

DES INV 10 Discovering Design

(2 units)

Course Description

This course, ideal for students who are looking for an introduction to the broad world of design, covers design careers, design fields, histories of design and ethics in design. Students will gain language for analyzing and characterizing designs. As an introductory survey course, DES INV 10 is most appropriate for lower-division students.

In this course you will be learning design both from theoretical and historical perspectives, and from studio-based design exercises and projects. Each class is structured as a combination of lecture and hands-on design activities. The weekly assignments and final projects will emphasize foundational design skills in observation, ideation, problem finding and problem solving, formgiving, communication, and critique.

Course Goals

- Develop an understanding and appreciation of design as a fundamental human activity.
- Develop foundational literacy (e.g., key concepts, basic terminology, historical periods) in the major subfields of design (e.g., graphic design, product design, interaction design).
- Gain experience using a toolkit of methods, principles, and tactics for doing design through hands-on, studio-based activities and projects.
- Cultivate a designerly sensibility: learn to feel, think, and act as a designer.
- Develop a critical eye for judging and evaluating design.

Textbook

There is no required textbook for this course. Most weeks will have assigned readings, which will be made available through bCourses. Most readings will be directly tied to the weekly assignments and include a combination of practical guides and theoretical/historical perspectives.

Grading

20% Participation (attendance, in-class discussions and design activities)

50% Weekly Assignments (first 8 weeks)

30% Final Project (last 4 weeks)

You are allowed 1 absence.

Week 1

What is design?

Assignment

Observing with Design in Mind

Readings

“Question Everything”: <https://www.ideo.com/images/uploads/news/pdfs/QuestionEverything.pdf>

Thoughtless Acts book website: <http://www.thoughtlessacts.com/>

Heskett, *Design: A Very Short Introduction*.

Chapter 1, “What is design?” and Chapter 3, “Utility and Significance”

Beirut, Michael, “Warning May Contain Non-design Content”

<http://designobserver.com/feature/warning-may-contain-non-design-content/4137/>

Vilhelm Flusser, “About the Word Design.”

<https://seanstorm.wordpress.com/2009/10/03/about-the-word-design-by-vilem-flusser/>

Examples and Short Excerpts from Hara, Kenya. *Designing Design*.

<http://www.designboom.com/design/kenya-hara-designing-design/>

Week 2

What is designing?

How do designers think? What do designers do?

Assignment

Ideation from Observation

Readings

Excerpts from Greenberg, Saul, Sheelagh Carpendale, Nicolai Marquardt, and Bill Buxton, *Sketching User Experiences: The Workbook*, Elsevier, 2012.

Rapid Visualization tutorial, by Rolph A. Faste

Drawing Figures tutorial, by Rolph A. Faste.

Mind mapping

<https://www.thegraphicdesignschool.com/blog/productivity/mind-maps-for-graphic-design-ideas-generation-techniques/>

Models of the design process

<http://dstudio.ubc.ca/toolkit/processes/>

<http://www.dubberly.com/articles/interactions-the-analysis-synthesis-bridge-model.html>

Week 3

Objects: Industrial/Product Design

History, concepts, and principles of industrial and product design.

Assignment

Product control redesign

Readings

Heskett, *Design: A Very Short Introduction*.

Chapter 4, "Objects"

Week 4

Text and Image: Graphic/Communication Design

History, concepts, and principles of graphic/communication design.

Assignment

Design in InDesign: Type and grids

Readings

Online excerpts from Ellen Lupton, *Thinking with Type*

<http://www.thinkingwithtype.com/contents/text/>

<http://www.thinkingwithtype.com/contents/grid/>

InDesign shortcuts

<https://www.nobledesktop.com/shortcuts/indesigncs4/mac>

Week 5

Interaction and Experience

History, concepts, and principles of user-centered design, interaction design, and user experience design

Assignment

Storyboards and taskflows

Readings

Excerpts from Greenberg, Saul, Sheelagh Carpendale, Nicolai Marquardt, and Bill Buxton, *Sketching User Experiences: The Workbook*, Elsevier, 2012.

Browse through the IXDA Design Awards videos

<http://awards.ixda.org/>

<http://awards.ixda.org/2015-interaction-awards/>

<http://awards.ixda.org/2014-interaction-awards/>

Week 6

Methods, Techniques, and Processes (part 1): User Research

Researching the design domain, understanding users, and framing goals and requirements.

Assignment

Contextual interviewing

Readings

Excerpt from Beyer, Hugh and Karen Holtzblatt, *Contextual Design: Defining Customer-Centered Systems (Interactive Technologies)*.

Excerpt from Kuniavsky, Mike, *Observing the User Experience*.

Week 7

Methods, Techniques, and Processes (part 2): Ideation and Prototyping

Exploring the design space and generating ideas.

Assignment

Experience prototyping

Readings

Excerpts from Marin, Bella and Bruce Harrington, *Universal Methods of Design: 100 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions*.

— Spring Recess: March 21- Friday March 25—

Week 8

Design Issues

Social, cultural, and political impacts of design. Sustainable design, inclusive design, and other socially engaged design practices.

Assignment

Final project part 1: product category and user research

Readings

Excerpts from Papanek, Victor, *Design for the Real World*.

Week 9

Design Movements, Styles, Schools, and Discourses

Various trends in design. From streamlining to postmodernism. From the Bauhaus to D-Schools. From craft to design thinking.

Assignment

Final project part 2: user insights and ideation

Readings

Excerpts from Megg, Phillips, *Megg's History of Graphic Design*.

Week 10

Design + {Art, Inquiry, Activism}

Design as knowledge creation, critique, provocation, and speculation.

Readings

Excerpts from Dunne, Anthony and Fiona Raby, *Speculative Everything*.

Assignment

Final project part 3: Prototyping and concept refinement

Week 11**More Designs**

Designing structures, systems, services, environments,...

Assignment

Final project part 4: Communication and critique

Readings

Excerpts from Thackara, John, *In the Bubble*.

Week 12**Design Research and Criticism**

Theoretical and critical perspectives on design.

Assignment

Final project part 5: Final critiques

Readings

Excerpts from Clark, Hazel and David Brody, *Design Studies: A Reader*.