

FALL QUARTER 2026

Dario Miticocchio

School of Design

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Office #:

Office Location: 709

Office Hours: Mondays and Wednesdays 3:00-4:00 PM

Course Number & Title	DES100 – Design Culture
Credit Hours & Work Outside Class Time	3 (2 lecture + 1 lab) <i>Students are expected to spend at least 2 hours outside of class time for every one hour spent in the classroom.</i>
Meeting Day, Date & Time	Mondays 4:00-6:50 PM First class on 09/28, last class on 11/30
Course Description	This course introduces students to complex thought processes and creative problem solving with regards to being human-centered.
Pre-requisites / Co-requisites	none
Required Text(s)	none
Recommended Text(s) & Articles	David A. Lauer, Stephen Pentak, (2015), Design Basics, Wadsworth Publishing. ISBN: 0495915777 More Recommended text might be provided by the instructor and/or assigned during class
Technology Requirements	At the minimum, basic ability in word processing and presentation software.
Course Learning Outcomes <i>(Note: What students should be able to demonstrate at the end of the course)</i>	Upon successful completion of this course, students should be able to: • Understand and apply the Principles of Design, • Analyze Design artifacts in Design Terms • Develop fundamental visual communication skills • Use Artificial Intelligence to assist and accelerate their creative process
Enabling Outcomes	This class creates a foundational understanding of visual composition and design culture through the introduction of the ‘Elements and Principles of Design’ discussed in context with notable examples of design, put into practice in simple exercises, to culminate in individual reflection. Students and instructors will augment both research and production work with assistance from AI tools to focus the discussion on higher level concepts regardless of skill level

Course Assessment	As a required or elective Integrative Studies course: students are expected to move beyond and “introduced” level of learning and demonstrate a “developed” or “highly developed” level of work as indicated in the appropriate program level rubric(s) assigned to the course. In such work the understanding of critical and integrative thinking emerges from examples expressive of the course content and this knowledge and understanding is demonstrated through discussions, quizzes, exams, papers, presentations, projects, field research and/or other assignments. Evaluation is based on the course learning outcomes as well as these four standard NewSchool criteria: • Completeness and timeliness – all work submitted on time; all submitted requirements met. • Craft and communication – all work meets established academic standards for the program. • Process and development – submittals evolve to a higher level of complexity, correctness, and refinement. • Critical Thinking – is evident in critical observation, use of relevant criteria and contexts for making judgments, appropriate application of source materials, use of methods and techniques for forming judgments and in application of theoretical constructs.																		
Course Requirements	Regular attendance and participation at ALL lectures, field trips, group discussions, and presentations as well as completion of ALL assignments, papers, quizzes, and tests is mandatory to successfully complete this course.																		
Course Evaluation and Grading	<table><tr><td></td><td><u>%</u></td><td><u>Point</u></td></tr><tr><td>Active Participation</td><td>10%</td><td>100</td></tr><tr><td>Mid-Term Test</td><td>20%</td><td>200</td></tr><tr><td>Weekly Assignments</td><td>40%</td><td>400</td></tr><tr><td>Final</td><td><u>30%</u></td><td><u>300</u></td></tr><tr><td></td><td>100%</td><td>1000</td></tr></table> (Subject to change) Letter Grade Criteria EXCELLENT: 100% to 90% This is work that demonstrates excellence, special care and depth in the fulfillment of the assignments. Both the work and the process add to a further understanding of the possibilities framed by the coursework’s issues and constraints. This student’s level of commitment and critical thinking sets the standard for the class: A: 93% and above / A-: 92-90% ABOVE AVERAGE: 89% to 80% The student has demonstrated an above average academic performance that represents a solid understanding of the course objectives. Both the work and the process exhibit a clear understanding of the possibilities framed by the		<u>%</u>	<u>Point</u>	Active Participation	10%	100	Mid-Term Test	20%	200	Weekly Assignments	40%	400	Final	<u>30%</u>	<u>300</u>		100%	1000
	<u>%</u>	<u>Point</u>																	
Active Participation	10%	100																	
Mid-Term Test	20%	200																	
Weekly Assignments	40%	400																	
Final	<u>30%</u>	<u>300</u>																	
	100%	1000																	

	coursework's issues and constraints. This student's level of commitment and critical thinking are appropriate and professional. B+: 89-87% / B: 86-83% / B-: 82-80% AVERAGE: 79% to 70% The student has demonstrated an average academic performance that represents an acceptable understanding of the course objectives. Both the work and the process exhibit a satisfactory understanding of the possibilities framed by the coursework's issues and constraints. This student's level of commitment and critical thinking are sufficiently appropriate and professional. C+: 79-77% / C: 76-73 / C-: 72-70% BELOW AVERAGE: 69% to 60% The student has demonstrated a minimal understanding of the course objectives. Both the work and the process exhibit a commitment and a desire to explore the possibilities framed by the project's issues and constraints. The work produced, however, falls somewhat short of this desire. This student's level of commitment and critical thinking meet the minimum acceptable requirements for academic and professional performance. D+: 69-67% / D: 66-63% / D-: 62-60% UNSATISFACTORY: 59% and below The student has demonstrated unsatisfactory academic performance that represents little understanding of the course objectives. Both the work and the process fail to exhibit a commitment and a desire to explore the possibilities framed by the coursework's issues and constraints. This student's level of commitment and critical thinking fail to meet the minimum requirements for academic and professional performance. F (FAIL): 59% and below
Instructional Methodology	The course may alternate between lectures with combined class sections followed by individual section seminars. Seminar content may include discussions, student presentations, guest lectures and short assignments.

Topical Course Outline (Subject to change)

Week	Date	Topical Overview & Related Assignments	Estimated Expected Hours Outside of Class
1	09/28	Syllabus introduction Structure of the class and types of assignments Use of AI in class, purpose and expectations	4

		The Principles (and Elements) of Design, an introduction _unity	
2	10/05	Unity, Line and Shape Critical reading of visual elements through examples and quick exercises Class Discussion Intro to Emphasis	4
3	10/12	Emphasis, contrast and Value With lines and shapes Examples and critique Exercises	4
4	10/19	Scale and Proportions Perception of size and distance Range of attention Stance	4
5	10/26	Balance What makes “Visual” weight Examples, exercises, critique	4
6	11/02	Mid-Term Test Questions, discussion, in class activities	4
7	11/09	Rhythm Association Types discussion, in class activities	4
8	11/16	Pattern/texture Presentation Design & Production assistance	4
9	11/23	Presentation Design & Production assistance	4
10	11/30	Final review and feedback	4
11	12/07	Finals week, no class. Final Document due	
		Total	40 at the minimum
Course Assignments Submissions		It is mandatory that all assignments that are graded need to be uploaded in CANVAS. This is a requirement for accreditation, and it archives content for institutional publications. The required naming convention for student file uploads is <i>Academic Year – Course Code - Student ID - One word description</i> . Example of proper naming: 2023-AR203-B0001234-Model.	

Course Policies and Procedures

Attendance	Due to the professional nature of education at NewSchool, students are expected to strive for 100% attendance in all on-ground, scheduled classes. NewSchool classes are experiential, and attendance is required for the entire class. The following attendance policy is modeled after attendance expectations in the workplace and is consistent with NewSchool's commitment to a culture of professional practice" (NewSchool Mission Statement). Instructors provide essential information and guided practice. Students are required to participate in discussions, reviews, critiques, and seminars. Lack of attendance and/or participation will impact the student's success and, potentially, progress through the program of study. Instructors may call the roll of the student names listed on the attendance roster at any time during the class for each day that the course meets during the quarter. Tardy students may have points or a percentage deducted from their cumulative course total (refer to the instructor's course syllabus for details on tardiness policies). Students are required to be in class on time and remain in class until the scheduled end time for each class session; leaving class early may result in the student being marked absent for that day. Students who miss more than 20% of the on-ground meeting times of a course will receive a 10-percent reduction (a complete letter grade reduction) in their final grade. Students are required to attend at least 70% of all on-ground classes, regardless of whether the course is on-ground or hybrid. Students who miss more than 30% of the on-ground meeting times of a course will receive a failing grade for the course. However, faculty may establish a stricter attendance policy within the class syllabus to ensure that all students meet the required learning outcomes of that course. If the faculty introduces a more stringent attendance policy, this overrides the institutional attendance policy. Students who are absent due to an extenuating circumstance may submit documentation (e.g., doctor's note) to their instructor in support of a request for an excused absence. Students may make up work from excused absences; however, because NewSchool classes are highly participatory, even excused absences are counted against the attendance requirements for the course. Absences approved by the head of the department of the course that the student is missing due to an academic school-sponsored event will not count towards the 80% or 70% requirements. Students who are absent due to an unexcused reason will not be allowed to make up missed assignments or exams. Faculty members are not required to repeat the content missed due to a student's absence, regardless of whether the absence is excused or unexcused. If a student cannot pass the class due to attendance before the end of the standard withdrawal period, the faculty member may notify the student and recommend withdrawal. If the student agrees, the withdrawal may be processed in accordance with institutional procedures and documented accordingly.
Academic Integrity & Plagiarism	Plagiarism is a form of cheating and will NOT be tolerated. It is a serious academic transgression, and it is inexcusable, whether intentional or not. Plagiarism is defined as taking and using, as one's own, the ideas, writings, and images of another individual without giving appropriate credit through proper documentation to that individual. Assisting a student attempting to cheat or plagiarize is also considered academically dishonest.

	The school catalog details the possible consequences for plagiarism, which may include assignment and/or course failure or even dismissal from the school. Students are expected to be familiar with the school's policy. Give credit—in the appropriate format for all images and text—where credit is due. To ensure academic integrity, NSAD recognizes the American Psychological Association (APA) citation style for all scholarly work at NSAD. Unless an alternate style is specified by an instructor and has been approved by the department chair, all students are expected to know and use APA conventions per the current APA Manual.
Artificial Intelligence (AI) including Generative Artificial Intelligence policy	AI Definition (from Coursera) Much of the AI that people interact with every day is the result of machine learning (ML), which uses algorithms trained on datasets to power a computer's ability to understand information, "learn" from it, and then make decisions. Generative AI Definition (from Coursera) Generative AI is a type of artificial intelligence that uses large language models (LLMs), or machine learning models trained on massive data sets, to generate new content based on user inputs. Some people consider it the next generation of AI because, instead of relying on existing sources, it can produce new data, images, and other forms of content rather than just perform the same task repeatedly. Generative AI applications: ChatGPT, Microsoft Copilot, Google Gemini, and Dall-E and more. 1. Responsible Use & Academic Integrity NewSchool embraces the appropriate use of AI. Students may use AI tools only when explicitly permitted by course instructors. Faculty will outline acceptable uses in the syllabus or assignment instructions. AI-generated content must be properly cited. Submitting AI-generated text, design, code, or other work without disclosure will be considered plagiarism and a violation of the university's Academic Integrity and Code of Conduct policies. Use of AI tools does not exempt students from producing original work or understanding core course concepts. Misuse—such as unapproved assistance on assignments or overreliance on AI without critical engagement—will result in academic penalties. 2. Citation Requirement Any AI-generated content used to support coursework (e.g., text, visuals, research summaries) must include: - A clear citation of the tool used (e.g., "Generated using ChatGPT, OpenAI, August 2025"). - A description of how the tool was used to support—not replace—student work. 3. Limitations & Risks While powerful, AI tools are fallible. Users should be aware of the following: - AI output may be inaccurate, outdated, biased, or ethically inappropriate. - Privacy is not guaranteed—avoid submitting confidential or personal data. - Overuse may hinder creative development and critical thinking. 4. Classroom Variations Each faculty member may define specific rules for AI use in their courses. Students are responsible for understanding and complying with each class's guidelines. 5. Copyright Compliance All community members must respect copyright laws. AI tools trained on third-party content may generate copyrighted material. Use of such content without proper attribution or permission may constitute infringement.

Student Responsibilities & Conduct	Students are responsible for: • Regular and punctual attendance. • Study and performance necessary to obtain passing grades. • Professional conduct always. • Compliance with NSAD non-smoking campus and alcohol- and drug-free facility policies, and with all local and state laws. • Compliance with NSAD instructors' and administrators' directions; and • Respecting and following NSAD policies. Turn off cell phones and refrain from using electronic devices for texting, email, web surfing, or other non-class purposes during the class period. Please discreetly leave the classroom to attend to electronic communications in case of an emergency.
Late/Make-Up Work	Late (or makeup) work will be accepted only by <u>prior</u> arrangement with the instructor or in cases of legitimate, unforeseen emergency or excused absence, which is defined in the "Attendance" section above. It is the student's responsibility to notify the instructor in such cases and make alternate arrangements. Note that late and makeup work, when accepted, may receive substantial grade deductions. Arrangements must be made <u>in advance</u> for approved planned absences such as a religious observance, military or jury duty, and emergencies. <i>Computer malfunctions, personal travel, outside work schedules and similar issues are not considered legitimate excuses or emergencies in any event.</i> Consult the <i>Academic Catalog</i> for information regarding an incomplete grade. Failure to keep pace with the course is not adequate grounds upon which to base an incomplete grade.
Course Evaluation	Students are strongly encouraged to fill out the online course evaluation available towards the end of the quarter. Responses are used to improve delivery, add, or revise content and otherwise assess learning: they are extremely important. The process is completely confidential. Student names, ID numbers or any other identifiers DO NOT appear on the evaluations. Note that some instructors may, at their discretion, choose to make completion of an evaluation a course requirement. In such cases, complete confidentiality is still maintained.
Retention of Student Work	All student work including drawings, models, portfolios, photographs, artwork, furniture, papers, and tests submitted to NewSchool to satisfy coursework or degree requirements become the property of the NewSchool of Architecture & Design. This work may be used for exhibition purposes, documentation for accreditation proceedings, or for course instruction. Students in design programs must photograph their work for portfolio use prior to the final jury or presentation at the end of each quarter. NewSchool is under no obligation to retain student work.
Academic & Student Support	

Disability Statement	NSAD is committed to providing reasonable accommodations for students with documented disabilities in compliance with the American Disabilities Act (ADA). Students may request accommodations by contacting Disability Services: ADA@newschoolarch.edu. It is important to do this at the start of the quarter or as soon as possible since ADA accommodations are NOT retroactive. All discussions held between faculty / student / DSC are confidential. The syllabus is available in alternate formats upon request.
Counseling Services	ComPsych Guidance Resources is a no-cost counseling service to help you address stress, relationship, and other personal issues you may face. ComPsych provides counseling and resources for: stress, anxiety, depression, job pressure, grief and loss, relationship conflict, and many other support services. For information to access ComPsych, contact the Student Life Office at: <u>studentlife@newschoolarch.edu</u>
Diversity, Equity & Inclusion	NewSchool is a welcoming campus that values the contributions of individual from all backgrounds. We strive to foster an inclusive learning community where respect and open expression of ideas are the norm. We cultivate a culture of belonging and connectedness, valuing, respecting, supporting, and engaging all members of our community. We encourage authenticity and the expression of diverse perspectives. NewSchool also strives to foster an inclusive learning community where students, faculty and staff are treated with respect, ideas are freely expressed, and differences are accepted and valued.
Center for Student Success	Tutors with The Center for Student Success are available to provide guidance and tutor support in the areas of Writing, Math, Software tools and other subject areas. Click here to book an appointment or send an email to studentlife@newschoolarch.edu for support in booking an appointment.
Library Resources	The mission of the Richard P. Welsh Library is to support the teaching and research needs of the NewSchool faculty, students, alumni, and community. The library supports both online and in person services by providing resources and research assistance. The catalog and other resources are located at <u>https://library.newschoolarch.edu/home</u> while the Librarian can be reached at <u>library@newschoolarch.edu</u>.
NewSchool Email Requirement & Technology	Some course correspondence may occur via email. Due to federal privacy requirements, students must have and use a NewSchool email address (first name.last name@student.newschoolarch.edu) for such purposes. Private email is not acceptable. Contact the instructor and IT Support at, pchen@newschoolarch.edu
Last Review Date	, 2026