

ART 3816c Design Thinking
Monday and Wednesday (11E1), 6:15-8:10pm
Room 112 Fine Arts C

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University of Florida
School of Art and Art History
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SYLLABUS

Course Description

This design thinking course is studio-based – the goal is to originate and then develop three substantial creative projects using design thinking methods. One of my previous design thinking classes declared – “We make ideas, not things.” – which seems to be a good summary. Design thinking is not about the *final product* or *software tools* but the *process and prototyping and pitch* of innovative ideas and their creative investigation. By its very nature, design thinking is cross-disciplinary, collaborative, iterative, and human-centered. Core concepts involve curiosity, imagination, divergent/convergent thinking, empathy, and observation.

To support the creative work we will have brainstorming sessions, intermediate critique and feedback, presentations, readings, discussions and in-class exercises. During our semester course we will do three projects (one individual, two collaborative), as well as a set of design thinking exercises. That means seventy-five percent of the course grade is based on the three creative projects. The other 25% is based on the set of in-class design thinking exercises.

| | |
|-------------------|-------------------------------------|
| 25% Exercises | Exercises to explore Design Methods |
| 25% Project One | Random Group, Local Topic |
| 25% Project Two | Individual, Common Topic |
| 25% Project Three | Small Group, Self-Originated |

Additional handouts will detail the structure of the projects, exercises, links to relevant websites, and day-to-day schedule. These will be accessible on Canvas.

Required Technology

Access to a computer/software and in-class use is required. We will need to use a simple office suite to prepare basic documents and presentations. We will need to access the Internet in class to conduct research and connect to UF eLearning. A digital camera (phone cameras work just fine) will likely be useful as well.

Lab Fees and 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 a sketchbook. You may need to buy additional supplies to complete your creative projects.

Readings

In this course we have no specific academic readings. So no required textbook or course pack. We will use the UF e-Learning site, Canvas, to access other course materials and upload/share materials.

Grading & Creative Feedback

This course has three major creative projects (25 points per project) and a group of in-class exercises (that amount to 25 points) for a total of 100 points. Associated with each project is a checklist/rubric of required items. Full points are awarded if the work is sufficiently complete and uploaded on time. This functions similar to a pass/fail mode.

Example: One project may have five items to submit (sketches, research notes, response sheets, project images, and so on) which means that neglecting to upload one on the five item would result in 80 points out of 100 total points.

Critical feedback is provided verbally during small group discussions, and one-to-one desk chats, and during final project presentations. This feedback is information on how to improve your work in concept, form, and craft – particularly with the intent of assembling a professional portfolio of design work. After mid-semester I will provide individual reviews that will communicate my view of overall academic performance and work quality. This qualitative feedback does not impact the project points.

Projects and assignments are not accepted after the due date without prior approval by the instructor. This means you must be very focused on the checklist of required items and meet the deadline – be careful not to forget or to click submit 20 seconds too late.

Details about Attendance and Assignment Due Dates

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. If you have a delay, please contact me by email prior to the class. I will keep an attendance and late arrival record but does not impact the project points.

Please note that if you are a certificate student, you need to receive a final grade of B or better for this course to count toward completion. Canvas will do the math and calculations but if you want to convert points/percentages to a UF Standard Letter Grade here is a table...

| A | A- | B+ | B | B- | C+ | C | C- | D+ | D | D- | F |
|-------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------|
| 100% to 94% | < 94% to 90% | < 90% to 87% | < 87% to 84% | < 84% to 80% | < 80% to 77% | < 77% to 74% | < 74% to 70% | < 70% to 67% | < 67% to 64% | < 64% to 61% | < 61% to 0% |

Other Strategies for Success

Here is general advice that, I think, will help you get the most from your university education. Active engagement in the intermediate small group sessions is more valuable than at the end of the project. This means listening to the suggestions of other students, instructor, and offering constructive comments of your own. Often informal performance will influence your creative outcomes...

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.

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 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 and Office Hours

Outside of class, you can contact me by email — 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 posted on my door (likely Tuesday, 3:00-5:00pm). You can also use the messaging system within Canvas (preferred).

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.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.

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/>