SYLLABUS

GRADUATE ENVIRONMENTAL DESIGN

Spatial Scenography Studio 1  M-ENV-512  01  3 units

INSTRUCTOR
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Contact information  310.766.8123 cell  emertzel@artcenter.edu
Office hours/location  By appointment

COURSE DESCRIPTION

An introduction to narrative environments. Studio investigates the idea of engaging spatial design through the lens of total experience and sensorial interaction. The course establishes the need to define not only content, but also the context and user connection between brand, opportunity and experience. Scenography draws from the fields of film and theater to conceive staging and sequencing which capture the dramatic qualities of space, experience and brand.

COURSE LEARNING OUTCOMES

1. Students will learn scenographic and narrative principles
2. Students will learn deeper investigative skills based on branding principles
3. Students will develop deeper critical thinking skills
4. Students will learn tools to develop their conceptual abilities
5. Students will deepen communicative / interpersonal skills
6. Students will develop stronger digital skills
7. Students will develop stronger analog and craft skills

SECTION DESCRIPTION

Spatial Scenography Studio 1
Throughout the past decade, scenographic practice and performance design have continuously moved beyond the black box of the theatre toward a hybrid terrain located at the intersections of theatre, architecture, exhibition, visual arts, and media. This terrain and its spaces are constructed from action and interaction. They are defined by individual and group behavior, and are contrasted by distinct behavioral patterns.
This class, Engaging Spaces, proposes that spaces that are - at the same time - hybrid, mediated, narrative, and transformative and result from a trans-disciplinary understanding of design and a distinct awareness of social agency.
A significant stage that scenography emerges is the branded environment: where story is integrated with a brand message.

Engaging Spaces: The Brand Experience deepens the discussion on the interplay between person, space and brand. This studio explores various methodologies for exploring the sequential and non-sequential narrative that is multidimensional, multi-disciplinarily and multi-sensorial and begins to address an expanding scenographic vision and discipline, based on brand exploration. Looking at a confluence of story, place, interaction and self in relation to brand, we begin to see how we not only behave in spatial contexts but push boundaries in real and artificial ways by manipulating narrative structure while delivering an authentic brand experience.

Project Brief: The Brand Experience
Choose one of the following:
A. A new start up brand that has a unique voice and potential for developing
B. An existing, old brand that’s lost its way, needs to be re-energized, re-invented

You will design a spatial experience for the brand of your choosing after determining its strengths / weaknesses and proposing a direction for its successful future. This spatial experience will reflect its (new / re-invigorated) attitude and engage its consumer base in innovative ways.

This narrative spatial experience might be a retail space, an exhibition, an event, a time based temporary structure or a permanent installation - or ----

The branded spatial experience must be:

**Location Specific**
Choose a real venue and work within the parameters and requirements of that environment. Be creative about where your exhibit might be the most effective at reaching your target audience.
Plan on creating a spatial experience between 2,000 sq ft - 4,000 sq ft.

**Interactive**
There must be an aspect of your project that requires the guest to directly participate / engage in that will further the impact of your message.

**Immersive**
Everything about your project must project the idea of ‘being there’. You must deliver an experience that is unique to your brand or message – in a completely sensorial way.

**Materially accountable**
You must highlight a material /material system.
Explore the materiality of your project and highlight at least one material to show its appropriateness for your message.

**Graphic**
Be particularly sensitive to the power of graphics and media in your environment. Look at color, pattern and shape as it applies to a 2D surface that can be translated into 3D or media.

Weekly course notes and assignments will be distributed at the following URL:

http://wwwedu.artcenter.edu/mertzel/spatial_scenography_1

Other important class information will be found there for download as the term progresses. The home page location is subject to change.

<table>
<thead>
<tr>
<th><strong>ANTIPICTED SCHEDULE</strong> (List major projects and assignments, not all weekly activities)</th>
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</thead>
<tbody>
<tr>
<td>1. Project Definition</td>
<td>Weeks 1 - 2</td>
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<tr>
<td>Propose 2 projects</td>
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<tr>
<td>2. Research / Research Presentation</td>
<td>Weeks 1 - 3</td>
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<tr>
<td>Propose research methodology, mission, program, content</td>
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<tr>
<td>3. Ideation and Constructing a Story / Midterm</td>
<td>Weeks 4 - 7</td>
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<tr>
<td>Concept ideation, preliminary design</td>
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<tr>
<td>4. Development</td>
<td>Weeks 8 - 11</td>
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<tr>
<td>Develop story and concept through orthographic or other translations</td>
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<td>5. Finalize Design</td>
<td>Weeks 11 - 14</td>
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<td>Realize final design through multi-media platforms</td>
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**GRADING**
The quality of student work and personal development as a designer will contribute to 80% of the total grade for the class as follows:

1. Midterm – incl. project definition & research: 30%
2. Final – incl. presentation, graphics, model etc: 50%

Attendance, effort, professionalism and class participation will contribute to 20% of the total grade for the class. Attendance to each class is mandatory; the instructor must be notified of any expected absence prior to that class. Three or more absences will result in an automatic failing grade for the class. Most assignments will require student presentations. All assignments are due at the beginning of class. Students are expected to be prepared to present their work at the beginning of class - preparing work or pinning up material during class, etc. will not be accepted. Students are expected to engage in the presentations of each others’ work. Late assignments will not be accepted unless arrangements are made with the instructor prior to the due date. Each student is expected to submit individual work for each assignment.

**A** 4.00 grade points  
An A is a high honor grade, which is reserved for exceptional students who have excelled in the production required for the class in either visual or written form. The work leaves little or no room for improvement. The structure is complete; the content is clear and substantial. In addition the student has participated actively and helpfully in class critiques. The student sees many sides of an issue, integrates ideas previously learned and anticipates the next steps in the progression of ideas. The A student is an example for others to follow.

**A-** 3.75 grade points  
An A- is a high honor grade, which represents work of excellence. The focus is clear. While the work is substantial there is room for slight improvement in form, content or technique.

**B+** 3.50 grade points  
A B+ is an honor grade, which represents very good work - just shy of excellence. All areas of skill or knowledge have been grasped but perhaps not fully exploited. The potential for excellent work is visible. The work is complete, the focus is clear, but the work requires some refinement in form, content or technique.

**B** 3.00 grade points - minimum cumulative level of accomplishment required for graduation from the Graduate Studies Program  
A B is an honor grade, which is given to students who demonstrate a solid understanding of the assignments given and have produced work of considerable achievement. The B student is an active listener, and accomplishes more than the minimum work required. The work is good; the focus is clear, however some areas though grasped, have not been used, developed or exploited. A B should be considered a high grade given to students of great potential that have specific areas to be developed.

**B-** 2.75 grade points  
A B- is an honor grade, which represents essentially good work where areas of form, content and/or technique need to be more fully realized or examined. The material is understood, though the focus is not entirely clear.
C+ 2.50 grade points - minimum cumulative level of accomplishment required for graduation from the Undergraduate Program at Art Center
A C+ is an average grade, which demonstrates a satisfactory comprehension of the subject. C+ work accomplishes the minimum requirements with only basic competency and momentary flashes of insight.

C 2.00 grade points
A C is an average grade, which demonstrates a satisfactory comprehension of the subject matter, accomplishes the minimum requirements, displays little initiative, communicates orally and in writing at an acceptable level, and generally has an acceptable understanding of all basic concepts. However, while there is understanding, the student has not yet found a way to make the material his or her own.

C- 1.75 grade points
A C- indicates work that is just acceptable. Significant development needs to occur in more than one area. Major areas of work have been only partially understood. There have also been major inconsistencies in the student’s performance.

D+ 1.50 grade points
A D+ is a barely passing grade. The quality and quantity of work in and out of class is below average and unsatisfactory. Several major areas of work have not been understood.

D 1.00 grade points
A D is the lowest grade possible for a delivered product. The work shows little understanding or connection with the material and is seriously flawed. The student has met only the most basic requirements of the class.

F 0.00 grade points
An F is a failing grade, which is given to student who have been absent from class 3 or more times and/or have not produced the work required. The quality and quantity of the work in and out of class is unacceptable. The work does not qualify the student to progress to a more advanced level.

ALIGNMENT CHART (Contact your Chair or Director if you don’t have the CLOs for your course)

| MAJOR ASSIGNMENTS (ie, midterm and final, only main projects, etc... Make sure to indicate which CLOs the Project directly addresses) | ALIGNMENT TO COURSE LEARNING OUTCOMES |
|---|---|---|---|---|---|---|---|
| | CLO 1 | CLO 2 | CLO 3 | CLO 4 | CLO 5 | CLO 6 | CLO 7 |
| 1. Project Definition | | | | | | | |
| 2. Research Research Presentation | | | | | | | |
3. Ideation and Construct a Story
   Midterm Presentation | x | x | x | x | x | x | x

4. Development
   | x | x | x | x | x | x | x

5. Finalize Design
   Final Presentation | x | x | x | x

**COST INFORMATION**

| REQUIRED MATERIALS: | Basic modeling and drawing tools | ESTIMATED COST OF MATERIALS: | $ 300.00 - $1000.00 |

**INSTRUCTION/HOMEWORK**

<table>
<thead>
<tr>
<th>CLASS ACTIVITIES</th>
<th>(all that apply during the term)</th>
<th>WEEKLY HOMEWORK:</th>
<th>10 – 20 hours</th>
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</thead>
<tbody>
<tr>
<td>Lecture/Discussion</td>
<td>Y</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Instruction/Demonstration</td>
<td>N</td>
<td></td>
<td></td>
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<tr>
<td>Critique</td>
<td>Y</td>
<td></td>
<td></td>
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<tr>
<td>Studio time</td>
<td>Y</td>
<td></td>
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<tr>
<td>Lab</td>
<td>N</td>
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**EXPECTATIONS FOR CLASSROOM CONDUCT**

Art Center is committed to maintaining a civil and safe learning environment, free from bias, coercion, and harassment for all. The classroom is a shared environment where all parties are accountable for behavior and contributions to a productive and supportive atmosphere. We understand that our members represent a rich variety of backgrounds and perspectives and are committed to providing a set of conditions for learning that respects diversity. While working together to build this community we ask all members to:

- be open to the views of others
- honor the uniqueness of their colleagues
- recognize differences in learning, language, approach and ability
- appreciate the opportunity that we have to learn from each other in this community
- value each other's opinions and communicate in a respectful manner

All students are expected to abide by the Art Center Code of Conduct. All Faculty members, as Employees, are expected to abide by the Employee Standards of Conduct. The full statements of these policies can be found in the Student and Employee Handbooks. To report an incident, please see the Grievance and Complaint Policies and procedures listed in the Student, Faculty, and Employee Handbooks. If you have any concerns or would like to discuss an incident, please contact your Instructor, your Department Chair, the Center for the Student Experience, or the Office of the Provost.

**POLICY AGAINST HARRASSMENT**

The College is committed to providing an educational environment that is free of any kind of unlawful harassment. In keeping with this commitment, the College maintains a strict policy prohibiting unlawful harassment by any employee and by any third parties, such as contractors, visitors, students or vendors. Any harassment on the basis of race, color, religious creed, sex, ancestry, national origin, age, physical or mental disability, medical condition, genetic characteristic, marital status, veteran status, sexual orientation, gender identity, transgender identity or any other characteristic protected by federal, state or local law is strictly prohibited. Examples of such conduct that may violate this policy include verbal harassment, physical harassment or visual harassment. Verbal harassment may include, but is not limited to, epithets and derogatory comments or slurs on any of the bases listed above. Physical harassment may include, but is not limited to, assaulting, impeding or blocking movement, or physically interfering with the normal work or movement of another, when directed at that individual on any of the bases listed above. Visual harassment may include, but is not limited to, the display or possession of derogatory posters, cartoons, computer images or drawings on any of the bases listed above. Violation of the Policy Against Harassment may result in disciplinary action, up to and including suspension or dismissal. Please see the Student Handbook for additional guidelines on the above.

**ATTENDANCE POLICY**

To complete a course successfully, students must attend all class sessions (unless they are engaged in research or location assignments that have been authorized in advance by the class instructor of the missed class). The instructor takes attendance at the beginning of each class. At the discretion of the instructor, three or more absences may result in a grade of F. Students who miss a class due to illness should discuss the absence with the instructor at the next class meeting. Students who are ill for a week or longer should inform their Department Chair’s office of their absence. Please see the full Attendance Policy in the Student Handbook for more information.

**DISABILITY STATEMENT**

Art Center complies with the Americans with Disabilities Act, Section 504 of the Rehabilitation Act, and state and local requirements regarding students and applicants with disabilities. Under these laws, no otherwise qualified individual with a disability shall be denied access to, or participation in the services, programs and activities of the College. The Center for the Student Experience has more information on Disability Services, policy and Resources for students. Please see the full Disability Statement in the Student Handbook for more information.
STATEMENT OF ACADEMIC AND CREATIVE INTEGRITY

Academic and creative integrity is essential to personal and educational growth of students, which all members of the Art Center community are expected to uphold. This value maintains the standards of excellence of the College and creates a meaningful learning environment. A violation of the Academic and Creative Integrity Policy is defined as misconduct including but not limited to plagiarism, creative dishonesty, multiple submission of the same work, cheating, unauthorized collaboration, misrepresentation of ability, sabotage, falsification of records, and complicity in any of the above. The full Academic Integrity Policy can be found in the Student Handbook.

GRADE DESCRIPTIONS

Grades are considered FINAL when submitted by the faculty and can only be changed to correct an error in grading or to change an official Incomplete grade to a final grade. Students CANNOT submit or redo work after the end of the term unless an official Incomplete has been approved. The deadline for changing an Incomplete grade is Friday of Week 14 of the term following the term when the course was taken. The deadline for changing an incorrect grade is Friday of Week 6 following the term when the course was taken. Faculty members use the following grading system:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
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<tbody>
<tr>
<td>A</td>
<td>4.00</td>
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<tr>
<td>A-</td>
<td>3.75</td>
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<tr>
<td>B+</td>
<td>3.50</td>
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<td>B</td>
<td>3.00</td>
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<td>B-</td>
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<td>C+</td>
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<td>C</td>
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<td>C-</td>
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<td>D+</td>
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<td>D</td>
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- A 4.00 points: Excellent performance
- A- 3.75 points: Very Good performance
- B+ 3.50 points: Good performance
- B 3.00 points: Satisfactory performance
- B- 2.75 points: Satisfactory performance
- C+ 2.50 points: Average performance
- C 2.00 points: Average performance
- C- 1.75 points: Below average performance
- D+ 1.50 points: Below average performance
- D 1.00 points: Below average performance
- D- 0.75 points: Minimal performance
- F 0.00 points: Failed
- N 0.00 points: Non-attendance Failure
- S 0.00 points: Satisfactory
- I 0.00 points: Incomplete
- W 0.00 points: Withdrawal
- U 0.00 points: Unsatisfactory
- M 0.00 points: Missing