

Publisher

New Riders

Year

2017

College Level

Yes

ISBN #

ASIN : B077CCH8FJ

For Text greater than five years old, list rationale:

• "Designing for Social Change"

This is a compelling collection of case studies where individuals and/or groups used design as a means of community change. His examples are varied and unique and his narrative is clear and concise. He weaves each example with crisp prose, lots of pictures, and a provocative layout. Even the paper on which the book is printed is easy to thumb through! Most importantly, by using such a range of actual examples of how community change and design should work together, he inspires others to put these principles into practice. This is a must read for anyone who wants to change the ways their community approaches societal challenges and who wants to do so in fresh ways. Students will be drawn into each example with hope and lots of ideas.

• "Posters: A Global History"

The selection of posters is excellent, and it includes a global representation (India, China, Iran, Palestine, European and American). It uses critical analysis of art and design principles.

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Class Size Maximum

20

Course Content

- Lectures and Discussions about historical social & political protest
 - Early developments
 - Constructing a New Society
 - Fascism
 - Redirection and Change
 - The AIDS Crisis and Other Global Tensions
 - Revolution and the Demand for Rights
 - Social Justice
- Recognize the power of design to facilitate societal change
 - Empathy (what do we understand?) to develop understanding and psychological identification.
 - Immersion (what do we see?) to be engaged, involved or absorbed.
 - Awareness (what do we observe?) to be cognizant, informed, knowledgeable
 - Engagement (how do we partner?) to occupy the efforts of individual, group or organization
 - Strategy (how do we plan?) to make a plan to achieve a goal
- Learn about other social conscious designers
- What is the "First Things First" manifesto?
- Social art & design movements
 - Arts & Crafts Movement
 - Dadism

- Russian Constructivism
- Situationism
- Fluxus movement
- Defining Professional Ethics
- What is the triple bottom line?
- Milton Glaser's 12 Steps on the Graphic Designer's Road to Hell
- Paying it Forward
- Critique how the design elements are used to call people into action
- Research how successful the design and message were
- Use ideation and the design process

Lab Content

- Design (how do we make?) to create, make, execute, or construct according to plan
- Integration (how do we bridge?) to bring together or incorporate [parts] into a whole
- Use design and computer skills to use current social issues using iconic historical posters putting a contemporary design to message.
- Use design and computer skills to recreate iconic historical posters putting a contemporary design to message.
- Use an online blog to journal weekly about what you are learning. Share images that relate to the week's topic.
- Use the design process to develop a campaign about an social issue of your choice.

Course Objectives

	Objectives
Objective 1	Apply research, and outreach understanding of partners/stakeholders and root causes of the challenges facing community and society in general to the creation of content; posters, billboards, flyers, etc...
Objective 2	Identify and demonstrate professional level of techniques and strategies required to successfully research, develop, produce, creative content, and determine that social platform or print application the design will placed.
Objective 3	Produce design work that conveys the fundamentals of this course by adding to existing portfolio.
Objective 4	Develop and apply critical thinking skills to the design process in creating design work that has the power.

Student Learning Outcomes

	Upon satisfactory completion of this course, students will be able to:
Outcome 1	Recognize graphic design's power to support social change. Apply theory to evaluate critical events in the histories, cultures, and intellectual traditions of culturally diverse communities.
Outcome 2	Define and practice professional ethics.
Outcome 3	Do good with your design skills. Synthesize how resistance, social justice, and liberation as experienced by cultural communities are relevant to current issues—communal, national, and international.

Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Discussion	Discussions may take on a variety of different topics and current events related to design principles, elements of art, art and design movements and serve as practice for larger assignments where students must develop creative content from what they have read, understood, and can articulate key concepts to invoke a call to action.
Lecture	Lecture will be used to ground and orient student discussion and activities.
Participation	Engaged participation with concepts and moments in history and how they relate to moments in our current time.
Collaborative/Team	Students will work in groups to develop problem solving skills and group solutions to develop creative content for social change.

Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Critiques	Provide self and peer evaluations on creative content projects using constructive criticism that is intended to elevate.	In Class Only
Product/project development evaluation	Professional level of completion of call to action campaign using digital media and graphic design skills demonstrating critical thinking.	In Class Only
Group activity participation/observation	Participation in group projects and discussions related to course topics.	In Class Only
Portfolios	Produce design work that conveys the fundamentals of this course by adding to existing portfolio.	In Class Only
Self/peer assessment and portfolio evaluation	Written and verbal feedback of individual and collaborative projects.	In Class Only
Other	Additional hours may be required to complete assignments and projects.	Out of Class Only

Assignments

Other In-class Assignments

- Read, discuss and select social justice campaign projects from student-written briefs
- Develop ideation design process; research, thumbnails, roughs, revised roughs, comps, and final design
- Create original artwork for design projects
- Present final professional quality call to action posters

Other Out-of-class Assignments

- Use design and computer skills to use current social issues using iconic historical posters putting a contemporary design to message.
- Use design and computer skills to recreate iconic historical posters putting a contemporary design to message.
- Use an online blog to journal weekly about what you are learning. Share images that relate to the week's topic.
- Use the design process to develop creative content for a social media campaign about a social issue of your choice.
- Use design and computer skills to address current social issues using iconic historical posters putting a contemporary design to message.

Grade Methods

Letter Grade Only

Distance Education Checklist

Include the percentage of online and on-campus instruction you anticipate.

Online %

50

On-campus %

50

Instructional Materials and Resources

Effective Student/Faculty Contact

Which of the following methods of regular, timely, and effective student/faculty contact will be used in this course?

Within Course Management System:

- Discussion forums with substantive instructor participation
- Online quizzes and examinations
- Regular virtual office hours
- Timely feedback and return of student work as specified in the syllabus

Video or audio feedback
Weekly announcements

External to Course Management System:

Direct e-mail
E-portfolios/blogs/wikis
Posted audio/video (including YouTube, 3cm mediasolutions, etc.)

Briefly discuss how the selected strategies above will be used to maintain Regular Effective Contact in the course.

Chat, announcement, virtual office hours, messaging, video/audio feedback and e-mail will be used for direct, timely dialogue with students individually and in the groups in which they collaborate. Timely feedback and return of student work, discussion forums in which students peer review of fellow classmates' work used to carry out the core objectives of the course.

Other Information**COD GE**

C2 - Social and Behavioral Science
C3 - Arts, Humanities, and Culture

MIS Course Data**CIP Code**

50.0409 - Graphic Design.

TOP Code

061400 - Digital Media

SAM Code

C - Clearly Occupational

Basic Skills Status

Not Basic Skills

Prior College Level

Not applicable

Cooperative Work Experience

Not a Coop Course

Course Classification Status

Credit Course

Approved Special Class

Not special class

Noncredit Category

Not Applicable, Credit Course

Funding Agency Category

Not Applicable

Program Status

Program Applicable

Transfer Status

Transferable to CSU only

General Education Status

Y = Not applicable

Support Course Status

N = Course is not a support course

Allow Audit

No

Repeatability

No

Materials Fee

No

Additional Fees?

No

Files Uploaded**Attach relevant documents (example: Advisory Committee or Department Minutes)**

DDP 113 COD_GE C2 and C3.pdf

Approvals**Curriculum Committee Approval Date**

11/18/2021

Academic Senate Approval Date

12/09/2021

Board of Trustees Approval Date

01/22/2022

Chancellor's Office Approval Date

02/26/2022

Course Control Number

CCC000630087

Programs referencing this courseGraphic Design Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined/?key=240>)Digital Design Studies AA Degree (<http://catalog.collegeofthedesert.eduundefined/?key=377>)