

Fall2022

GRA 3816C: Design Thinking

COURSE INFORMATION

GRA 3816C (3 credits)

Monday & Wednesday

11:45 am - 1:40 pm

FAC 0310

INSTRUCTOR

Shaza Jendi, she/her/hers

s.jendi@ufl.edu

OFFICE HOURS

Monday 1:45–2:45 pm + by appointment—

Please reach out to me, zoom link.

FAC 313A

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.

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.

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, as well as a set of design thinking exercises.

COURSE TOPICS AND OBJECTIVES

- > 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 (origin, context where it started, promoters, methods used, case studies).
- > Criticism for DT (arguments about traditional DT canons, case studies, pros and cons)
- > Design (re)thinking (a valuable mindset for equity-based design, an approach based on safe/brave spaces, positionality, horizontality, and intersectionality)
- > Problem identification + design research (problem identification methods, fieldwork, design thinking resources)
- > In-context design thinking mindset (thinking locally, integrating people, visualizing, iterating, testing, getting feedback. Equity, context, people, culture, and local histories are prioritized)
- > Journaling and process diagramming as methods of design reflection, documentation, and assessment.
- > Ideas & Action Projects, including final presentations (proposing strategic solutions to problems in context).

DEADLINES & GRADING SCALE:

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.

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

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

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:

- > **75% — SUM OF 3 PROJECTS** (Project 1: 25% / Project 2: 25% / Project 3: 25%)
- > **10% — EXERCISES**
- > **10% — PROFESSIONALISM** (Exercises, presentations, attendance, participation, attitude)
- > **5% — Workshops**

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; Provide constructive feedback during critiques and during group discussions; are prepared to discuss assigned readings; always act professionally, are 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.

COMMUNICATION

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

REFLECTIONS

There will be a reading, podcast, video, or activity (almost) every week, with a reflection/response post due on the following Monday before class. Whenever there is an additional optional reading/podcast/lecture etc, you may respond to it in your reflection for an extra point. All reflections will be submitted in Canvas.

PLATFORMS

You will all be required to set up and have immediate access to these platforms during the semester:

Canvas: For storing any and all course materials and instructions, submitting assignments, grading, and communication.

Miro: For collaboration, feedback, and presentations.

Adobe CC: Discounted for Students

*Adobe CC Discounted for Students is a special UF student pricing on a one-year subscription to the entire Adobe Creative Cloud Suite. To purchase your Adobe CC Discounted for Students subscription, please log in at <https://portal.helpdesk.ufl.edu> and if eligible to purchase click on “Eligible, take me to OnTheHub” button. The service will run for one year from the time the software is activated. Distribution is provided by Kivuto/OnTheHub who is an authorized distributor for Adobe not affiliated with UF Computing Help Desk.

TECHNOLOGY, FEES, AND EQUIPMENT USE

With questions related to your computer system and technology in the Graphic Design area, you can contact our Lab Technician, **Michael Christopher (mchristo@ufl.edu)**. He can help diagnose problems and provide solutions.

MATERIALS AND DEVICES

In order for you to fully participate and meet course learning objectives, students taking graphic design courses are required to have appropriate hardware, software and access to the Internet. See this website for more details regarding hardware, software, specifications, and some purchasing options, including discounts for UF students.

Because computer access is an institutional requirement, computer costs are designated as allowable costs for students who qualify for Financial Aid. Accordingly, Student Financial Affairs has added costs for access to a computer into budgets. For more information, contact your financial adviser in the Office of Student Financial Affairs directly.

You are required to have:

- > Adobe CC design suite
- > Access to a cloud-based storage platform

- > Your own laptop or desktop computer as required by the program, suitable for graphic design and production with appropriate RAM and storage capacity
- > Access to a digital camera
- > A dedicated sketchbook

READINGS

There is no class book. I will provide links to all readings, videos, and case studies.

GENERAL CONDUCT

We are trying to create an open space to discuss issues and topics that matter to each of us individually, and collectively, as people and as designers. We may not always hold each other's views, but we must always hold each other with respect. If you have an issue with or are offended by a certain comment or topic, please come to me and we will work it out together.

ATTENDANCE POLICY

In class time is critical. If you anticipate missing class, please send me an email at your earliest notice. If you miss class unexpectedly, send me an email as soon as possible.

Attendance is required for this class. You can miss two class days without penalty. Two late arrivals (after class begins) or early departures (before class is dismissed or ends) equal one absence. All unexcused absences after the first two cost 5 points from the final grade. More than 6 absences of any kind – missing more than 3 weeks of class – equals automatic course failure unless we make documented accommodations in advance.

To receive an "excused" absence, you must do one of the following:

1. Notify me before class begins that you will not be able to attend class
2. Notify me after class begins and provide official documentation of a university-sanctioned reason to receive an excused absence. military service, varsity sports travel, and illness are common excused absences when documented by a written note from a commanding officer, coach, or doctor

Regardless of the type of absence, you are still required to complete assignments, so it is vital that you contact me as soon as possible to discuss your options.

It is your responsibility to keep track of your attendance record in Canvas. Requirements for class attendance, make-up exams, assignments, and other work in this course are consistent with university policies. Along with more information on how UF assigns grade points, you'll find these by visiting: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>

Religious Holidays

If you know that you will miss class time due to religious holidays, please inform me before the holiday (whether recognized by the university or not).

Tardies

If you know that you will be late to class ahead of time, please let me know as soon as you know. If you are late 3 times, it will count as 1 unexcused absence.

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.

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. However, students must always contact the instructor prior to the due date with an explanation for the absence.

COVID GUIDANCE

If you have Covid-19 or have been exposed and need to isolate/quarantine, please email me immediately so that we can make arrangements for your work and schedule possible virtual meetings. Please be respectful of others and do not come to class if you're sick or have been exposed. you do not want to infect others.

SYLLABUS CHANGES

Due to the changing nature of the COVID-19 pandemic, please note that the instructor may need to make modifications to the course syllabus and may do so at any time. Notice of such changes will be announced as quickly as possible through email & Canvas.

HEALTH & SAFETY

The goal of the SA+AH Health and Safety Program is to protect the health and welfare of all faculty, staff, and students and to cooperate with the University of Florida's Department of Environmental Health & Safety (EH&S). The SA+AH H&S policy and handbook is online [here](#).

Michael Christopher is the Health and Safety administrator for the Graphic Design program. While there are very limited health and safety risks with the materials

we typically use for graphic design, be aware that materials used in other areas often carry risks.

It is your responsibility to store everything you bring in the studio safely. Do not bring in any materials that are hazardous or combustible as the graphic design studios are not equipped for this type of storage.

Knowingly or repeatedly storing such items in the studio may result in disciplinary action and loss of access to studio space outside of class time as well as loss of storage space.

Also,

- > Batteries, some monitors, and lamps from digital projectors, if broken, may release mercury. There are no known health hazards from intact materials.
- > Do not use spray adhesives or do hazardous work in the studios.
- > Do not block aisles, halls or doors with stored items or when working.
- > Take items which do not fit into the trash to the dumpster, follow dumpster guidelines.
- > All users must follow the S+AH Container Policy (see the SA+AH Health and Safety Handbook online here).

The GD Area policies prohibit use of hazardous materials, this applies to materials used in other areas. They may not be stored, ever, in the GD studios. Failure to adhere to these guidelines may affect your ability to use the studio unsupervised outside of regular class times.

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

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 [link](#).

ACCOMMODATIONS

If you would like to speak with a mental health professional, which I highly recommend for every student, the school information is as follows:

Campus Resources

U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392- 1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress.

Counseling and Wellness Center: Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the Student Health Care Center website.

University Police Department: Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies).

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the UF Health Emergency Room and Trauma Center website.

Academic Resources

E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

Library Support: Various ways to receive assistance with respect to using the libraries or finding resources. Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints On-Campus: Visit the Student Honor Code and Student Conduct Code webpage for more information.

On-Line Students Complaints: View the Distance Learning Student Complaint Process.

UF POLICIES

COURSE EVALUATIONS

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Click here for guidance on how to give feedback in a professional and

respectful manner. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students here.

ACADEMIC INTEGRITY

Academic integrity means that if you use words, images, or ideas that are not your own, you must cite them. Claiming the work of others as your own is a serious breach of professional ethics and will result in a failing grade in this class. The UF Honor Code specifies a number of other behaviors that are in violation of this code and the possible sanctions.

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, you are 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, copying ideas, plagiarism, bribery, misrepresentation, conspiracy, or fabrication. You can find UF's Student Conduct Code, [here](#).

ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES

Students who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center (352-392-8565, <https://disability.ufl.edu/students/get-started/>). Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

HARASSMENT

UF provides an educational and working environment that is free from sex discrimination and sexual harassment for its students, staff, and faculty (<http://www.hr.ufl.edu/eo/sexharassment.html>).

DISRUPTIVE BEHAVIOR

All 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. For more information, visit: <http://regulations.ufl.edu/wp-content/uploads/2012/09/1008.pdf>.

PRIVACY POLICY REGARDING ONLINE SESSIONS (WHEN/IF APPLICABLE)

There will be occasions when our class Zoom sessions may be audio visually recorded for student in the class to refer back. Students who participate with their camera, engage or utilize a profile image, are agreeing to have their video or image

recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the chat feature. Although, at times, the chat will also be saved for future reference for the class. As in all courses, unauthorized recording and sharing of recorded materials is prohibited.

IN CLASS RECORDING

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor. A class lecture does not include lab/studio sessions, student presentations, academic exercises involving solely student participation, or private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services.

TENTATIVE COURSE SCHEDULE

<i>August</i>	WEEK 1	8/24	SYLLABUS / DESIGN PROCESS DIAGRAM/ P1 INTRO
	WEEK 2	8/29	E1 POSITIONALITY STATEMENT
		8/31	Work day
<i>September</i>	WEEK 3	9/5	HOLIDAY (Labor day)
		9/7	Designing with people in mind / Generate First Prototype
	WEEK 4	9/12	Generate second prototype
		9/14	Class activity
	WEEK 5	9/19	E2 EXPLORING THE CAMPUS
		9/21	WORK DAY / P2 INTRODUCTION
	WEEK 6	9/26	Revise and Prep for presentations
		9/28	P1 DUE
<i>October</i>	WEEK 7	10/3	Work day
		10/5	Class activity
	WEEK 8	10/10	E3 GROUP EXERCISE / P3 INTRODUCTION
		10/12	Class activity
	WEEK 9	10/17	Revise and Prep for presentations
		10/19	P2 DUE
	WEEK 10	10/24	E4 Mind mapping
		10/26	Class activity
	WEEK 11	10/31	Work day
<i>November</i>		11/2	Workshop #1
	WEEK 12	11/7	Work day
		11/9	Class activity
	WEEK 13	11/14	Work day
		11/16	Workshop #2
	WEEK 14	11/21	Work day
		11/23	HOLIDAY
	WEEK 15	11/28	Lab work day
		11/30	Revise and Prep for presentations
<i>December</i>	WEEK 16	12/5	P3 DUE
		12/7	P3 DUE