Strategic Design

Course Description

Strategic design focuses on the design implications of the interactions of the products, and the processes for their use, with the whole user system it aims to serve.

You will apply principles of traditional design to big picture systemic challenges such as health care, education, and climate change. You will redefine how problems are approached, identify opportunities, and deliver more complete and resilient solutions by crafting decision-making.

Learning Objectives

By the end of the semester, you should be able to:

- Explain the nature of strategic design and its relevance to a broad range of social, economic, environmental, and educational challenges.
- Explain the relationship of culture and technological change as drivers of innovation.
- Lead in the practice of Design and the Arts as facilitators of collaborative change.
- Facilitate creative (and lateral) thinking and action in others at all levels of an organization.
- Cultivate new frameworks and points of view through the synthesis of primary and secondary research.
- Demonstrate the practice of collaboration as the highest form of creativity in organizations.
- Prepare well-crafted visual models of concepts as working tools of understanding.

Textbooks

No textbook is required for this course. Selections from the books below will be provided to you as well as selected journal excerpts and case studies.

- Edward de Bono. The Six Thinking Hats.
- Tom Kelley. The Ten Faces of Innovation.
- Steven Johnson. The Innovator's Cookbook.
**Course Structure**

This course has three main parts. Assignments build on previous weeks and gradually become more complex and challenging.

**A – Strategy: Ways of Seeing and Thinking**

Weeks 1-3

Strategy requires us to change, reset or re-examine our ways of seeing and thinking. We explore ways to do this.

**B – Strategy and Innovation**

Weeks 4-8

Strategy is coupled with innovation. We explore innovation as a territory and ways you can be more innovative.

**C – Case Studies: Learning from Others**

Weeks 9-15

We explore ways strategy, innovation and design converge. You will teach the course by demonstrating case studies of strategy and innovation in your own unique areas of interest.

**Week-by-Week**

Below is the order of topics that we will cover. Specific details on homework, due dates, readings, will be provided at canvas.unt.edu.

**A. Ways of Seeing and Thinking**

Week 1 – Jan 18, 20

<table>
<thead>
<tr>
<th>Strategy and Design</th>
<th>1A – Course Introduction</th>
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<tr>
<td></td>
<td>1B – What is Strategy?</td>
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Week 2 – Jan 25, 27

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<thead>
<tr>
<th>The Six Thinking Hats</th>
<th>2A – Introduce the Thinking Hats</th>
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<td>2B – Brainstorming and 6-3-5 Brainwriting</td>
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Week 3 – Feb 1, 3

<table>
<thead>
<tr>
<th>The Six Looking Glasses</th>
<th>3A – Introduce the Six Looking Glasses</th>
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<td>3B – Using the Looking Glasses</td>
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**B. Strategy and Innovation**

Week 4 – Feb 8, 10

<table>
<thead>
<tr>
<th>The Discipline of Innovation</th>
<th>4A – Drucker: The Discipline on Innovation</th>
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<tbody>
<tr>
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<td>4B – Innovation in Your Area of Interest</td>
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Week 5 – Feb 15, 17

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<tr>
<th>Customers as Innovators</th>
<th>5A – Co-Creation: Designing for vs. Designing With</th>
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<td>5B – Site Visit – Company TBA</td>
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Week 6 – Feb 22, 24

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<tr>
<th>The 10 Faces of Innovation</th>
<th>6A – The Anthropologist, The Experimenter</th>
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<td>6B – The Cross-Pollinator, The Hurdler</td>
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Week 7 – Mar 1, 3

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<tr>
<th>The 10 Faces of Innovation</th>
<th>7A – The Collaborator, The Director</th>
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<td>7B – The Experience Architect, The Set Designer</td>
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Week 8 – Mar 8, 10

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<tr>
<th>The 10 Faces of Innovation</th>
<th>8A – The Caregiver, The Storyteller</th>
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<td>8B – Site Visit – Company TBA</td>
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### C. Case Studies: Learning from Others

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<tr>
<th>Week</th>
<th>Case Studies</th>
<th>Workshops</th>
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| Week 9 – Mar 21, 24| Case Studies A| 9A – Group 1 Workshop  
9B – Group 2 Workshop |
| Week 10 – Mar 29-31| Case Studies B| 10A – Group 3 Workshop  
10B – Group 4 Workshop |
| Week 11 – Apr 5, 7 | Case Studies C| 11A – Group 5 Workshop  
11B – Group 6 Workshop |
| Week 12 – Apr 12, 14| Case Studies D| 12A – Group 7 Workshop  
12B – Group 8 Workshop |
| Week 13 – Apr 19-21| Case Studies E| 13A – Group 9 Workshop  
13B – Site Visit – Company TBA |
| Week 14 – Apr 26   | Reflection    | 14A – Semester Reflection  
14B – Semester Reflection |
| Week 15 – Apr 23-27| Final Project | 15A – No class  
15B – Final Project Due |

### Grading

Grades will be based on the following categories:

- **10% — Participation**
  - Engage with course content as demonstrated by attendance and active participation and engagement.

- **40% — Assignments**
  - You will demonstrate an understanding of readings, apply course content, and collaborate with classmates.

- **50% — Workshop**
  - All of the above, plus
  - Deliver a workshop that connects your unique area of interest with the course materials in meaningful ways.

### Late Work

Late work is accepted for up to 1 week after the assignment is due and 20% will be deducted from the total.

### Participation

Attendance is mandatory. This is a highly interactive course. If you’re not here, you won’t be able to regain the experiences you missed. You are allowed two free absences. Any additional absences after the second without prior approval will result in a letter grade reduction off your final grade.
COVID-19 Impact on Attendance

While attendance is expected as outlined above, it is important for all of us to be mindful of the health and safety of everyone in our community, especially given concerns about COVID-19. Please contact me if you are unable to attend class because you are ill, or unable to attend class due to a related issue regarding COVID-19. It is important that you communicate with me prior to being absent so I may make a decision about accommodating your request to be excused from class.

If you are experiencing any symptoms of COVID-19 (https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html) please seek medical attention from the Student Health and Wellness Center (940-565-2333 or askSHWC@unt.edu) or your health care provider PRIOR to coming to campus. UNT also requires you to contact the UNT COVID Hotline at 844-366-5892 or COVID@unt.edu for guidance on actions to take due to symptoms, pending or positive test results, or potential exposure. While attendance is an important part of succeeding in this class, your own health, and those of others in the community, is more important.