

Seeking TAs (preferably 50% appointments, 25% or 75% possible)

Course: DES 40c, "Design / Aesthetics / Experience," Fall 2022 (meets T/TH, 1:40 - 3:00 pm)

Expected TA Duties (hours to be logged)

- Attend lecture (TA attendance expected at every meeting): T/TH, 1:40 - 3:00 pm in Medical Science C 180;
- Lead discussion section(s) every week (1 section per each 25% of TA workload);
- Meet weekly with Dr. Housefield and all TAs for this course;
- Hold 1 hour of office hours weekly (total 1 hour for all TA assignments in DES);
- Attend and proctor scheduled final exam: December 9, 2022 @ 1:00 PM (to be confirmed);
- Adhere to and support the "no electronics in the classroom" policy unless an accommodation is in place;
- Maintain Canvas gradebook in a timely fashion for all your sections;
- Promote and uphold the UC Davis Principles of Community, Prof. Housefield's "Aretha Principle" (RESPECT), and the community ethos of the Dept. of Design;
- **Grade student work following standards and rubrics set by Dr. Housefield (see below).**

Anticipated TA Grading Workload

- One-page (maximum) written reflection graded per student per meeting (these take the place of attendance and are used for all lectures & discussions);
- Possible scantron and/or essay grading on midterm and/or final exam, or assistance with setting up Canvas online testing;
- Analysis of a designed experience: research- and experience-based analytical writing project, graded on a qualitative basis following rubrics. Project is sometimes scaffolded with multiple assignments distributed across the quarter and sometimes submitted as a single file near the end of quarter.
- Grading does **not** correct organizational, grammatical, or spelling errors but it **should** help students improve their research and communication skills.

Course Description

What is an experience? What does it mean to design experiences? UX Design – “User Experience” design – is a major growth area in design hiring today. Economic theorists characterize the early 21st century as the era of an “experience economy” that differs markedly from the economic models of the last centuries. DES 40c, “Design / Aesthetics / Experience” asks us to question experiences, with examples that range widely from dance to Disney, from the design of concerts to the Whole Earth Festival, to the design of exhibition spaces and narrative environments. What can we learn from the built environment and design of

embodied experiences that can be applied to the development of new spaces of virtual reality including apps and games? This wide-ranging and experimental course charts an arc linking the three dimensions of lived experience with the dreams and goals driving the creation of two-dimensional spaces. Whenever possible, guest speakers will share their experiences to heighten the contemporary emphasis of this historically grounded course.

Together we will investigate the convergence of aesthetics and experience in design through a series of thematically organized case studies. Examples will be drawn from across time and around the world. Although we will look at older examples, we will emphasize works from the past 150 years, always asking how designers today can learn from these earlier explorations. We will emphasize ethics, analysis, case study techniques, and critical thinking. Your prior experiences and cultural heritage enrich this course.



Discussion Section Meeting Times – Fall 2022

(Subject to change – verify with Schedule Builder online)

Section Number	Day & Time	Location
A01	F 10-10:50	Olson Hall 261
A02	F 11-11:50	Gallagher Hall 2102
A03	F 10-10:50	Gallagher Hall 2102
A04	F 11-11:50	Olson Hall 261
A05	M 4:10-5:00 pm	Olson Hall 125
A06	M 5:10-6:00 pm	Olson Hall 125
A07	M 3:10-4:00 pm	Cruess Hall 256
A08	M 4:10-5:00 pm	Cruess Hall 256

50% TAs are preferably assigned two back-to-back discussions in the same room. For the schedule above, that means that Sections 1&4 would be led by the same TA, for instance.