

tes111e

PROJECT I

CRN 14336

2024-2025 fall
Monday - Thursday 08:30-12:30

Syllabus

PROJECT I

COURSE OBJECTIVE and DESCRIPTION **TES111E Project I** is a studio course with the main objective to enable first year students to recognize, explore, analyze, conceptualize, interpret, and critically approach the fundamental ways in which humans, objects, spaces and the environment are interrelated. Students are expected to gain dexterity in creative problem solving and in using the basic terminology of different design disciplines. By the end of the course, students will be able to develop design alternatives for a given brief in a natural, cultural and conceptual context, and by considering the structural, material, and constructional parameters related to the scale of the given design problem. Providing a venue to acquire skills in analysis and synthesis in design, the course also aims at informing the students on theory and practice of creativity, general design principles, basic design elements, and key issues in design, helping them to effectively employ basic verbal and graphic communicative skills to receive and convey ideas. By the end of the course, students are expected to exhibit skills to gather, assess, record, apply and comparatively evaluate information relevant for their design processes.

COURSE CONTENT The course consists of 3 modules (e.g. short projects and exercises) and one final project module:

MODULE 1 | WEEKS 1-5

This module involves three brief projects, each serving as a preliminary exercise to help students explore the relationship between the human body and design. By examining and analyzing unique human and non-human bodily features and performances, students will interpret these insights into design solutions. Additionally, the module offers opportunities to explore the potential of materials through hands-on experience with linear and sheet materials. Students will also develop habits of both individual and collaborative study.

MODULE 2 | WEEKS 6-9

COMMON MODULE WITH ICM (*Assoc. Prof. Dr. Ethem Gürer*) **and SBP** (*Assoc. Prof. Dr. Başak Demireş Özkul and Assist. Prof. Dr. Aslı Ulubaş Hamurcu*)

Students will collaborate with peers and instructors from various departments in this inter-departmental module. As a group study, the module aims to understand and analyze the essential characteristics (geometry, function, context, etc.) of 3 different corners of different scales to develop a new scenario for each. Studio sessions will include collaborative discussions, desk critiques, and public lectures to enhance design quality. The module will culminate in a group submitting physical models of various scales and a poster.

MODULE 3 | WEEKS 10-12

This module focuses on structural elements like carrying, standing, and stepping, among others. It features a design project where students create a foldable and stackable beverage tray using just one sheet of cardboard. Through this project, students will gain a thorough understanding of concepts such as foldability, portability, stackability, etc.

MODULE 4 | WEEKS 12-15

In this final module, students are expected to design a wearable sales unit. The project involves developing a wearable workplace that effectively addresses the primary functions of containing, displaying, and exchanging. This project focuses on a functional and portable system that enables ease of use, comfortable selling experience, product protection, product display, and money exchange in order to enhance both the salesperson's mobility and the customer's engagement. In this project, students scrutinize ergonomics, anthropometry, interaction, etc. Students are expected to develop a 1:1 scale model of the wearable selling unit.

COURSE LEARNING OUTCOMES

Students who complete the course satisfactorily increase their:

1. Design skills,
2. Critical thinking skills,
3. Research and analytical problem-solving skills on a given planning or design problem,
4. Graphical representation and form generating skills learned in visual communication courses,
5. Team-work skills,
6. Use of precedents.

WEEKLY PROGRAM

Week	Day	Program	Keywords & Basic Principles	Learning Outcomes
1	Sep. 30	Orientation		
	Oct. 03	Module 1 Personal expression project	- The relations of form and material - Human factors - Emotional representation	1,2
Oct. 07				
Oct. 10				
Oct. 14				
3	Oct. 17	Module 1 Body extension project	- Abstraction - Human factors - Material exploration	1,2,3
	Oct. 21			
4	Oct. 24			
5	Oct. 28			
5	Oct. 31			
6	Nov. 04	Module 2 Common Module		1,2,3,4,5,6
	Nov. 06			
7	Nov. 11			
	Nov. 14			

8	Nov. 18	FALL BREAK		
	Nov. 21			
9	Nov. 25	Module 2		1,2,3,4,5,6
	Nov. 28	Common Module		
10	Dec. 02	Module 3 Foldable and stackable beverage tray project	- Structural components (foldability, portability, stackability, etc.) - Material explorations	1,2,3,4,6
	Dec. 05			
11	Dec. 09			
	Dec. 12			
12	Dec. 16	Module 4 Wearable sales unit project	- Structural components - Human factors and ergonomics - User interaction and experience	1,2,3,4,6
	Dec. 19			
13	Dec. 23			
	Dec. 26			
14	Dec. 30	Module 4 Wearable sales unit project	- Structural components - Human factors and ergonomics - User interaction and experience	1,2,3,4,6
	Jan. 02			
15	Jan. 06			
	Jan. 09			

STUDIO PROCESS and SUBMISSIONS STUDIO HOURS and USE

The course will be held **in class** during the hours announced in the weekly program [Monday/Thursday, 08.30–12.30]. Course instructors and students will meet in the allocated studio(s) unless specified otherwise by the course instructors. Each student will have a designated work area during the studio hours. General assemblies or presentations related to the course may be held in the studio using a virtual platform or in one of the conference rooms in Taşkışla.

It is of utmost importance that students keep their working areas clean while in the studio and speckless at the end of the course. **The studio space will be used by another class after ours so it is courteous to evacuate on time with all belongings and trash.**

Please know and comply with [TES Studio Principles](https://tes.mim.itu.edu.tr/intro/studio-principles).
(<https://tes.mim.itu.edu.tr/intro/studio-principles>)

ATTENDANCE

It is important that students attend all studio sessions. This means being on time and actively participating in the activities held during the course hours under the direction of the studio instructors. There will be a variety of interactive formats so timeliness is essential for efficient planning and individuals' maximum benefit from peers and instructors. **A minimum of 80% attendance is mandatory for a passing grade in studio courses according to ITU Undergraduate Education Regulation Article 23 (Amended: RG-17/6/2021-31514). Please note that the designated 20% is reserved for sickness (including health reports) and other unforeseen circumstances.**

STUDIO TECHNOLOGY

Digital platforms will be used profusely during and outside of studio hours to communicate, conduct research, produce and share work.

Ninova will be used for announcements, access to live or recorded Microsoft Teams sessions if necessary, and digital submissions. Additionally, instructors may designate other platforms for announcements and sharing work. We also plan to use supporting platforms such as Google Drive and Miro to share work within the class community and collaborate. It is highly advised that each **student has a laptop computer with the necessary equipment/hardware**. Students are advised to use a computer with access to WiFi, a camera, basic word and picture editing software, and sound features.

All work is to be produced in accordance with the media, material and format requirements set forth by the instructors in the class or in the announcements made through **Ninova** or other designated platforms.

All participants are expected to adhere to [the codes of ethical conduct](https://odek.itu.edu.tr/en/code-of-honor/ethics-in-university-life). (<https://odek.itu.edu.tr/en/code-of-honor/ethics-in-university-life>)

DISCUSSIONS and PINUPS

Student works are commonly put under the spotlight for discussion. These discussions serve the purpose of articulating the assessment criteria and conveying suggestions for students to develop their proposals. In these open discussions, students are expected to develop critical perspectives and proactively voice them in the course.

EXHIBITIONS

A selection of student projects will be exhibited both during and at the end of the semester on suitable platforms.

EXCURSIONS

Excursions to online and physical venues, stage performances, film screenings, seminars, and webinars are encouraged, requiring full attentiveness, critical engagement and post-reflection.

JOURNAL

Students are expected to keep a written and visual log of their studio-related processes in a journal that includes sketches, notes and evolving design ideas for their projects. These journals will be included in the course assessment. Students are encouraged to use various techniques (drawings, diagrams, collages, writing etc.) in representing their ideas and observations.

ANNOUNCEMENTS All announcements will be made on the **Ninova** class interface. Students need to actively use their ITU usernames to access these and/or get related notifications from the ITU-Mobile app.

EVALUATION Attendance means active participation in the course which comprises both attending the course, taking part in discussions, and completing the assigned tasks during the term. Students who do not meet these requirements will get a VF grade and not be able to make a final submission at the end of the semester.

Project I Grade Assessment Criteria	Quantity	Contribution
Module 1	1	%20
Module 2	1	% 20
Module 3	1	%20
Final Project Submission	1	% 40