

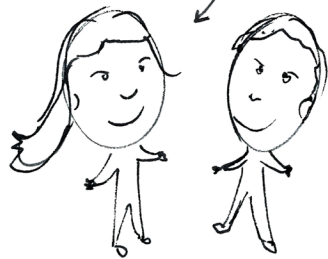
# DESIGN THINKING STUDIO

AN IMMERSIVE  
INTRODUCTION  
to  
design  
practice

WINTER  
2015

TUESDAYS 10-11:50 AM  
THURSDAYS 10-12:15  
LAB SESSION

YOUR TEACHERS



CARISSA  
CARTER

THOMAS  
BOTH

PLUS  
GUEST  
EXPERTS

3-4 CREDITS

EXPECT  
5-10 HOURS /WK  
OF WORK  
OUTSIDE CLASS

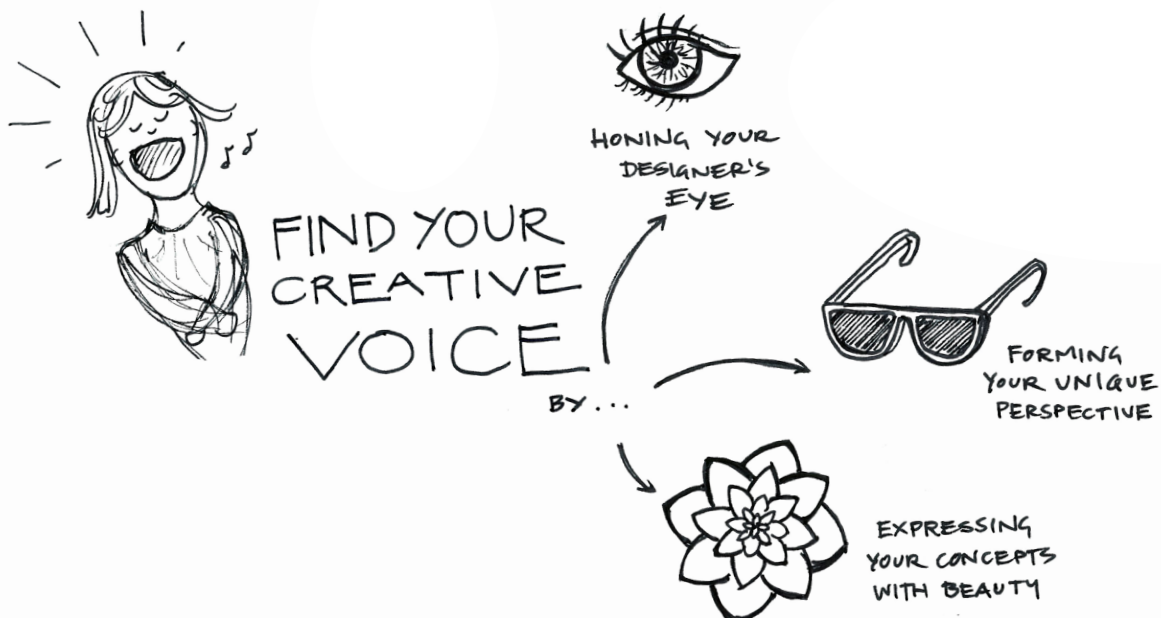
## Why take this class?

To create something new and amazing in the world, whether you are starting a business, teaching a class, creating a performance, designing a product, or even throwing a great party, you need to do two things:

1. Develop a unique and meaningful perspective on the project. In other words, have a vision.
2. Design and craft the details that make that vision come alive.

These are the fundamentals of creative work, whatever the medium. We will work in this class to hone these abilities, from the point-of-view of design.

By developing and expressing your vision on individual projects, you will in fact build your own personal creative abilities, style, and voice. That is the ultimate goal of the class.



# The project work

There are three primary projects, each occupying approximately 1/3 of the quarter. The three projects are outlined below (subject to change).

## Design Project One

**Focused on curation, empathy, synthesis, and developing a unique perspective.**

Develop and present a unique perspective on eyes. This perspective will be crafted from a combination of aesthetic observations and human interactions. You will each individually create and share your own perspective, but you also will have a vested interest in a partner's project. Final deliverable is a PechaKucha-like presentation.

## Design Project Two

**Focused on conceptualization, craft, and expressing your perspective in physical creations (objects, products, experiences).**

Choose from one of three prompts:

- Honor somebody (dead or alive, real or fictional) with a physical creation that responds to the nuances of that person, but would be engaging for any viewer.
- Design a distinctive object to be used during a meal, and consider the overall experience of that meal.
- Create an experience to let people physically and viscerally experience the small wonders of a particular place.

In your project work you will craft an aspect of your solution in full resolution, and outline the other aspects and the context of your overall concept. Individual project.

## Design Project Three

**Putting everything together. End-to-end real world design project from a partner company or organization.**

Respond to the project challenge, engage in research and exploration, develop your own perspective on the opportunity, conceptualize ideas, and craft a final solution. Partner and project topic to be determined. The deliverables are a presentation with a strong point-of-view and a finished product (ready to be used). Work in pairs.