

ART 5930c Design Thinking
Monday–Saturday, July 11–16
Meeting 8am–5pm and 7–10pm
Norman Hall, Room 10

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University of Florida
School of Art and Art History
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SYLLABUS

Course Description

This studio course in *Design Thinking* is offered as part of the UF Art Education MA curriculum. Design Thinking is not about the elegantly-crafted end product but the *process* of originating ideas and creative investigation. By its very nature, design thinking is cross-disciplinary, collaborative, iterative, and human-centered. Core concepts involve curiosity, imagination, empathy, and observation. This studio course in design thinking consists of (1) a set of small exercises, (2) two larger creative projects, one individual and the other a group activity, (3) a book discussion/response, and (4) a post-class assignment.

To orient ourselves, we will make use of the book, *Creative Confidence*, by Tom & David Kelley, as well as other materials and creative tool kits available on the Internet. We will do research, sketching, brainstorming, presentation/critique. I will offer some lectures on design methods and case studies of design thinking in action. In addition, I hope to organize a Skype chat with designer who works in the profession.

Readings

Our required textbook is *Creative Confidence* (ISBN 978-0385349369) by Tom & David Kelley, 2013. Other links and materials will be provided via the e-Learning site.

Required Materials

Access to a computer and a digital camera is required for this course. The course lab fees will supply materials needed for brainstorming (notebook, pens, paper, and so on). You may need to purchase a small amount of additional art materials depending on the specific needs of your creative projects.

Evaluation & Grading

After intermediate discussion and feedback, the design projects will be graded on a UF standard 4.0 scale (including minus grades). In order to calculate a final letter grade, the projects, exercises and activities will be valued in this way: The two creative projects will be averaged together for 50% of your grade. The three exercises, reading response, and post-class assignment will be averaged for the remaining 50%. These will all be submitted via the UF e-Learning system, Canvas.

Specific grading criteria will be listed on each assignment sheet but will broadly cover the areas of research, creative inquiry, conceptual development, visual and verbal presentation. You can view the general UF Grading Policies at — <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Attendance & Participation

Overall good attendance and participation is assumed necessary for the successful completion of the course. Because of the intensive one-week structure of this course it will be a difficult to miss any part of the course. However, you are allowed one unexcused absence from a morning, afternoon, or evening session (not including of a final presentation/critiques). Arriving more than 15 minutes late to class is considered “tardy” and will be considered the same as an absence. Projects are not accepted after the due date without prior approval by the instructor. Active engagement in the small group sessions is

also expected. This means listening to the suggestions of other students and offering constructive comments of your own. Excused absences follow university guidelines and may include illness, serious family emergencies, special curricular requirements, military obligation, severe weather conditions, religious holidays and participation in official university activities or court-imposed legal obligations.

Other Strategies for Success

Often informal performance will influence your project grades...

Timeliness: Meet all final and intermediate deadlines. Arrive Early.

Quantity/Quality: Exceed the Minimum, Seek Critique.

Innovation: Seek Difference, not Similarity.

Community: Collaborate, Listen and Share.

UNIVERSITY AND SCHOOL POLICIES

Health and Safety

The UF School of Art and Art History is concerned about the safe use of art materials. Notes related to the design area: Batteries, old monitors, lamps form digital projectors if broken may release mercury. There are no known health hazards from exposure to lamps that are intact. A complete handbook is provided at — <http://saahhealthandsafety.weebly.com/handbook.html>

Contact and Office Hours

Outside of class, you can contact me by email (preferred) — slawson@ufl.edu — or through the UF School of Art and Art History at 352-392-0201. My office is 313c FAC and office hours will be immediately after class at 5:00 pm. Tianrui Geng is the GTA for this course.

General University Policies and Services

This resource covers most policies and procedures important to students.
<http://www.dso.ufl.edu/>

Accommodations for Students with Disabilities

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. Disability Office — <http://www.dso.ufl.edu/drc/>

Contacts for University Counseling Services

Includes personal, academic, crisis and career services.
Dial 352-392-1575. <http://www.counsel.ufl.edu/>

Contacts for Student Healthcare Center

Dial 911 for medical emergencies.
Dial 352-392-1161 for urgent after-hours medical questions.
Dial 352-392-1171 for after-hours mental health assistance.
<http://shcc.ufl.edu/>

Safety and Security

University Police Department — <http://police.ufl.edu/>
Dial 911 for emergencies.
Dial 352-392-1111 otherwise.

Twelve-Day Rule

Students who participate in official athletic or scholastic extracurricular activities are permitted twelve (12) scholastic day absences per semester without penalty. In any case, it is the student's responsibility to maintain satisfactory academic performance and attendance.

Absences for Religious Holidays

Students, upon prior notification of their instructions, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. A student who believes that he/she has been unreasonably denied an education benefit due to religious beliefs or practices may seek redress through the student grievance procedure.

Honesty Policy

An academic honesty offense is defined as the act of lying, cheating, or stealing academic information so that one gains academic advantage. As a University of Florida student, one is expected to neither commit nor assist another in committing an academic honesty violation. Additionally, it is the student's duty to report observed academic honesty violations. These can include: cheating, plagiarism, bribery, misrepresentation, conspiracy, or fabrication.

<https://www.dso.ufl.edu/sccr/academic.php>

Computer Use and Acceptable Use Policy

All faculty, staff, and students of the University of Florida are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate.

<http://www.it.ufl.edu/policies/acceptable-use/acceptable-use-policy/>

Disruptive Behavior

Faculty, students, Administrative and Professional staff members, and other employees [hereinafter referred to as 'member(s)' of the University], who intentionally act to impair, interfere with, or obstruct the mission, purposes, order, operations, processes, and functions of the University shall be subject to appropriate disciplinary action by University authorities for misconduct, as set forth in the applicable rules of the Board of Regents and the University and state law governing such actions. Be advised that you can and will be dismissed from class if you engage in disruptive behavior. A detailed list of disruptive conduct may be found at — <http://regulations.ufl.edu/chapter1/>