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| **Bill Ward**william.ward@unt.com970-231-3255Office hours by appointment**Meets: Mon 3:00 - 4:20 pm Wed 3:00 - 4:20 pmin Frisco Hall Park A 107** |  | SPDA 2030 • Fall 2022Design Thinking |
| Course Description |  | Designers use form to shape meaning. This 16-week highly-interactive course introduces you to the field of design and how designers think. Over the semester, we will look at: design as a **practice**, design as a **process**, design as a **proposal**, and design as a **product**. |
| Learning Objectives |  | By the end of the semester, you should be able to:* identify **key moments** in **design history**,
* articulate and **execute design process(es)**,
* create **low-** and **high-fidelity design artifacts**, and
* prod­uce a **robustly designed interaction or object**.
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| Course Materials |  | You'll need to bring with you:* An open mind
* An unlined notebook (dot-grid or squares perfectly ok)
* A Sharpie
* A dark-ink pen (blue or black)
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| Recommended  |  | There are no required textbooks for this course. You will be provided excerpts from each of the readings. Although you are not required to purchase them for the course, I do recommend these three books:* Norman, *The Design of Everyday Things*
* Pine and Gilmore, *The Experience Economy*
* Lidwell and Butler, *Universal Principles of Design*
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| Week-by-Week |  | Below is the order of topics that we will cover. Specific details on homework, due dates, readings, quizzes and tests will be provided at **learn.unt.edu**. |
| Week 1 Aug 24 -26What is Design |  | 1A – Course Introduction * Design is… preso

1B – What is Design?* Hopes / Fears exercise – on the board / sticky notes

**Homework B:** Answer discussion questions about design, signifiers, and technology. Due before Week 2 class. |
| Week 2 Aug 31 – Sept 2Design Thinking is Valuable |  | 2A – The Value of Design* Affordance / Signifier preso

2B – Workshop Exploration: Design Value* AEC Method

**Homework B:** Answer discussion questions about IDEO. Due before Week 3 class. |
| Week 3 Sept 7 – 9Design Thinking is Bullshit |  | 3A – Is Design Thinking Overblown? PPT – ROI on Design Thinking**Homework A:** Submit review of Doug Dietz video – Top 5 takeaways3B – Workshop Exploration: The ROI on Design* 2-Minute Readout – groups on the board for PDA

**Homework B:** Submit your group’s 2-Minute Readout. Due before Week 4 class. |
| Week 4 Sept 14 – 16Design Process(es) |  | 4A – Design Process(es)* PPT – Design Thinking – Empathize

**Homework A:** Draft Stakeholder Map with classmates due before B class.4B – Workshop* Review Stakeholder maps in class
* Empathy Map Exercise in Mural – cluster / readouts
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| Week 5 Sept 21 – 23Divergent Thinking |  | 5A – Divergent Thinking: Creativity and Generating Ideas* Journey Map Preso

**Homework A:** Draft Journey Map Activities as a group5B – Workshop* Review Journey Activities homework
* Journey Map Preso
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| Week 6 Sept 28 – 30 Convergent Thinking |  | 6A – Convergent Thinking: Bringing It All Together* Journey Map Exercise in Mural
* Pain Points and Opportunities– cluster / readouts

6B – Workshop* Journey Map Exercise in Mural
* Big Ideas and Needs Statements– Presos
* Needs Statements – Exercise from Opportunities

**Homework:** Needs Statements – Review for Big Ideas next week |
| Week 7 Oct 5 – 7Design Principles 1 |  | 7A – Interface Design / Journey Map – Big Ideas* Big Ideas Exercise in Mural
* Discuss – cluster / readouts

7B – Workshop**Homework:** ~~Answer discussion questions about IDEO. Due before Week 8 class.~~ |
| Week 8 Oct 12 – 14Design Principles 2 |  | 8A – Human Factors8B – Workshop**Homework:** Big Ideas brainstorming. Due before Week 9 class. |
| Week 9 Oct 19 – 21Design Principles 3 |  | 9A – Perception and Color9B – Workshop**Homework:** Big Idea Storyboards due Oct. 20th for class discussion and revisions.Big Idea Storyboards Revisions due Oct. 25th for class discussion and revisions. |
| Week 10 Oct 26 – 28Design Principles 4 |  | 10A – Fundamentals of Interaction10B – Workshop**Homework:** ~~Answer discussion questions about IDEO. Due before Week 3 class.~~ |
| Week 11 Oct 30 – Nov 2Design as Storytelling 1 |  | 11A – Presenting Work11B – Workshop **Homework:** ~~Answer discussion questions about IDEO. Due before Week 3 class.~~ |
| Week 12 Nov 9 - 11Design as Storytelling 2 |  | 12A – Storytelling in Design12B – Workshop**Homework:** ~~Answer discussion questions about IDEO. Due before Week 3 class.~~ |
| Week 13 Nov 16 - 18Design as Storytelling 3 |  | 13A – Storytelling in Design13B – Workshop**Homework:** ~~Answer discussion questions about IDEO. Due before Week 3 class.~~ |
| Week 14 Nov 23 - ThanksgivingDesign as Storytelling 3 |  | 14A – Storytelling in Design~~14B – Workshop~~ – **Cancelled – Thanksgiving!****Homework:** ~~Answer discussion questions about IDEO. Due before Week 3 class.~~ |
| Week 15 Nov 30 – Dec 2Final Project |  | 15A – Semester Review 15B – Review progress of Final Project**Homework:** ~~Answer discussion questions about IDEO. Due before Week 3 class.~~ |

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| Week 16 Dec 30 – Dec 2Final Project |  | 15A – Semester Review 15B – Final Project Due |

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| Grading |  | Students often think grades measure how much you learn. Only *you* can say how much you *actually* learned. In this class (and most other classes), grades in fact reflect **performance** and **quality of work**. Grades will be based on the following categories: **20% — Participation**Engage with course content as demonstrated through **attendance, active participation**, **online discussion,** and **reflections.**  **50% — Assignments**Assignments will require you to **demonstrate an understanding of readings**, **apply course content**, and **collaborate with classmates**. **30% — Final**All of the above, plusWork on a final deliverable that **condenses complex ideas into a clear narrative**. |
| Late Work |  | Late work is accepted, but will be 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 absences. Any additional absences after the second without prior approval will result in a letter grade reduction off your final grade.  This class meets Mondays and Wednesdays. * **Mondays**  **and Wednesdays** we meet in-person in **Hall Park A room 107**.\*
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| Face Coverings |  | Face coverings are required in all UNT facilities. Students are expected to wear face coverings during this class. If you are unable to wear a face covering due to a disability, please contact the Office of Disability Access to request an accommodation. UNT face covering requirements are subject to change due to community health guidelines. Any changes will be communicated via the instructor. |
| 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) (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. |