

# TECHSTYLELAB: DIGITAL DESIGN & New Media in Fashion



**TechStyleLAB: Digital Design  
& New Media in Fashion**  
Fall 2014

TechStyleLAB + Rockwell Hall 122

**FDM 50050-001**

M/W :: 11:00am - 1:30pm

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**office hours**  
by appointment

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218A :: Rockwell

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330-672-0170

**website**  
Blackboard LEARN  
and  
tech-style-lab.tumblr.com

## Course Description

*Exploration of the intersection of New Media and Fashion. Includes research into analog design methods and digital systems of production and supply chain management. Topics include various research and design topics such as, mass-customization, co-creation, material ecology, digital craft and future craft practices.*

## Course Objectives

*Through successful completion of classroom and independent lab activities it is expected that you will become proficient using digital fabrication software and hardware for input and output.*

*Skills explored:*

- digitization of 2D and 3D objects
- translation between 2D and 3D
- designing for laser cutting and creating settings for new materials
- 3D printing: basics in modeling and output
- VR and AR basics - digital fashion
- case study ideation
- exploration of co-creation
- new media, digital craft and future craft topic explorations via readings
- accelerators, entrepreneurship and the cutting edge of business, technology and fashion

## Course Web Sites

<http://tech-style-lab.tumblr.com/> will be the blog for this course.

All course documentation, including the syllabus, assignments and projects will be made available on Blackboard LEARN. We will be using Blackboard LEARN as the location where all assignments are uploaded for grading.

As this is a new course, class work and projects will be propogating during the semester.

## Course Fees

This course carries a fee of \$150 which will be used for:

2 yards digital textile printing (including sampling), laser cutting (time + materials), small 3D printing and other miscellaneous materials used during the course.

## Required Supply List

- USB drives (as personal storage needs demand)
- Presentation supplies as needed
- notebook, pens and other classroom supplies.

## Required Reading

*We do not require any books for this course. Readings will be supplied via digital format.*

**Last Day to Add/Drop:** See your FlashLine course schedule for the last day to withdraw

## Online Resources

### IMAGERY

Morgue File :: <http://www.morguefile.com/>  
Creative Commons :: <http://creativecommons.org/> and <http://search.creativecommons.org/>  
Google Images :: <http://images.google.com/>  
Flickr :: <http://www.flickr.com/groups/freeuse>  
Smithsonian Photography Initiative :: <http://photography.si.edu/default.aspx>  
Pics4Learning :: <http://www.pics4learning.com/>  
Open Photo :: <http://openphoto.net/>  
Wikispecies :: [http://species.wikimedia.org/wiki/Main\\_Page](http://species.wikimedia.org/wiki/Main_Page)  
The Creative Element :: <http://creativity103.com/index.htm>  
BurningWell :: <http://www.burningwell.org/>  
Open Clip Art Library :: <http://www.openclipart.org/>

## Copyright

Always try to use your own graphics or from resources which explicitly give you permission to use their materials freely. If no clear “fair use”, “public domain”, or “creative commons” statement is available you should get permission if you use their materials in your project. At the very least you *MUST* give credit for where and from whom you have borrowed the material.

Give credit in the text of your document, on your Works Cited Page, or on a Credits page for everything that you use. Include copyright information beside or under images (photographs, charts, maps, pictures, graphics). Include the following information next to the image: “c” or the word “copyright”, the name of the creator of the image, then the copyright date. If this information is not available in or on your source, you can list the bibliographic information or web address of the source.

## Final Grade Distribution

The final grade is based on the following:

Participation (readings, demos + blog posts) =	200 pts	20%
Sketches 1-10 =	300 pts	30%
Case Study =	100 pts	10%
Project 1 =	200 pts	20%
Project 2 =	200 pts	20%
<b>TOTAL</b>	<b>= 1000 pts</b>	<b>100%</b>

## class policies

### Attendance Policy

- There is so much technical, conceptual and design information to absorb, regular attendance is essential.
- **More than three absences combining lecture and lab during the semester will affect your final letter grade at the end of the semester. The 4th absence will result in the final full letter grade being dropped (ex. From A- to B-) and each subsequent 3 absences will result in an additional whole letter grade reduction.**
- **If you have 3 consecutive unexcused absences you will be given a 'stopped attending grade of F' on the last day you attended class.**
- As per 3342.3 -01.2: Legitimate reasons for an "excused" absence include, for example, but are not limited to illness, and injury, disability-related concerns, military service, death in the immediate family, religious observance, academic field trips, and participation in an approved concert or athletic event, and direct participation in university disciplinary hearings.
- All excused absences must be accompanied with a verifiable official note that states the date, time, contact person, and signature of authenticity.
- Although **there are no points given for attendance**, it is important that you attend every class and participate. Each lecture class not participated in is equal to 1 point off your cumulative GPA of 100.
- We will keep track of your presence via your participation with your clicker + sign-in sheets (lab).
- It is your responsibility to bring your clicker to every class. Don't forget it!!! **No alternatives accepted!**
- You can't receive participation points for the lecture if you aren't physically in the class.
- If possible, contact the professor **IN ADVANCE** if you will not be in class (*by email is preferred*).
- It is the student's responsibility to inquire about content that has been missed, to obtain any material that has been missed due to absence, and to turn in any assignments that are due.

### Assignment Policy

- All assignments and projects are due immediately when class begins on the date specified on the syllabus :: any date changes will be emailed.
- **Incomplete work will not be accepted for grade.**
- Participants are encouraged to work with their peers and share their work in order to receive feedback prior to due dates.

### Late Work Policy

- Late work is not accepted unless there is a medical, legal (court) or university documented excuse.
- If an assignment or project is turned in after or during the critique, it will be considered a **whole day late**.
- **NOTE:** If you are overwhelmed or feeling behind, please contact me **before (i.e. not the same day)** the assignment is due to discuss options.

### Lab

- open class time/lab time is to be used for current assignments only
- the lab is open during building hours
- you may use it any time classes or special events are not in session
- Food, beverages and smoking are not permitted in the lab at any time.
- Phones and other devices are required to be turned on vibrate during class time.
- If you receive a call during class that you have to take, please step outside of the classroom.
- The Instructor reserves the right to have the student repeat any and all procedures under supervision.

### Email policy

- Email communication with the instructor must be done via: **mbenitez@kent.edu**
- Emails sent after 5:00PM on weekdays will be replied within 24 hours.
- Emails sent during the weekend (after 5pm on Friday) will be replied within 48 hours (Monday morning).

### Data Loss

Students are responsible to back up their files. Save your files in two places every time you are finished working on a file. At the end of class, for example, save on the hard drive and on your USB drive as well. Students are responsible for the re-creation of any lost or damaged files.

## university policies

### Registration Requirement

It is the student's responsibility to ensure proper enrollment in classes. You are advised to review your official class schedule during the first two weeks of the semester to ensure proper enrollment. Should you determine an error in your class schedule, you have until the end of the second week of the fall or spring semester to correct it with your advising office and the Office of the Registrar. If registration errors are not corrected by this date and you continue to attend and participate in classes for which you are not officially enrolled, you are advised now that you will not receive credit for the course at the conclusion of the semester.

Every class has its own schedule of deadlines and considerations. To view the add/drop schedule and other important dates for this class, go to FlashLine and choose Print Student Schedule on the Student Tools & Courses tab to see the deadlines for the course (use the CRN for this class).

### Cheating & Plagiarism

Cheating and plagiarism constitute fraudulent misrepresentation for which no credit can be given and for which appropriate sanctions are warranted and will be applied.

*"Plagiarism is the use or close imitation of the language and thoughts of another and the representation of them as one's own work." - Wikipedia.com*

Students enrolled in the university, at all its campuses, are to perform their academic work according to standards set by faculty members, departments, schools and colleges of the university; and cheating and plagiarism constitute fraudulent misrepresentation for which no credit can be given and for which appropriate sanctions are warranted and will be applied.

"Plagiarize" means to take and present as one's own a material portion of the ideas or words of another or to present as one's own an idea or work derived from an existing source without full and proper credit to the source of the ideas, words, or works. As defined, plagiarize includes, but is not limited to:

- (a) The copying of words, sentences and paragraphs directly from the work of another without proper credit;
- (b) The copying of illustrations, figures, photographs, drawings, models, or other visual and nonverbal materials, including recordings, of another without proper credit; and
- (c) The presentation of work prepared by another in final or draft form as one's own without citing the source, such as the use of purchased research papers..

*(References: Administrative Policy and Procedures Regarding Student Cheating and Plagiarism; University Policy Register, 3342-07 [Chapter 3 pgs 15-24]; University Digest of Rules and Regulations [pg 9])*

### Students with Disabilities

University policy 3-01.3 requires that students with disabilities be provided reasonable accommodations to ensure their equal access to course content. If you have a documented disability and require accommodations, please contact the instructor at the beginning of the semester to make arrangements for necessary classroom adjustments. Please note, you must first verify your eligibility for these through Student Accessibility Services (contact 330-672-3391 or visit [www.kent.edu/sas](http://www.kent.edu/sas) for more information on registration procedures).

### Students Academic Complaint Policy + Procedures

In accordance with University Policy, problems should be discussed with the instructor first. If the issue remains unresolved then you may address your concerns with the department director.

*(References: Faculty Handbook [pg 3-9]; Administrative Policy Regarding Student Academic Complaint; University Policy Register, 3342-4-16 [Chapter 4 pgs 43-48]; University Life Digest of Rules and Regulations [pg 13])*

## grading policy

### Grades

#### **A**

The student presents the highest level of performance and attendance. The student's work reflects exceptional achievement both in quantity and quality, differentiating itself from other work, and surpassing all of the criteria set in the coursework descriptions. Ability to communicate and execute ideas exhibiting outstanding achievement. Demonstrates a mastery of the course concepts and shows the work ethic of a highly self-motivated student.

#### **B**

The student presents a good level of performance and attendance. The student's work is good/very good and reflects above-average achievement both in quantity and quality. Shows evidence of understanding the relationship between multiple course concepts. The student's ability to communicate and execute ideas exhibits above-average achievement.

#### **C**

The student presents an adequate level of performance and attendance. The student's work must reflect an acceptable achievement both in quantity and quality, and all work is completed as assigned. Meets all expectations of the assignment and demonstrates clear student effort and improvement.

#### **D**

The student presents a less than adequate level of performance and attendance. The student's achievement is below average in quality and/or quantity. The student's work reflects an inability to satisfactorily communicate and execute ideas.

#### **F**

The student presents a level of performance and attendance such that the course requirements have not been met. The student's work and attitude reflect an unsatisfactory level of achievement both in quantity and quality. The student exhibits an unsatisfactory ability to communicate and execute ideas and a pattern of low productivity.

### Grading Scale

<b>A</b>	<b>93-100</b>	<b>Excellent</b>
<b>A-</b>	<b>90-92</b>	
<b>B+</b>	<b>87-89</b>	
<b>B</b>	<b>83-86</b>	<b>Above Average / Good</b>
<b>B-</b>	<b>80-82</b>	
<b>C+</b>	<b>77-79</b>	
<b>C</b>	<b>73-76</b>	<b>Average / Satisfactory</b>
<b>C-</b>	<b>70-72</b>	
<b>D+</b>	<b>67-69</b>	
<b>D</b>	<b>65-66</b>	<b>Below Average / Poor</b>
<b>F</b>	<b>00-64</b>	<b>Unacceptable / Failure</b>

Each assignment, test and final project will equal 100%

## course expectations

### Student Responsibilities

*All work turned in should be computer generated and typewritten. If a printed assignment, please plan and print out your work IN ADVANCE because last minute "computer-related" excuses will not release you from and deadlines.*

**ALWAYS make and keep backup copies of your work!!!**

***NEVER, and I mean NEVER work directly off your jump drive. Transfer your files locally and save back to the jump drive when finished. Make sure to eject them properly. Jump drives fail...often.***

- attend all class sessions
- be punctual for class and participate and leave only at the conclusion of the class.
- bring appropriate materials + equipment to class
- read all assigned materials and do assigned tutorials
- prepare and submit all assignments by the appropriate due dates
- devote at a minimum 6 hours per week, fulfilling assignments, readings and understanding class concepts
- present all work in a professional manner
- be prepared to discuss readings and assignments in class
- consult class website at least once a week for updates: files, class resources
- inquire about + obtain any missed content due to absence
- have patience, persistence and discipline
- pay attention to detail
- be creative
- be self-confident and have pride in your work
- be fearless

### Student Responsibility Guidelines: - Expectations for Students (from University Life: Digest of Rules and Regulations)

- Be attentive and alert to learning.
- Demonstrate honesty and intellectual integrity in academic pursuits.
- Be courteous to fellow students.
- Contribute to classroom discussion.
- Take levels of classes appropriate to skills.
- Maintain basic skills at the college level.
- Do not come to class under the influence of a substance.
- Take advantage to office hours and keep appointments when you make them.
- Think critically and creatively.
- Alert the instructor to physical disabilities which might affect class work or performance.
- Take responsibility for self-discipline and motivation.
- Make up all missed work.
- Act responsibly.
- Develop effective oral and written communication skills.
- Familiarize yourself with the syllabus.
- Keep questions or comments pertinent to class discussion.
- Do not come to class if your illness will affect others.
- Seek help as needed.
- Do not disrupt class or harass the teacher.
- Tolerate diversity.
- Seek your advisor at appropriate times.
- Familiarize yourself with the catalog.
- Be civil to faculty and address them appropriately.

## Participation: readings, demos + blog posts

Participation for the course will consist of leading a reading discussion for an assigned reading, a demonstration of a technique or technology related skill (step-by-step handout must accompany) and blog posts throughout the duration of the semester.

## sketches, case study + projects

The 15 week course will be structured around 10 sketches, a case study and 2 main projects (midterm/final). Tutorials and exercises will create specific learning objectives to be applied directly to the current project. Most exercises or tutorials will build on knowledge learned in previous exercises and/or tutorials, culminating in the final project.

### **Case Study Fashion + Technology: OLEDs - *Dressing Light***

**Sketch 1 :: 2D input :: Digitizing**

**Sketch 2 :: 2D Output :: Laser Cutting**

**Sketch 3 :: 2D Output :: Embroidery**

**Sketch 4 :: 2D Multiple Outputs :: Digital Printing + Embroidery or Laser Cutting**

**Sketch 5 :: 3D Input :: 3D Scanning**

**Sketch 6 :: 3D Output :: 3D Printing**

**Sketch 7 :: New Media :: Code and Pattern**

**Sketch 8 :: New Media :: Code and Light**

**Sketch 9 :: New Media :: Augmenting Reality**

**Sketch 10 :: Reflection :: Reading Discussion**

**Project 1 :: Ideation**

**Project 2 :: Synthesis**

### **IMPORTANT DATES:**

M - September 1 - Labor Day

M/W - September 15 + 17 - @ ISWC - open lab time to complete assignments

W - November 26 - Thanksgiving Break

**FINAL: December 11, Thursday 10:15-12:30pm**