

{design.}

Fall 2009

Thursday, 6-8 p.m.

2 units, P/NP

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Course Facilitators

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Course Description

This class is a 15-week introduction design theory and design practice. The course meets weekly for two hours for discussions, hands-on activities developing fundamental design skills, brief field trips, and project “crit” sessions. This class will provide its students with a fun and comprehensive look into all facets of design.

No previous design experience required, however it is **imperative** that students have an open mind, a willingness to get out of their comfort zone, and a sense of humor.

Evaluation

Students will be evaluated based on attendance, participation in discussions, activities, and crit sessions, and completion of projects. Three design projects must be completed by the end of the semester, with each project reflecting an increasing level of conceptual refinement. Participation in class discussions will reflect on the completion of assigned readings.

20%	Attendance
20%	Participation: “Reading” Discussions, Crit Sessions
60%	Design Projects

Attendance

Attendance is mandatory, and will be recorded every week. If you cannot make a class due to sickness or necessary travel, please let the course facilitators know ahead of time so that make-up work can be assigned.

If you are regularly late to class (>15 minutes), your instructors may request a make-up assignment. Or that you come early the following week and perform the hokey pokey, chicken dance, and/or the Macarena in the 10 minutes before class as students arrive.

Participation

Throughout the semester, students will be assigned readings to be discussed during class, participate in hands-on skill workshops, and provide constructive criticism to each others' design projects in crit sessions. None of these activities are optional participation – everyone is expected to participate and contribute to the class each week, in some manner or form.

Design Projects

Throughout the semester, you'll go through three cycles of the design process on your own individual project, with increasing levels of conceptual refinement. More information about this will be provided later in the semester.

Course Schedule

WEEK #	DATE	TOPIC	PROJECT SCHEDULE
1	Sep 03	What is Design? What is a Designer?	
2	Sep 10	Why Design? What is "good" design?	DP1: Bug List (100+)
3	Sep 17	What does a Design Process look like?	DP1: Explore 3 Needs
4	Sep 24	How can I be a good designer?	DP1: Present a Solution
5	Oct 01	Design Skills: Sketching	
6	Oct 08	Field Trip: Bus Observation	DP2: Explore 3 Needs
7	Oct 15	Design Skills: Improvisation	DP2: Present a Solution
8	Oct 22	Field Trip: On-Campus Prototyping	DP2: Test a Solution
9	Oct 29	Design Skills: Physical Sketching	
10	Nov 05	Design Topic: Playfulness	DP3: Explore 3 Needs
11	Nov 12	Field Trip: BAM	DP3: Present a Solution
12	Nov 19	Design Topic: Failure + Ambiguity	DP3: Test a Solution
13	Nov 26	<i>Thanksgiving – No Class</i>	
14	Dec 03	How is Design Changing?	DP3: Prototype a Solution
15	Dec 10	Final Exam: Project Tradeshow	

Design Project

Assignment description

Throughout the semester, you'll be doing three iterations of a design project.

The first iteration must be individual. The later two can be in pairs or individual.

Identify design problems

Carry a pen/camera/scrap of paper, logbook, whatever you like to begin documenting the problems/needs around you.

Watch people, talk to people, engage in the environment around you, and start to notice what bugs people, what seems difficult, how could something be easier, what is at the core of this need.

Deliverable: Minimum 100 numbered problems/needs.

We will check this list in the final grading of your logbook, but you do not need to turn in prior.

Suggested date of completion: 12345

Choose 3 of the problems/needs and visually represent them

Use techniques from the class (brainstorm, mindmap, observation, discussion)

Select which needs have the most potential and fully explore the chosen problem area... don't go into solutions yet.

In what setting would you find the user? What would go through their head? What type of action would they engage in? What is the interface of the product? What types of options are there (currently)? What do they like/dislike about the product?

Deliverable: (1) min. 8.5x11" layout to visually explain each problem.

The layouts illustrate the problem area and user. Choose styles for your boards that will most clearly communicate the user, their needs, the current situation. This could be a story told in frames (cartoon or story style), collages, sketches, photoshop layouts, etc. This is to show the big picture.

Design solution and presentation (for one of the needs)

Research, brainstorm, express, test, cycle, mindmap, ... pull out all the tools to come up with a solution for the need.

Deliverable: Presentation of design problem and solution. Logbooks.

Include any other tools used to explain your solution, how it works, what makes it great. You can do this with your logbook, photos (pictures of your user, benchmarked products). This will be displayed on _____. Think about the best way to present this concisely. We want to see a thorough visual explanation of your solution.

Important dates:

Deliverable 1

Deliverable 2

Deliverable 3