Summer 2019 Syllabus
Design Thinking

Course Information
GRA3816C (3 credits)
Class # 16171
Sections 02CH
M,W,F 2–4:45 pm (FAC 112)
T,R   2–4:45 pm (ARCH 120)

Instructor
DANIEL LEONARDOS
danleonardos@ufl.edu

Office hours
T   5–6 pm at Mint (Infinity Hall 110)
    Or by appointment

COURSE 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.

COURSE STRUCTURE

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 one main project, five case studies, various design thinking exercises and other smaller assignments. Keep an ideation sketchbook to record your progress and later curate relevant information that informs your design process and solutions. We will have brainstorming sessions, intermediate critiques for feedback, project presentations, discussions and in-class exercises. 30% of the course grade is based on the main project, 50% consists of case studies, divided into 5 weekly presentations. The final 20% is based on in-class design thinking exercises, and on the quality of your participation, professionalism, and pro-activity.

COURSE 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)

TEXT & REFERENCES

› William Lidwell, Kritina Holden & Jill Butler. Universal Principles of Design, 2003. **REQUIRED**
› IDEO, Human-Centered Design Toolkit: An Open-Source Toolkit To Inspire New Solutions in the Developing World, 2011. **RECOMMENDED**
› Graphic Design Thinking: Beyond Brainstorming, by Ellen Lupton. ISBN: 9781568989792. **RECOMMENDED**

NOTE: Other readings will be provided electronically.

REQUIRED SUPPLIES

› Access to Adobe Creative Cloud & Office Suite
› Access to a 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
› Class website on Canvas will be enabled the first two weeks of the semester.

NOTE: Additional supplies may be needed as semester progresses

ATTENDANCE

This course is a studio class where attendance is vital. You are permitted 3 unexcused absences during the semester without consequence to your final grade. **FOR EACH UNEXCUSED ABSENCE OVER 3, YOUR OVERALL LETTER GRADE WILL BE DECREASED BY ONE** (i.e. from A to A- with 4 absences, to B+ with 5). More than 5 absences will result in automatic failure of the class. 3 tardies (more than 10 min. late) or early departures equal one absence. Students over 30 minutes late to class will be counted absent.

Attendance will be taken promptly at the beginning of each class. If you have extenuating circumstances, inform me via e-mail as soon as possible. A doctor's note will be required in order to excuse an absence due to illness.

Because critiques will be conducted as if you are presenting work to a client, any student who is late to a final critique will not be permitted to show their work, and their final project grade will be reflected accordingly.

University guidelines for excused absences:
catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

ABSENCES FOR RELIGIOUS HOLIDAYS

Students will be excused from class or other scheduled academic activity to observe a religious holiday of their faith with prior notification to the instructor. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances.

12-DAY RULE

Students who participate in athletic or extracurricular activities are permitted to be absent 12 regular class days per semester without penalty. It is the student's responsibility to maintain satisfactory academic performance and attendance.

COMMUNICATION

It is the student's responsibility to frequently check their Canvas and UFL e-mail, as these are the instructor's primary methods of reaching students outside of class.

SKETCHBOOK / FOLDER

This is a collection of your progress both in and out of class. You are encouraged to record anything you find interesting in your sketchbook. The more entries you put to paper, the better. These entries can include sketches, photographs, interesting places, designers, thoughts, ideas, process, typography examples, etc. This sketchbook will help you to build ideas, and revisit past ideas. It's advised to have a separate sketchbook for this class. It will serve as part of your process and research on presentations for each project and other activities.

STUDIO NOTES

- › Cell phones should be silenced before roll is taken.
- › Please eat before or after class or during the break—not during class.
- › Clean up after yourself.
- › Critique ideas, not people.
- › Always contribute constructive criticism during discussions and critiques.
- › Be honest. Dishonesty in any form (lying, cheating, plagiarizing, etc.) will not be tolerated.
- › Exit quietly if you need to use the restroom—you do not need to ask.

The use of cell phones or other personal and group distraction sources (including social networking and entertainment sites, such as Facebook, YouTube, etc.) are completely prohibited during class time. Do not text in class. Anyone found texting during a critique will be asked to leave.

GUIDELINES FOR CRAFT

Be able to answer yes to the following:

- › Are all corners cut square and sides cut straight?
- › Are the measurements correct?
- › Are the edges clean, no nicks cuts or dings?
- › Have pencil marks been erased?
- › Would I feel comfortable presenting this work to a professional in the field?

DEADLINES

All deadlines will be announced in class. All projects and exercises are due on the day and time given and will be considered late when critique has begun or after work has been called for. Late work is not accepted. Be sure to present your work on each critique session and show your progress. If you are absent or tardy it is your responsibility to obtain missed information from another student in the class.

If the reason for lateness falls under the excused absence list, illness or death in the family, there will be no penalty as long as work is completed by the new agreed upon date. But you should always contact me prior to the due date with your explanation.

GRADING & EVALUATION

Students will receive a detailed project sheet for each project outlining important dates, learning outcomes and evaluation criteria. Projects are due at the beginning of each class period on the assigned due date. **FAILURE TO MEET DEADLINES WILL AFFECT YOUR GRADE IN THIS CLASS.**

The final grade will result from:

30% Project 1
50% Case Studies (divided in 5 parts, one per week)
20% Professionalism (exercises, attendance, participation, attitude)

* The project grade will result from: concept, form, craft, and presentation.

* Professionalism means that you bring requested supplies to class; complete and bring with you out-of-class assignments, sketches, books and notes; contribute constructive feedback during critiques and during group discussions; be prepared to discuss assigned readings; always act professionally, be punctual and meet project deadlines; Professionalism will also be evaluated individually for each project.

  › Timeliness: meet all final and intermediate deadlines. Arrive early.
  › Quality / Quantity: exceed the minimum, seek critique.
  › Innovation: seek difference, not similarity.
  › Community: collaborate, listen and share.

GRADING SCALE

Grades will be assigned in accordance with University definitions; plus or minus indicate performance relative to the letter grade definition.

A | 100-95   A- | 94-90   B+ | 89-87   B | 86-83   B- | 82-80   C+ | 79-77
C | 76-73   C- | 72-70   D+ | 69-67   D | 66-63   D- | 62-60   E | 59 and lower

PLEASE NOTE: A grade of C- or below will not count toward major requirements.

For more information on uf grading policies log on to:
catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

DISRUPTIVE BEHAVIOR

Be advised that you can and will be dismissed from class if you engage in disruptive behavior. Students 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.

The Dean of Students Office: *www.dso.ufl.edu*

HONESTY POLICY

As a result of completing the registration form at the University of Florida, every student has signed the following statement:

"I understand that the University of Florida expects its students to be honest in all of their academic endeavors and understand that my failure to comply with this commitment may result in disciplinary action up to and including expulsion from the University."

The university's policies regarding academic honesty, the honor code, and student conduct related to the honor code will be strictly enforced. Full information regarding the above mentioned policies is available at the following links:

Student Conduct & Honor Code:
dso.ufl.edu/sccr/process/student-conduct-honor-code

STUDENTS WITH DISABILITIES

Students requesting classroom accommodations must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then deliver this documentation to the instructor when requesting any accommodation.

Disability office: *dso.ufl.edu/drc*

COUNSELING SERVICES

Resources are available on campus for students who experience personal problems or lack clear career and academic goals, which interfere with their academic performance. Find out more here:

University Counseling Center

ADDRESS: 301 Peabody Hall　**PHONE:** (352) 392 1575　**WEB:** *counseling.ufl.edu*

HEALTH & SAFETY

The School of Art + Art History Safety Manual will be reviewed in class. Students and instructors are responsible for following policy and procedures for making art safely at all time. The entire document is available online: *saahhealthandsafety.weebly.com/handbook.html*. All students are required to sign and turn in the signature page to the instructor on the first day of class. All users of the studio classrooms are expected to follow studio guidelines at all times. If you have any questions, ask your instructor.

Area rules

All users of the studio classrooms are expected to follow studio guidelines at all times. If you have any questions, ask your instructor.

› Follow all SA+AH Health and Safety handbook guidelines.
› Alcohol is not permitted (open or closed containers)
› No eating or drinking in the lab.
› Shoes must be worn at all times.
› Protective equipment must be worn for hazardous work.
› Do not block aisles, halls or doors with stored items or when working. This is a violation of fire codes.
› Do not store anything on the floor. This impedes cleaning & creates a hazard.
› Do not park bikes in the building.
› Clean up spills immediately.
› Take items which do not fit into the trash to the dumpster, follow dumpster guidelines.
› All users must follow the SA+AH Container Policy (see below).

SA+AH health and safety policy

There are 2 types of labels used in the SA+AH–YELLOW & WHITE. Both labels are found at the red MSDS box and are supplied by the SA+AH. Each is used for a different purpose:

WHITE: All new and or used product in containers (hazardous or what might be perceived as hazardous –i.e. watered down gesso, graphite solutions, satellite containers of solvents, powders, spray paints, fixatives, oils, solvents, etc…) must be labeled within the SA+AH to identify their contents. Labels can be found at the MSDS box in each studio and work area. All containers must be marked with your name, contents and date opened. All secondary/satellite containers for hazardous materials must be marked with content, your name and the date opened. All unmarked containers will be disposed of with no notice.

YELLOW: When hazardous items are designated as waste. All containers must have a yellow label identifying the contents that are designated as trash for weekly EHS pick up.

› Flammable solid containers (red flip top) must have a yellow hazardous waste label on the outside.
› 5-gallon jugs must have a yellow hazardous waste label on the outside.
› Fibrous containers must have a yellow hazardous waste label on the outside.
› Each item in the blue b in must have a yellow hazardous waste label.

NOTE: Hazardous Waste labels should include all constituents in the waste mixture as well as an approximate percentage of the total for that item and must add up to 100%. Labels should also include the Bldg & room # of the shop generating the waste along with the Waste Manager for your area; this is located on the SWMA sign posted at the sink or at the Waste Management Area.

TENTATIVE COURSE SCHEDULE

May	**WEEK 1**	5/13	Course introduction
		5/14	Exercises
		5/15	Design Thinking Theory
		5/16	Exercises
		5/17	Design Thinking Theory
	WEEK 2	5/20	Design thinking theory / **P1** Intro
		5/21	**P1** Execution
		5/22	Field Trip
		5/23	**CASE STUDY 1** Execution
		5/24	Weekly Presentation of **CASE STUDY 1**
	WEEK 3	5/27	**HOLIDAY:** Memorial Day
		5/28	**P1** Execution
		5/29	Field Trip
		5/30	**CASE STUDY 2** Execution
		5/31	Weekly Presentation of **CASE STUDY 2**
June	**WEEK 4**	6/3	Design thinking theory
		6/4	**P1** Execution
		6/5	Field Trip
		6/6	**CASE STUDY 3** Execution
		6/7	Weekly Presentation of **CASE STUDY 3**
	WEEK 5	6/10	Design thinking theory
		6/11	**P1** Execution
		6/12	Field Trip
		6/13	**CASE STUDY 4** Execution
		6/14	Weekly Presentation of **CASE STUDY 4**
	WEEK 6	6/17	**P1** Final Presentations
		6/18	**P1** Final Presentations
		6/19	Field Trip
		6/20	**CASE STUDY 5** Execution
		6/21	Weekly Presentation of **CASE STUDY 5**