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## art 3807c

DESIGN THINKING | F2017 | T/R 9-11:30 AM

**GABY HERNANDEZ**

ASST. PROF. OF GRAPHIC DESIGN | SA+AH | GHERNANDEZ@ARTS.UFL.EDU | OFFICE: 313E | OFFICE HOURS: T, 3:30-4:30 PM

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### CLASS DESCRIPTION

*Design Thinking* is interdisciplinary, human-centered, collaborative, contextual, and iterative. It offers a dynamic framework to approach idea generation, creative investigation, and divergent thinking. In this course, students learn principles of design thinking through exercises, brainstorming, sketching, case studies, and presentations.

This course is studio-based. The goal is to originate and then develop substantial creative projects using design thinking methods. Design thinking is not about the final product but the process of originating ideas and creative investigation. Design thinking is cross-disciplinary in nature, collaborative, iterative, and human-centered. Core concepts involve curiosity, imagination, divergent/convergent thinking, empathy, and observation.

During our semester course we will do two projects (two individual, one collaborative), various design thinking exercises and smaller assignments, and keep an ideation sketchbook. During the course we will have brainstorming sessions, intermediate critique and feedback, project presentations, discussions and in-class exercises.

*Forty percent* of the course grade is based on two major creative projects—one collaborative, one individual. *Another forty percent* is based on in-class design thinking exercises and homeworks and the on-going sketchbook. *The final twenty percent* is based on the quality of your participation, professionalism, and proactivity.

### OUTLINE OF GENERAL CLASS TOPICS

The major topics include the following. Additional topics will be incorporated as needed, such as content specifically influencing or important to the design or a project/assignment.

- Introduction to Design Thinking (terminology, methods, processes, rapid prototyping exercises)
- Problem Identification and Creative Solutions (problem identification methods, fieldwork, user-centered solutions, personas, contexts, iterative design)
- Designer as Catalyst for Change (design research, problem identification, iterative design, visualizing/presenting solutions and approaches)
- Ideas & Action Projects, including final presentations (proposing strategic solutions to problems in context)

### REQUIRED MATERIALS

*IDEO, Human-Centered Design Toolkit: An Open-Source Toolkit To Inspire New Solutions in the Developing World, 2011.*

*Graphic Design Thinking: Beyond Brainstorming*, by Ellen Lupton. ISBN: 9781568989792.

*Other:* Adobe CC | Evernote | Office Suite, such as iWork | Computer, suitable for graphic design or digital prototyping and production with appropriate RAM and HD Capacity | Access to digital camera | Access to cloud storage, such as Dropbox | Other readings will be provided electronically | Class website/blog will be enabled the first two weeks of the semester.

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### GRADING + EVALUATION

The purpose of grading and evaluation is to pinpoint the strengths and weaknesses of one's performance. Information on current UF grading policies for assigning grade points is online here: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx> Grades are based on your overall performance in the class, although specific project assignments and roles factor into the evaluation. To aid in the assessment process, each student will write and submit his/her own thoughtful self-assessment and meet with the instructor 2 times during the semester to discuss your class experience and performance.

Your final grade will be assigned based on your performance and quality of your solutions as follows:

40% major projects	based on the identification of problems affecting our community; collaborative and individual
40% exercises, assignments	based on theories and techniques of Design Thinking, including reading assignments, homeworks, and in-class exercises
20% professionalism	including active participation, motivation, ability to meet deadlines, professional demeanor, proactiveness, punctuality, ability and openness to identify and learn new tools, techniques, or styles as needed according to projects and assignments

### GRADING SCALE

A	100-93	exceptional work	C	76-73	average, borders inadequate
A-	92-90	superior work	C-	72-70	below average work
B+	89-87	very good work	D+	69-67	barely meeting criteria
B	86-83	above average work	D	66-63	not meeting criteria
B-	82-80	slightly above average work	D-	62-60	not meeting much criteria
C+	79-77	adequate, average work	E	59-0	failure to meet most criteria

### MAKE UP WORK

You are eligible for make-up work exclusively in the event of an excused absence (which may require a written document supporting the absence). Work may be different from what is originally assigned. It is your responsibility to ask for make-up work within 3 calendar days of the absence.

### DEADLINES + COMMITMENTS

All students and members of work teams should know in advance when project are due, partially or totally. The most important aspect is to meet the deadlines of projects and assignments and produce high quality, conscious, and adequate work. This is the commitment you must take on when working professionally. Unless otherwise planned, there will be NO unfinished projects at the end of the semester.

### ATTENDANCE POLICY

Good attendance and punctuality are expected for this course. Roll will be taken at each class within 5 minutes of the start time.

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#### *absences*

- Only two (2) unexcused absences are allowed.
- Every unexcused absence beyond this will lower your final class grade by a letter.
- Leaving early without permission will be considered an absence.
- A total of seven (7) absences, excused or unexcused, will result in you receiving a grade of "E" as final course grade.
- Excused absences include religious holidays, a verifiable death in the immediate family or with a doctor's note.

#### *tardies*

- Late arrivals (more than 5 minutes after class begins) will be marked tardy.
- Three tardies will be counted as one unexcused absence.
- It is your responsibility to see that the record is corrected from an absence to a tardy if you are late.
- It is your responsibility to obtain and act on class contents missed due to missing or arriving late to class, without causing any disruption to the class activities.

#### *other course policies related to attendance*

- Changes to the course calendar, stakeholder meetings, demonstrations, or critiques demand your presence; compensatory work of another kind cannot be accepted in lieu of missed instruction in these areas.
- If you have extenuating circumstances, inform your instructor or the SA+AH advisor as soon as possible so we can work with you.

### **BEST PRACTICES**

- Be open and constructive.
- Critique ideas, not people.
- You are all colleagues—friendship is a bonus.
- Design Thinking methods and production of solutions require intensive and smart work. If you do not make enough sketches, design iterations, prototypes, or just do the minimum, your work will reflect that, and this will be reflected in your grade.
- The studios and work areas are creative, professional workplaces. Be respectful of these spaces.

### **OTHER STRATEGIES FOR SUCCESS**

Active engagement in feedback reviews and discussions is expected. This means listening to the suggestions of other students and offering constructive comments of your own.

**Quantity/Quality:** Exceed the minimum, Seek critique.

**Innovation:** Seek difference, not similarity.

**Community:** Collaborate, listen and share.

### **FEES, EQUIPMENT, AND USE OF MATERIALS**

Lab fees will be used to buy basic design thinking materials for group brainstorming, prototyping, and presentations. As well, the fee will be used to purchase the required sketchbook. You may need to buy additional supplies to complete your creative projects. When purchasing materials to prototype or produce a design solution, be mindful of the environment. Avoid wasteful practices or materials that pollute or are difficult to recycle.

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### **HEALTH + 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 from 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://arts.ufl.edu/site/assets/files/37319/saahhealthandsafetyhandbook.pdf>

### **CONTACT + OFFICE HOURS**

Outside of class, you can contact me by email ([gbernandez@arts.ufl.edu](mailto:gbernandez@arts.ufl.edu)). Allow 24-48 hours for a response to your email. My office is 313e @ FAC, and office hours will be Tuesdays from 3:30 to 4:30 pm. University meetings, conferences, or other unexpected engagements may result in the need to change these office hours sometimes. Any changes will be notified in advance via email. You can also request an appointment, also via email. Dates and times for these appointments will be agreed on before being scheduled.

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### **UNIVERSITY POLICIES + 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.counseling.ufl.edu/cwc/>

#### *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/>  
The building number of Fine Arts C is 0599.  
Dial 911 for emergencies.  
Dial 352-392-1111 otherwise.

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#### *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/process/student-conduct-honor-code/>

#### *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/regulations/uf-1-general/>

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### **TENTATIVE SCHEDULE OF ACTIVITIES**

Specific details on each week's activities will be announced in advance, as well as any changes in previously scheduled activities.

#### *week 1-4*

- sessions 1 and 2: Introductory topics to Design Thinking, including terminology, methods, processes, rapid prototyping exercises, discussions based on readings and homeworks.

#### *week 5-6*

- sessions 1 and 2: Introduction and practice on Problem Identification and Creative Solutions (problem identification methods, fieldwork, user-centered solutions, personas, contexts, iterative design).

#### *week 7-10*

- sessions 1 and 2: Definition and Development of Individual Project, based on topics related to Designer as Catalyst for Change (design research, problem identification, visualizing/presenting solutions and approaches).

#### *week 11-16*

-sessions 1 and 2: Definition and Development of Collaborative Project, based on topics related to Ideas & Action, including final presentations based on the approach of solutions to problems in context.

#### *december 12th*

-Final presentation of Collaborative Project.