



**FA24-AD463005**  
**Collaborative Design Studio**

**Mondays & Thursdays 1-5:20pm**  
**The Idea Factory**  
**Credits: 5**  
**Contact Hours: 9 (1;0;8)**

Instructor:  
Raafi Rivero  
2024-2025 Fellow  
The Newark Design Collaborative  
School of Art + Design  
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Office Hours:  
Wednesdays 12:00-1pm  
by appointment

Prerequisites:  
(DD 364 or ID 364 or INT 364 or  
ARCH 364) and PHYS 102.

Restrictions:  
This studio is for Digital Design,  
Industrial Design, and Interior  
Design majors only; other majors  
require department approval  
to register. Interdisciplinary  
and multi-disciplinary design  
studio where students work both  
individually and collaboratively  
on team project(s) that require  
the integration of different design  
disciplines.

The Newark Design Collaborative presents

# Guerrilla Storytelling

What is a home? Who gets to have one? What are some of the comforts of home that are missing outside of the home?

In this course students will use public space as a locus for creative dialogue about the meaning of the word home using the tools of digital, interior, and industrial design. Students will learn how the power of these tools gets a boost when married to the one art form that transcends them all: story.

Storytelling is as old as humanity itself. It is our most efficient means of encoding information for others to understand and our best tool for changing people's minds. Our studio will study the use of storytelling in public space through site visits and neighborhood walks. Marketing pervades public spaces. What stories are the marketers telling us? What might we say in response?

Cities are a necessary means for humans to cobble together resources for more efficient economic production. Cities can be cold, hard, and unforgiving places. Cultures and people clash. And yet, amid all the chaos of urban life, what is the most natural thing to do? Sit down for coffee with a friend and tell a few stories.

This studio aims to use the city itself as a canvas and for students to fill with new stories about Newark itself and the world we want to create for each other. What does home look like? What does it feel like? How can we share that feeling with more people? We're going to use this course to make people, all people, feel right at home.

Students will work in groups to create objects and messages that can be introduced into the urban context – think: posters, video installations, bike racks – that offer the citizens of Newark much-needed services and in so doing tell the story of a new, welcoming hometown.

*Image sources: [1] [NYC Loves NYC](#) , [2] [Reddit](#)*



[source](#)

#### COURSE OBJECTIVES:

This course aims to walk students through the research–pitch–design cycle that undergirds much of professional work. Further, students are asked to consider how stories can be told in non-traditional ways, through installations, objects, and content that can exist in the public sphere.

Students will be expected to execute and present research on various ways of looking at the concept of home, then create designs based on this research. Through pitching and design students will tell the story of what a home means and create original work that helps sow that feeling in others.

Presentations, discussions, readings, field trips, and reviews will give students ample opportunities to focus on the following objectives:

- to develop an awareness of team work structures and dynamics;
- to gain an appreciation of the nature and value of collaborative practices;
- to engage in collaboration, consensus building, and team work;
- to contemplate the limitations of given design media and develop applications that outflank them in order to reach the intended audience;
- to contemplate new design strategies that exploit the expertise of a multidisciplinary design team;
- to develop design propositions that are reasonable and convincing arguments based on research and evidence;
- to develop innovative and elegant design works;
- to develop an independent sense of experimentation and scrutiny, yet participate in critical discourse;
- and to develop effective presentation and communication skills that engage both the mind and the emotions.

## COURSE STRUCTURE AND MODULES:

Students are expected to attend all classes, work on their projects in studio, and participate in discussions. Student presentations are a fundamental part of the course and nearly every major assignment is preceded by a pitch presentation. Project assignments are listed in Canvas. Each project assignment is due for review at the beginning of class. You will also be expected to submit your work in digital form at the beginning of each review unless otherwise specified.



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### Ethnographic Research Module

1 Campus Crawl  
Due: Sep 5 at 4pm  
5 Points

2a Community Interview  
Due: Sep 12 at 1pm  
5 Points

2b Community Interviews  
Due: Sep 26 at 1pm  
10 Points

### Quantitative Research Module

3a Diamonds in the Data  
Due: Oct 10 at 1pm  
7.5 Points

Interim Review Oct 17  
5 Points

3b Building Bridges  
Due: Oct 24 at 1pm  
15 Points

### Original Stories Module

Pitch for Final  
Due: Nov 7 at 1pm  
7.5 Points

Interim Review Nov 25-26  
5 Points

Final Project  
Due: Dec 9 at 12pm  
25 Points

## SEMESTER SCHEDULE

(note: may be subject to change)

Week	Day	Date	
1	Thu	5-Sep-24	<b>Introduction and Assignment 1</b>
2	Mo		Project Development
	Thu	12-Sep-24	<b>Assignment 2a due</b>
3	Mo		Project Development
	Thu		Project Development
4	Mo		Project Development
	Thu	26-Sep-24	<b>Assignment 2b due</b>
5	Mo		Project Development
	Thu	3-Oct-24	Project Development
6	Mo		Project Development
	Thu	10-Oct-24	<b>Assignment 3a due</b>
7	Mo		Project Development
	Thu	17-Oct-24	<b>Assignment 3b Interim Review</b>
8	Mo		Project Development
	Thu	24-Oct-24	<b>Assignment 3b due</b>
9	Mo	28-Oct-24	<b>Midterm Warning / Project Development</b>
	Thu		Project Development
10	Mo		Project Development
	Thu		Project Development
11	Mo	11-Nov-24	<b>Last Day to Withdraw / Project Development</b>
	Thu		<b>Pitch for Final due</b>
12	Mo		Project Development
	Thu		Project Development
13	Mo	25-Nov-24	<b>Final Assignment Interim Review, part 1</b>
	Tue	26-Nov-24	<b>Thursday classes held on Tuesday / Interim Review cont'd</b>
14	Mo		Project Development
	Thu		Project Development
15	Mo	9-Dec-24	<b>Final Review</b>
	Thu		Reading Day

EVALUATION:

Grades for each project are initially assessed on the day after that the project is submitted for review. Final grades will be determined at the end of the semester, with the complete submission of your team’s work from the entire semester; it will also include an assessment of your individual participation in the course and group sessions. Grades are determined according to the instructor’s judgment of how well members of each team achieve the objectives of the course, and the specific objectives and requirements of each project assignment. All group reviews of student work are a mandatory part of the course and should be seen as invaluable opportunities for learning. Although these sessions may inform the grading by the instructor, grades are not determined by the reviews. The value of each project assignment, as a percentage of your total evaluation for this course, is as follows:

<b>Assignment 1</b>	<b>5%</b>
<b>2a</b>	<b>5%</b>
<b>2b</b>	<b>10%</b>
<b>3a</b>	<b>7.5%</b>
<b>3 Interim Review</b>	<b>5%</b>
<b>3b</b>	<b>15%</b>
<b>4a</b>	<b>7.5%</b>
<b>4 Interim Review</b>	<b>5%</b>
<b>4b</b>	<b>25%</b>
<b>Class Participation</b>	<b>10%</b>
<b>Project Documentation</b>	<b>5%</b>

GRADE SYSTEM:

A	(4.0)	Superior
B+	(3.5)	Excellent
B	(3.0)	Very Good
C+	(2.5)	Good
C	(2.0)	Acceptable
D	(1.0)	Minimum
F	(0.0)	Inadequate





[source](#)

#### BACKUP YOUR WORK:

Students are required to maintain and complete backups of all their computer-based work. It is the responsibility of each student or team to restore or recreate any work that is lost for any reason (including the failure of University-provided software and/or hardware). All backup files should be stored on two independent external locations (not on local or CoAD networked locations, as they are subject to reformatting without notice). For suggestions on backup processes, please contact the [NJIT HelpDesk](#).

#### ATTENDANCE:

Attendance will be taken during each class and is an explicitly required component of all on- campus/location-based classes for all students in the College of Architecture and Design. After three absences students may be docked one-half grade for each subsequent unexcused absence. In other words, if the final grade would have been an "A", it results in a "B+". Similarly, a "B+" is reduced to a "B", and so on. There is a one-half grade penalty for each absence after the third. In the case of illness or other special circumstance, notification should be given to the instructor as soon as possible and before the date in question.

The instructor must be notified at the beginning of the semester if a student will miss a session (or more) due to religious observance. Student-athletes are required to attend all classes. A student-athlete may only miss class when representing NJIT in intercollegiate competition. No student-athlete may miss any regularly scheduled classes for any practice activities.

#### TARDINESS:

Students are expected to arrive to class on time. The time limit that constitutes an absence versus tardiness is 15 minutes.

### DIGITAL DOCUMENTATION:

Digital documentation of the entire work of the semester will be required of **EACH** student. This documentation will provide the Department with a review of your study, and information contained in the digital files might be used in future electronic or printed media publications, either in whole or in part. This record will also enable interested students, faculty, and others to have access to your work in the future. Please be advised that it is highly recommended that you make a copy of the digital package for your own records.

### LATE WORK:

Project assignments and digital documentation of your work are due at the beginning of class on the specified dates. Students should make every effort to avoid incomplete work and late submissions. Late submissions are not acceptable, except in the case of documented illness or special circumstances.

### LAST DAY TO WITHDRAW:

November 11th, 2024 is the last day to withdraw from this course.

### STUDENTS WITH DISABILITIES:

Students seeking accommodations due to disabilities are required to notify the instructor at the beginning of the semester.

### ACADEMIC INTEGRITY:

Academic Integrity is the cornerstone of higher education and is central to the ideals of this course and the university. Cheating is strictly prohibited and devalues the degree that you are working on. As a member of the NJIT community, it is your responsibility to protect your educational investment by knowing and following the academic [code of integrity policy](#).

Please note that it is my professional obligation and responsibility to report any academic misconduct to the Dean of Students Office. Any student found in violation of the code by cheating, plagiarizing, or using any online software inappropriately will result in disciplinary action. This may include a failing grade of F, and/or suspension or dismissal from the university. If you have any questions about the code of Academic Integrity, please contact the Dean of Students Office at dos@njit.edu

### ARTIFICIAL INTELLIGENCE

AI tools have proliferated in a short time and have become alternate paths to generating ideas or imagery. Students interested in using AI within their assignments may do so only with the explicit permission of the instructor.

### CELL PHONE POLICY

The use of cell phones during class time is permitted for emergencies only.



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