DSGN 325
Design Thinking and Research I

Fall Term 2015 » 3 credits » Pre-requisite: 50 IDES/DSGN credits » Instructor:

Course format: 60 hours of classroom instruction plus 30 hours of supervised studio work over 15 weeks.

Required Texts

Human Centered Design Toolkit. 2nd edition. IDEO, 2010. Free download from ideo.com.

Recommended Texts

Collins, Hilary. *Creative Research: The Theory and Practice of Research for the Creative Industries.* AVA Publishing, 2010.

Papanek, Victor. *Design For The Real World: Human Ecology and Social Change.* 2nd ed. Academy Chicago Publishers, 2005.

Visocky O'Grady, J. and Ken O'Grady. *A Designer's Research Manual: Succeed in Design by Knowing Your Clients and What They Really Need.* Beverly: Rockport Publishers, 2009.

AIGA and Cheskin. *An Ethnography Primer.* 2010.

COURSE DESCRIPTION

This course examines how design thinking is used to identify new solutions to diverse problems. Using a case study approach, students explore ways that design thinking has been successfully used around the world, and how cultural differences can influence design. The emerging field of design research is explored, including the value of evidence-based design; how ethnographic research can uncover audience values; and how these values can be integrated into the language of design.

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to:

- define design thinking;

- describe how design thinking can produce solutions to diverse problems;

- identify and describe different research methodologies used in the visual communication industry;

- identify a variety of research strategies, tactics, and processes used in research–driven design solutions; and

- develop documentation of research for the analysis, application, and dissemination of findings for visual communications solutions.

DSGN 325
Design Thinking and Research I
Weekly Schedule

WEEKS 1 – 4

Design thinking and how design process (discovery, research, ideation, iteration, prototyping, feedback and implementation) is used to identify new solutions to diverse problems.
Case study 1.
Teams assembled.
Project 1 assigned, due week 4.

WEEKS 5 – 8

Using research as a guide for problem solving and making informed choices for visual communication solutions.
Research strategies and tactics: competitor analysis, ethnographic research, marketing research, user testing, and visual exploration.
Case study 2.
Teams assembled.
Project 2 assigned, due week 8.

WEEK 9

Workshop: mapping strategic directions.
Research frameworks and processes defined by professional design associations.

WEEKS 10 – 14

Documenting research and visualizing data.
Making content accessible for analysis, application, and the dissemination of findings as part of the design process for visual communications solutions.
Case study 3.
Teams assembled.
A visual research approach: photographic ethnography.
Project 3 assigned, due week 14.

WEEK 15

Review.

EVALUATION PROFILE

Project 1	25%
Project 2	25%
Project 3	35%
Participation	15%
Term total	100%

GRADING PROFILE

Excellent **A+** 90–100 **A** 85–89 **A-** 80–84

Good **B+** 77–79 **B** 73–76 **B-** 70–72

Satisfactory **C+** 67–69 **C** 63–66 **C-** 60–62

Minimal Pass **D** 50–59

Fail **F** 0–49

CAPILANO
UNIVERSITY

Learning Outcomes and Operational Details

Mission Statement

The *Bachelor of Design in Visual Communication* prepares graduates for professional practice in the visual communication field through the development of creative, collaborative, conceptual and design thinking skills for print, social and dynamic media.

Program Student Learning Outcomes

On successful completion of the *Bachelor of Design in Visual Communication*, graduates will be able to:

- Demonstrate in-depth knowledge of current visual communication practice.

- Identify and solve communication problems using a strategic process, with an emphasis on design thinking, creativity, original solutions, and clarity of communication.

- Describe and respond to the audiences and contexts which communication solutions must address, including recognition of the physical, cognitive, economic, cultural and social human factors that shape visual communication decisions.

- Demonstrate proficiency with the tools, techniques and technologies that support visual communication practice and apply concepts across a range of media platforms.

- Enter the field as visual communication professionals.

- Apply visual communication expertise for societal and environmental benefit.

- Work collaboratively with other disciplines in business, industry, and the broader community.

- Recognize the importance of life-long learning and responsiveness to change.

ATTENDANCE /PENALTIES FOR MISSING CLASS

Attendance is essential. Students who are absent for more than three classes without the approval of the course instructor will fail the course.

PUNCTUALITY /PENALTIES FOR LATENESS

Punctuality is essential. Students more than 15 minutes late for class, or who leave before the end of class, will be marked absent.

PARTICIPATION

Students will be evaluated on the frequency and relevance of their comments, questions, observations and discussions of weekly course content; on their active engagement in in-class assignments; on their completion of required lab hours (if any) and on their work-in-progress, at 1% per class or to a maximum of 15% of the course grade.

LATE ASSIGNMENTS

If the course contains assignments, 20% will be deducted from the assignment grade for each period of 1 to 7 days that an assignment is late, unless prior arrangements are made with the instructor.

MISSED EXAMS AND QUIZZES

Missed exams and quizzes (if any) will be assigned a grade of zero. Students will be allowed to make up exams and quizzes only under the following conditions: if a doctor's certificate of illness is provided; if in the case of the death of a close family member, a death certificate is provided; if prior approval of the instructor has been obtained.

CHEATING /PLAGIARISM

Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. All students should familiarize themselves with the University policy *Cheating and Plagiarism* (see University Policies below) as such behaviour can result in suspension from the University.

INCOMPLETE GRADES

An 'I' grade or Incomplete may be assigned in exceptional circumstances when the student can achieve a passing grade by completing one or more units of the course. It is the student's responsibility to determine from the instructor what must be done to complete the course. If an Incomplete is not cleared within four months, the grade will be changed to the evaluation attained at the time the grade was assigned. For further information please see "Incomplete Grade 'I'" in the online University Calendar.

CONTINUATION IN THE PROGRAM

Students must maintain a 2.67 (B-) term GPA in IDES/DSGN courses to continue in the program. Students who fail an IDES/DSGN course will not be permitted to register for IDES/DSGN courses in the following term and may be required to withdraw from the program.

ENGLISH USAGE

All written work submitted must use good academic English and follow the guidelines provided in the *The Capilano Guide to Writing Assignments* (available from the Capilano University Bookstore). If students anticipate difficulties, help is available through the Writing Centre (details available online or from the department).

PROFESSIONAL BEHAVIOUR

Students should demonstrate a professional attitude and behaviour towards their work, their fellow students and their instructors; reliability; respect for and cooperation with colleagues; a willingness to work calmly and courteously under difficult conditions; and a determination to achieve first-class work while meeting deadlines. Students should have respect for equipment and systems, and should demonstrate a constructive response to criticism.

COMPUTER COURSE REQUIREMENTS /POLICIES

Students are expected to abide by the University policies *Statement of Appropriate Use of Information Technology Facilities and Services* and *Misuse of Computer System* in any use of computers at the University.

UNIVERSITY POLICIES

Students are expected to read and abide by all University policies and procedures. Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.

EMERGENCY PROCEDURES

In the event of an emergency, students must follow the emergency procedures posted in the classrooms.

CAPILANO
UNIVERSITY