ITD 301D
INTRO TO DESIGN THINKING (21215)

College of Fine Arts
Center for Integrated Design

From the course catalog description:
Introduces design thinking and design methods, with a focus on design process.

This is a class about working like a designer in collaboration with other designers, whether you consider yourself a designer or not. You'll investigate designerly methods & processes and spend time practicing on real projects. This is a chance to discover what topics such as Design Thinking, creativity, and prototyping mean to you as well as others, so that the next time you're working on an academic, personal, or professional project, you'll have a new vocabulary for communicating among your partners. Most important, you'll have new design tools you can confidently use in any of these contexts.

Course information (time and location):
Tuesdays 5:00 PM - 8:00PM
DFA 4.112

Course website at https://utexas.instructure.com/courses/1268720

Instructor:
Scott Witthoft,
Associate Professor of Practice, School of Design and Creative Technologies
Scott.Witthoft@austin.utexas.edu
Office: ART 2.206

Student hours:
Thursdays, 12:00 – 2:00 PM, and by appointment.
Location: DFA 1st floor lounge

Course Objectives:
Right now, think about how many times a skateboarder tries a trick before she lands it. That's you in this class. You will be uncomfortable and you will miss moves. This is a beautiful & scary thing about applying design to your life and your work. It's almost always up to you to figure out the problem you are actually trying to solve and then create possible solutions.

My intent is to support you directly as you practice & take risks this semester. Having a team is a big deal: you have all kinds of people around you who depend on you and you on them. This is a great time to learn how other people work to see how you can improve yourself. Make this a semester about gaining confidence in yourself by trying. Please feel welcome and invited to communicate about what you are experiencing.

Based on your best work during this course, you should be able to:

.Apply & understand different design tools to a variety of contexts

.Seek collaborative contributions on shared work

.Perform qualitative research through field observations and interviews

.Self-determine a unique design direction from an ambiguous challenge

.Create and test low-resolution prototypes to evaluate concepts and ideas

.Communicate your work to multiple audiences using storytelling methods

Work & Working Style

Each class will be a real working session. We'll split time between practicing new content, discussing design "readings," and advancing the work you've completed outside of class.

The time spent in class is not the total project time you should expect. You can expect 6 to 9 hours of working time per week outside of our limited class time. You will be responsible for planning how and when to do that work.

With each new project, you will be PRACTICING new skills and ways of thinking. With practice comes all sorts of failure. This is part of realistic, professional work in your career. Right now is the perfect time to shift your focus on trying something new.

Project assignments:
We will be working on <u>four</u> design projects this semester—"DP"s. The DPs will escalate in time commitment. You will work with a team on the majority of these projects. At the time of assignment, the DP briefs will provide a benchmark to help you measure your pace (and your team's work pace). You and your team will have weekly project deliverables.

We will actively use weekly deliverables during class activities. This means that you will need to do work outside of class time, and bring it the following week in order to be able to participate in that week's class. If you show up empty-handed, your time will be largely wasted in class and you & your team will fall behind. So, get the work done and show up prepared. It's required to succeed (and pass).

Weekly media assignments:
Absorbing some combination of "media" (i.e., readings, videos, podcasts, experiences) will be part of your weekly work. The media for the following week will be posted on Canvas each Monday. All of the content will be provided in PDF form or equivalent, along with relevant links, so there is no need to purchase anything. We'll discuss the content in class; this will be part of your participation grade for the course.

These "readings" are required for the purposes of this course and hopefully for the purpose of illuminating the world beyond our one semester together. This content will often be "just-in-time" in directly relating to the current project activities, so they will also be tactically helpful.

Friday-by-Noon assignments:
You'll have a short weekly assignment of sketching + annotating a representation of where you are & what's on your mind about the course content (whether about projects, readings, thoughts you're having, questions about design, etc.). This is one way that you can actively build a practice of reflecting on your work — very important for designers! This is also a way to communicate directly with me to demonstrate your participation in the course activities. From the name, it's required that these concise reflections are due on Canvas by 12:00 PM on Friday every week. (FYI: That's a hard 12:00 cutoff on Canvas.)

The Friday-by-Noon assignment is not a limit on your communication with me. Please feel free & confident to communicate about any issues that come up. Get in touch!

Class 1 - Tuesday, Jan. 21
Topic(s): Introduction to design & what you think it means? Understanding the class and the syllabus.

Media due for Class 1: None
Deliverables due: Nothing yet.
Assignment for next class: Design Project 1 ("DP1") assigned

Class 2 - Tuesday, Jan. 28

Topic(s): Noticing and understanding. Empathy fieldwork. // DP1 in-class work.

Media due for Class 2 posted on Canvas
Deliverables due: DP1 fieldwork
Assignment for next class: DP2 assigned

Class 3 - Tuesday, Feb. 4
Topic(s): Inferences. Typologies. Design Ethics. // DP2 in-class work.

Media due for Class 3 posted on Canvas
Deliverables due: DP2 fieldwork
Assignment for next class: DP3.1 assigned

Class 4 - Tuesday, Feb. 11
Topic(s): Design synthesis. Needs. Framing your work. // DP3.1 in-class work.

Media due for Class 4 posted on Canvas
Deliverables due: DP3.1 fieldwork
Assignment for next class: DP3.2 assigned

Class 4 - Tuesday, Feb. 11
Topic(s): Design synthesis. Needs. Framing your work. // DP3.1 in-class work.

Media due for Class 4 posted on Canvas
Deliverables due: DP3.1 fieldwork
Assignment for next class: DP3.2 assigned

Class 5 - Tuesday, Feb. 18
Topic(s): Ideation. Improv. // DP3.2 in-class work.

Media due for Class 5 posted on Canvas
Deliverables due: DP3.2 fieldwork
Assignment for next class: DP3.3 assigned

Class 6 - Tuesday, Feb. 25
Topic(s): Prototyping & testing. // DP3.3 in-class work.

Media due for Class 6 posted on Canvas
Deliverables due: DP3.3 fieldwork
Assignment for next class: DP3.4 assigned

Class 7 - Tuesday, Mar. 3
Topic(s): Iteration. Storytelling. // DP3.4 in-class work.

Media due for Class 7 posted on Canvas
Deliverables due: DP3.4 fieldwork
Assignment for next class: DP3.5 assigned

Class 8 - Tuesday, Mar. 10
Topic(s): DP3 Presentations. Project Debrief. How to approach next DP. Project Management.

Media due for Class 8 posted on Canvas
Deliverables due: DP3 Presentation
Assignment for next class: None

Class 9 - Tuesday, Mar. 17
NO CLASS - Spring Break

Media due for Class 9 posted on Canvas
Deliverables due: None
Assignment for next class: None

Class 10 - Tuesday, Mar. 24
Topic(s): Practicing your process; enhanced empathy techniques

Media due for Class 10 posted on Canvas
Deliverables due: None
Assignment for next class: DP4.1 assigned

Class 11 - Tuesday, Mar. 31
Topic(s): Point-of-view portfolio & iteration. // DP4.1 in-class work.

Media due for Class 11 posted on Canvas
Deliverables due: DP4.1 fieldwork
Assignment for next class: DP4.2 assigned

Class 12 - Tuesday, Apr. 7
Topic(s): Advanced Ideation // DP4.2 in-class work.

Media due for Class 12 posted on Canvas
Deliverables due: DP4.2 fieldwork
Assignment for next class: DP4.3 assigned

Class 13 - Tuesday, Apr. 14
Topic(s): Experience design. Analogous prototyping. // DP4.3 in-class work.

Media due for Class 13 posted on Canvas
Deliverables due: DP4.3 fieldwork
Assignment for next class: DP4.4 assigned

Class 14 - Tuesday, Apr. 21
Topic(s): Reframing solutions and points-of-views. Storytelling. Storyboards. // DP4.4 in-class work.

Media due for Class 14 posted on Canvas
Deliverables due: DP4.4 fieldwork
Assignment for next class: DP4.5 assigned

Class 15 - Tuesday, Apr. 28
Topic(s): DP4 Presentations. Project Debrief.

Media due for Class 15 posted on Canvas
Deliverables due: DP4 presentation
Assignment for next class: None.

Class 16 - Tuesday, May 5
Topic(s): Process re-design

Media due for Class 16 posted on Canvas
Deliverables due: TBD
Assignment for next class: None

On Schedule changes:
Please be aware that the order and timing of the schedule may need to change to accommodate UT closures, instructor illness, student needs, and special program/lecture opportunities. Any significant changes will be announced via Canvas.

Tuesday class meeting dates, Spring 2020 (from https://registrar.utexas.edu/calendars/19-20)

Course Materials:
Supplies will depend on your fieldwork & designs. You may find yourself prototyping with hot glue & plastic tarps or mocking up a website. This is the nature of design.

Physical materials:
- A field notebook.
- Various prototyping materials.
You do **not** need to buy the following list of items, but it is good to keep in mind as a basic "paper prototyping" kit:
.X-acto knives / cutting tools
.Scissors
.Staplers
.Hot glue guns
.Foam / cardboard
.Hot glue
.Zip-ties
.Masking / painters tape
.Markers / Sharpies / Pens
.Paper (8.5x11, 11x17, kraft paper roll)
.Post-it style pads (3x3; 3x5… or larger)

Digital tools:
- Laptop (only occasional use in-class!) or use of school's computer lab (for use mostly *outside* of class)
- Digital camera / capture device
- Adobe Creative Suite, Keynote, PPT, Procreate (or other digital presentation building software)
- One DP final presentation will be a video. You may use whatever tools you wish such as iMovie, FinalCut, QuickTime, Keynote, or PPT.

Participation & Evaluation

This class experience is more like being a cast member in a play than being in the audience of a movie. Your role will be a collaborative one with a cast—your teammates.

I have a general plot in mind and scenes that we'll practice. However, you will be creating most of the content. So, look at your personal schedule for the WHOLE semester, today. Talk to me immediately about any obstacles you know of now, so we can figure out if you've got a role.

5 ways to do well: show up, be present, communicate, do the work, and try your best.

Course work weights:
Participation & Attendance - 30%
Friday-by-Noon assignments: 15 pts
Attendance & participation: 15 pts

Project ("DP") Work - 70%
(Each DP will state its grading criteria)
DP1: 5 pts
DP2: 10 pts
DP3: 25 pts
DP4: 30 pts

Grading Evaluation:
Plus and minus grades will be given.
There is no offer of an A+.

A (94 - 100) // A- (90 - 93)
B+ (87 - 89) // B (84 - 86) // B- (80 - 83)
C+ (77 - 79) // C (74 - 76) // C- (70 - 73)
D+ (67 - 69) // D (64 - 66) // D- (60 - 63)
F (0 - 59)

Participation & Attendance:
Your active participation during each class is expected. It will inform you grade.

Absences:
Your attendance at each class is mandatory. Each class depends on you bringing materials and content from your fieldwork outside of class. That will determine what happens that day. Meeting once-per-week for three hours creates a ton of flexibility for doing your work *outside* of class. This also creates a real danger for derailing our momentum in the event of class absences. Any absence means you & your team will miss learning & practicing new material critical for your next steps.

With two absences, your class grade will drop a letter grade, regardless of standing otherwise. With a third absence, you will not receive credit for the course, with either an F or incomplete.

Lateness:
Don't be. Class will START promptly at 5:00 PM. Lateness = arriving more than ten minutes after the beginning of class or after a break, leaving class without permission, and leaving class prior to dismissal for the day. Two latenesses = one absence. Take a look back for absence implications.

If something is happening in your life that is causing latenesses or absences, let's talk about it before it becomes a bigger problem. If a serious medical or personal crisis (hospitalization, death in the family, etc.) impacts your attendance, please inform me as soon as possible. In addition, let's also discuss the ways that we can accommodate your commitment to religious holy days.

Academic Integrity:

The University's Honor Code states that "As a student of The University of Texas at Austin, I shall abide by the core values of the University and uphold academic integrity." You're expected to maintain absolute integrity and a high standard of individual honor in scholastic work undertaken at the University. At a minimum, you should complete any assignments, exams, and other scholastic endeavors with the utmost honesty, which requires you to: Acknowledge the contributions of other sources to your scholastic efforts; Complete your assignments independently unless expressly authorized to seek or obtain assistance in preparing them; Follow instructions for assignments and exams, and observe the standards of your academic discipline; and Avoid engaging in any form of academic dishonesty on behalf of yourself or another student. (adapted from http://deanofstudents.utexas.edu/sjs/acint_student.php)

Copyright and Fair Use:

Understanding the basic principles of copyright and fair use is of critical importance to designers. Many of the uses we will make of texts, images, and videos this semester will be covered by the doctrine of fair use. However, as creators, you need to be aware of your own and other copy right holders' legal rights, and to properly identify and license your own and others' works. When you have questions about whether or when you can appropriate someone else's work, a useful resource is Georgia K. Harper's Copyright Crash Course, available at http://copyright.lib.utexas.edu/.

Academic Dishonesty:

In promoting a high standard of academic integrity, the University broadly defines academic dishonesty as including any act designed to give an unfair or undeserved academic advantage, such as: Cheating; Plagiarism; Unauthorized Collaboration / Collusion; Falsifying Academic Records; Misrepresenting Facts (e.g., providing false information to postpone an exam, obtain an extended deadline for an assignment, or even gain an unearned financial benefit); Multiple submissions (submitting essentially the same written assignment for two courses without authorization to do so); Any other acts (or attempted acts) that violate the basic standard of academic integrity (adapted from http://deanofstudents.utexas.edu/sjs/acadint_whatis.php) Students who violate University rules on academic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. (from http://deanofstudents.utexas.edu/sjs/acint_faculty_syllabus.php)

Plagiarism:

"Plagiarism" includes, but is not limited to, the appropriation of, buying, receiving as a gift, or obtaining by any means material that is attributable in whole or in part to another source, including words, ideas, illustrations, structure, computer code, and other expression or media, and presenting that material as one's own academic work being offered for credit or in conjunction with a program course requirement (from Sec. 11-402, http://catalog.utexas.edu/general-information/appendices/appendix-c/student-discipline-and-conduct/).

UT Electronic Mail Notification Policy

E-mail is a mechanism for official University and instructor communication to students. Students are expected to check e-mail on a frequent and regular basis in order to stay current with University- and course-related communications, recognizing that certain communications may be time-critical. It is recommended that e-mail be checked daily, but at a minimum, twice per week. It is the responsibility of every student to keep the University and instructor informed of changes in his or her official e-mail address (do so at https://utdirect.utexas.edu/utdirect/bio/address_change.WBX). Consequently, e-mail returned to the University with "User Unknown" is not an acceptable excuse for missed communication. Similarly, undeliverable messages returned because of a full inbox or use of a spam filter will be considered delivered without further action required of the University or instructor. (see http://www.utexas.edu/cio/policies/university-electronic-mail-student-notification-policy

Class Comfort & Safety

Working like a designer is an act of experimentation. Being experimental — that is, sharing imperfect work and trying new methods — is a declaration of vulnerability. We are going to strive for creating a class community that recognizes this vulnerability as paramount to our success. We will not achieve excellent results unless we are able to feel comfortable sharing our work with each other. This will require us to be diligent in establishing a safe environment physically and emotionally. Inside and outside of our class sessions we will also work on ways to support each other through generative feedback, collaboration, and mindfulness when interacting with each other.

Classroom Etiquette:

.Give people the gifts of your attention and time. This includes being on time at the beginning of class and after each break. It also includes listening to presentations, questions, and contributions from your classmates.

.From my pal John Keefe @ CUNY: "*Be here now.* Please don't email, tweet, chat or communicate with people outside the class during class. Your participation with other classmates is key. If you must take a call or a text for an urgent issue, please step out of the room."

.Be considerate of not distracting other students through side-conversations, sights, sounds, and smells. We'll have a break each day, so please use that time if necessary for any outside content.

Safety Training:

In accordance with regulations from UT's Department of Environmental Health and Safety, all undergraduate students are required to receive training in order to use the equipment in the art and design labs. First, students must successfully pass the on-line training for general machine shop safety (Module OH500 at http://ehs.utexas.edu/training/training-courses.php#oh500); upon successful completion of this module, students will then receive hands-on training for specific equipment. Time will be allotted during the first week of classes to complete the on-line portion.

Services for Students with Disabilities (SSD):

The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact Services for Students with Disabilities (512-471-6259, ssd@austin.utexas.edu, http://ddce.utexas.edu/disability/, or videophone 512-471-6644). Please provide documentation of your needs during the first week of class, if possible, so that we can discuss accommodations promptly.

Student Support Services:
There are numerous free and/or low-cost support services available to students at UT. They include (but are not limited to) the following:

Fine Arts Career Services (512-232-7333, utexas.edu/finearts/careers) provides a full range of services and resources to support students and alumni.

The Undergraduate Writing Center (512-471-6222, uwc.utexas.edu) helps students with every phase of writing assignments for their courses.

The Sanger Learning Center (512-471-3614, utexas.edu/ugs/slc) provides study skills, time-management, and note-taking courses.

University Health Services (512-471-4955, healthyhorns.utexas.edu) provides medical and health promotion services for currently enrolled students and some non-students who are officially enrolled in certain University programs.

The Counseling and Mental Health Center (512-471-3515, cmhc.utexas.edu) helps students with their personal concerns so that they can meet the daily challenges of student life.

Religious Holidays:
Section 51.911 of the Texas Education Code states that a student shall be excused from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence. University policy requires students to notify each of their instructors at least four-teen days prior to the date they will be absent from scheduled classes to observe a religious holy day.
(from http://www.utexas.edu/provost/policies/religious_holidays/1555_001.pdf)

Personal Pronouns:
Professional courtesy and sensitivity are especially important with respect to individuals and topics dealing with differences of race, culture, religion, politics, sexual orientation, gender, gender variance, and nationalities. Class rosters are provided to the instructor with a student's legal name. I will gladly honor your request to address you by a name that is different from what appears on the official roster, and by the gender pronouns you use. Please advise me of this preference early in the semester so that I may make appropriate changes to my records.

Emergency Procedures:
Perhaps the quickest way to get information & instructions about cam-pus emergencies while we're in class or you are out doing fieldwork is via text message. UT officials provide this service. Consider subscribing at:
https://utdirect.utexas.edu/apps/csas/text/

Mass e-mails (in addition to sirens and fire alarms, when appropriate) will also be likely to provide students, faculty, and staff with information regarding potential threats to the safety and security of the campus community.

Gun Policy:
The concealed carry of handguns by permit holders is generally allowed in outdoor areas, as well as buildings and spaces that are accessible to the public. Permit holders are allowed to carry in classrooms. It is the responsibility of concealed-carry license holders to carry their handguns on or about their person at all times while on campus. A license holder may not carry a partially or wholly visible handgun on campus premises or on any university driveway, street, sidewalk or walkway, parking lot, parking garage, or other parking area. The open carry of handguns is not permitted on campus. Anyone who sees an openly carried gun on campus should immediately call 911. (from https://campuscarry.utexas.edu/students)