

DEREE COLLEGE SYLLABUS FOR: GD 3131 DESIGN APPROACHES											
(Fall 2021)	UK LEVEL 5 UK CREDITS: 15 US CREDITS: 3/1/3										
PREREQUISITES:	GD 2002 Research-Concept-Design										
CATALOG DESCRIPTION:	Design thinking and Design Research as approaches to solving complex design problems, in a human-centric, creative and methodical manner.										
RATIONALE:	This course builds on Research-Concept-Design, by expanding further on design thinking and design research, with a human-centric approach to design and a focus on cross-disciplinary collaborations. Students will experiment and learn different ideation techniques and processes, as well as skills of documentation, presentation and teamwork. The course fosters venturing into the outside world and combining the work output with community and real-life research.										
LEARNING OUTCOMES:	<p>As a result of taking this course the student should be able to:</p> <ol style="list-style-type: none"> 1. Evaluate a design brief and recommend design research processes. 2. Apply varied design research approaches and methods. 3. Evaluate the design challenge to allow for realistic and human-centric solutions 4. Compose original design specifications, in response to research results 										
METHOD OF TEACHING AND LEARNING:	<p>In congruence with the teaching and learning strategy of the college, the following tools are used:</p> <ul style="list-style-type: none"> → Classes consist of lectures, demonstrations, and problem solving sessions, class critiques and discussions. → Visits to companies and/or production sites. → Attendance of lectures/workshops by professionals offered on campus and/or in companies → Studios: students are encouraged to use studio facilities for the completion of their works. → Media labs: students use media labs for the completion of projects and portfolios. → Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture and reading material. → Use of Blackboard, where instructors post assignments, instructions, announcements, as well as additional resources. 										
ASSESSMENT:	<table border="1"> <tr> <td colspan="2">Summative:</td> </tr> <tr> <td>First assessment: Submission of project</td> <td style="text-align: right;">40%</td> </tr> <tr> <td>Final assessment: Submission of project</td> <td style="text-align: right;">60%</td> </tr> <tr> <td colspan="2">Formative:</td> </tr> <tr> <td>Creative session: Design brief analysis and research proposal</td> <td style="text-align: right;">0</td> </tr> </table> <p>The formative exercises aim to prepare students for the assessments. The first assessment tests Learning Outcomes 1, 2. The final assessment tests Learning Outcomes 3, 4. Students are required to resit failed assessments in this module.</p>	Summative:		First assessment: Submission of project	40%	Final assessment: Submission of project	60%	Formative:		Creative session: Design brief analysis and research proposal	0
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INDICATIVE READING:	<p>REQUIRED READING: Norman, Don. <i>The Design of Everyday Things: Revised and Expanded Edition</i>, Basic Books, 2013.</p> <p>RECOMMENDED READING: Brown, Tim. <i>Change by Design</i>. HarperBusiness, 2009. Lupton, Ellen. <i>Design Is Storytelling</i>, Cooper Hewitt, Smithsonian Design Museum 2017 Visocky O'Grady, Jenn and Visocky O'Grady, Ken. <i>A Designer's Research Manual, 2nd edition</i>, Rockport Publishers, 2017 Laurel, Brenda. <i>Design Research: Methods and Perspectives</i>, The MIT Press, 2003</p>										
INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)	<p>REQUIRED MATERIAL: Computer with Internet connection</p> <p>RECOMMENDED MATERIAL:</p>										

COMMUNICATION REQUIREMENTS:	Ability to present and discuss research and creative concepts in front of an audience. Communication amongst a group.
SOFTWARE REQUIREMENTS:	Word, Powerpoint and Adobe suite
WWW RESOURCES:	https://jnd.org/ https://www.ideo.com/ https://www.mckinsey.com/business-functions/mckinsey-design/our-insights/the-business-value-of-design
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1. Dissecting a brief 2. Human-centric design 3. Design Thinking 4. Design Research methods 5. Research findings as a source for innovation 6. Concept generation strategies 7. Elements of copyrights, patents and legal framework 8. Testing ideas with prototypes 9. User feedback 10. Presentation of ideas and concepts