

ID 410. Professional Practice and Ethics.

Course description -

This course covers the concepts of legal rights, copyrights, responsibilities and obligations of the designer, re: liabilities, contract review, patents, royalties, etc. The course also covers areas of responsibility in owner-offices, within corporate offices, working with design consultants, freelance designers, and procedures for establishing a professional design practice. The course will also focus on the ethics of practice, research and marketing within a social, political and cultural context.

Instructor - Martin Short

Fall 2024

Tuesdays 10am-11.20am. Thursdays 10am-11.20am, September 3 to December 10th.

Location: rm TIER 114

Credits: 3

Overview -

After completion of an Industrial design degree at NJIT graduates will most likely enter the workplace with the goal of leveraging this credential and their skills as a designer to maintain a successful and rewarding career.

There are many potential paths and options that a designer may take. In this class we will explore and discuss these choices and opportunities, how a designer best presents themselves and their work, and the wide range of issues and subjects that may be confronted throughout a design career.

Throughout the semester students will be tasked with analyzing and improving how they present themselves and their work, considering career options and avenues, understanding the ramification of legal and financial factors, understanding different design business models, working to define their personal design ethics, understanding those of others, and rationalizing these principals in a commercially driven workspace.

ID 410. Professional Practice and Ethics.

Course objectives

Understand how different design businesses are practiced.
Gain an understanding of the legal aspects of employment - contracts, NDAs, IP, licensing, proposals etc.
Research topics of practice and ethics that designers face.
Debate your view on what is morally and ethically right.
Consider others (clients) morals and ethical viewpoints and how they differ from your own.
Creation of a set of self promotion materials, including resume, cover letters, portfolio.

Course reading and resources

Current periodicals, newspapers and Internet articles and websites concerning or impacting design.
Examples include but are not limited to -

Wallpaper, Wired, Fast Company, Dwell, Architectural Digest, New York Times, Washington Post, Core 77, Cool Hunting, Sight Unseen, DesignMilk, Designboom, Entrepreneur magazine, International design, Azure, Metropolis, design week, creative review, Grafik, Domus, Yanko design, DPA, Design engineering, Design engineering, Stylepark, UX magazine, Dezeen, Auto and design magazine, IDSA, design wanted, New design magazine, Offscreen, Ninety-Nine U, Works That Work, B Magazine, Monocle, Holo.

Materials pertaining to the students individual projects. Design summaries and objectives, Sketches, design drawings and digital images, prototypes and models.
Students may be permitted to use implied materials to illustrate project in progress.

ID 410. Professional Practice and Ethics.

Course structure and schedule

All students are expected to attend all classes, and participate in group-discussions.

Student presentations are a mandatory and critical part of the course and should be seen as an invaluable opportunity for learning.

Projects and assignments will be issued throughout the semester. Each assignment is due at the beginning of the class on the due date for review. Students should always be prepared to present their work to the class. Each entire assignment should be submitted in digital form, at the beginning of each review.

Guest presenters and professional visits may be added to the calendar, these will occur in class time.

The following schedule is subject to change throughout the course, and it is the student's responsibility to attend class and keep track of changes..

Week date

1	3 and 5 Sept 2024	• Intro & class expectations. Self-evaluation.
2	10 and 12 Sept 2024	• Self-evaluation review. Cover letters, resumes, and portfolios.
3	17 and 19 Sept 2024	• Presenting work. Photography, concepts and product statements.
4	24 and 26 Sept 2024	• Design as a living, options and choices.
5	1 and 3 Oct 2024	• Portfolio reviews. Info-graphics, communication, and graphic layouts.
6	8 and 10 Oct 2024	• Ethics intro & discussion 1.
7	15 and 17 Oct 2024	• Portfolio reviews. Intros, Networking, and lead searching.
8	22 and 24 Oct 2024	• Ethics discussion 2. Project plans, RFPs and proposals.
9	29 and 31 Oct 2024	• Professional intro review. NDAs, non-competes and contract terms.
10	5 and 7 Nov 2024	• Licensing, copyright, patents, trademarks
11	12 and 14 Nov 20234	• Portfolio reviews. Pitch and RFIs.
12	19 and 21 Nov 2022	• Ethics discussion 3.
13	26 Nov 2022*	• Application package reviews.
14	3 and 5 Dec 2022	• Career paths and life. Adjacent industries.
14	10 Dec 2022	• Launching a product, building a brand.
14/15	12, 17, and 19 Dec	Reading and exam weeks**

* NJIT closed for thanksgiving Nov 28

** No exams will be set for this course

ID 410. Professional Practice and Ethics.

Evaluation

Grades for each project are initially assessed within four days of the project being submitted for review. Final grades will be determined at the end of the semester, with the complete submission of the work for the entire semester; it will include an assessment of your individual participation (including factors such as, but not limited to, promptness, preparedness and continued attendance of class and lectures, presentation of work reviews, engagement and involvement with the class teachings), and standard of digital documentation.

Grades are determined according to the instructor's judgment of how well students achieve the objectives of the course, and 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 of 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:

Assignments and assessment

Assignments, projects, reading = 45%

Class participation: 20%

Packaged cover letter, resume, and portfolio = 20%

Presentation of portfolio = 15%

Course Grade System

- A (4.0) Superior,
Outstanding achievement relative to the level necessary to meet the course requirements.
- B+ (3.5) Excellent.
- B (3.5) Very good, significantly above the necessary level for the course requirements
- C+ (3.5) Good.
- C (3.5) Acceptable, Meets course requirements.
- D (3.5) Minimum. Worthy of credit but fails to meet course requirements.
- F (3.5) Inadequate. Fails to meet course requirements.

ID 410. Professional Practice and Ethics.

Digital documentation.

Digital documentation of the entire work of the semester will be required of each student. The documentation for each assigned project is to be submitted on the day of each review, before presentations, and in adherence with the deadlines noted in the assignment.

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. The instructor will give detailed instructions on how to submit the documentation.

The digital documentation for this class has the following requirements -

- Submissions should be made for each assignment through canvas.
- Files should be in PDF format with additional details to be provided within the assignment.
- Files should be suitably sized to allow for ease of upload and download without compromising the image quality or legibility of the document
- All citations should be in Chicago style -
https://www.chicagomanualofstyle.org/tools_citationguide.html

This digital documentation will be evaluated in relation to the stated objectives of the course and a demonstrative consideration of:

- The quality and legibility of the chosen images.
- The appropriateness of the images in relation to the objectives of the study.
- Selective documentation of the whole work, and significant parts of the project.
- Evidence of ambitious and thorough research.
- Craft and quality of writing.
- Adherence to the requirements listed above

Note - **all work will be subject to a Plagiarism review as per NJIT policy.** Plagiarism is taken very seriously and if found an F grade may be issued.

*As designers it is imperative that we arrive at original thoughts and ideas,
and while research involves the collection of data, influential examples, and outside references,
these should all be cited to the originator/s.*

*While collaboration and group endeavors are a necessary part of our process,
meaningful and progressive thought (ideas, opinions, and reasoning) should always be the designer's own.*

ID 410. Professional Practice and Ethics.

Digital documentation cont'd.

Kepler3 Documentation:

You will receive more information regarding how many files to post on Kepler. All files must be resized and renamed. Do **NOT** upload folders! Please fill out all of the metadata information. The maximum size is 2000 x 2000 pixels. Images must retain their original proportions without being enlarged. In cases where the width to height ration exceeds 3:1 you may resize the short dimension to 2000 pixels. To distinguish PROCESS documents from FINAL documents, be sure to enter labeling information in the pull-down metadata section built into each Kepler file. The filename should be saved according to the following naming convention: <Lastname, Firstname ##.jpg>. You must login into the NJSOA network to fulfill this portion of the assignment. The guidelines described here, are in place to promote economical representations of student work and to ensure the sustainability of the Kepler system. Grossly oversized images will be deleted without notice and will not be considered for grading purposes. You must submit your PowerPoint slides as jpgs. It is good practice to keep the images at 72 dpi. You will not receive your final grade until you submit.

ADDITIONAL INFORMATION

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 has to 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 10 minutes.

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.

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 and honesty are of paramount importance. The NJIT Honor Code will be upheld, and any violations will be brought to the immediate attention of the Dean of Students. Please visit the following website: <http://www.njit.edu/academics/integrity.php>

Cell Phone Policy

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