Midterm Assignment

The midterm is a take-home assignment to be completed by each student and handed in at the end of class on October 29, 2010 (Meeting 6). Late entries will not be accepted.

TOPIC: The UCLA Campus as a Designed Environment

The UCLA campus is a huge and complex designed environment. You confront a multitude of designed features throughout your daily life without cognition of these encounters. However, someone designed these features, and a closer examination of the objects and spaces around you will be your task for this assignment. Using ideas about design culture and history from John Heskett's book, *Industrial Design*, analyze three (3) objects and spaces that you find relevant to our course, including 1 of each of the following:

- 1 building
- 1 outdoor space
- 1 design element that is repeated at least twice throughout the campus
  
  Example: trash can (Do not use this example as your selection)

Please include an introduction to your topic, formally analyze your selections as well as interpret each selection’s possible meaning. This may include but is not limited to how the design facilitates communication, circulation, learning, emotion, etc. You may include successful and unsuccessful designs. Use Heskett’s book as your starting point; do not feel obligated to agree with his ideas. The goal is to apply our readings and lectures to our daily life. Form a coherent argument and make your case clearly. A useful approach would be to create a conceptual framework to guide your analysis, explain it, and then apply it to the three objects you choose.

For the purpose of this assignment, the UCLA Campus is understood to cover the faculty, administrative and educational buildings, parking structures, the hospital, recreation and sports facilities, student dormitories, students union buildings and the spaces in between.

We encourage you to reference articles from the course reader. You may also refer to Professor Huhtamo's lectures.

Particulars:
1. Give your essay a TITLE.
2. 1500 words minimum, 2500 words maximum, no hand-written papers.
3. Good knowledge of Heskett's book and the course reader will be considered an asset, as well as intelligent ideas and opinions. Essays that do not discuss Heskett’s book will not be accepted.
4. You may add illustrations to support your text; please cite your source if the illustration is not original.
5. Whenever you make a direct reference to Heskett's *Industrial Design* or to the articles in the course reader, please use a footnote (Chicago Manual Style). See your TA if you need assistance with citation formatting. Ignorance of rules is not an excuse. Plagiarism is not tolerated. Anyone who is caught copying text from existing sources without acknowledging them by using quotation marks and annotations will receive an F, and will be reported to the university officials for disciplinary action.
6. Proof-read your work. College-level English is mandatory.
7. Please write your name, student I.D., title, TA’s name and “Desma 10 Midterm Assignment” on the first page of your essay.