

Design Thinking and Human-Centered Design

ART-3603 | T/TH 10.00-11.50
 DEMATT 266
 3 Credits, 12 hours/week
 Prerequisite: ART-3233 or consent
 Instructor: Prof. Scholl
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 Office: DEMATT, 175
 (Hours M-TH 12-1 or by appt.)

Course Description Students explore the process of developing digital products that serve users’ needs. The user experience shapes the way in which people interact with all products. This course will focus on web/mobile-based products. Students use Design Thinking methods to prototype innovative products including design concepts that mediate relationships between people and products, environments, and services. Students learn about navigational structure, usability principles, personas, and wireframes. This course allows students to develop strategies for effective human-computer mediated interaction. Prerequisites: ART3363 or consent.

Assignments include readings, video, research and analysis, hands on work, and critique.

Course Philosophy

In line with Newman University’s mission, you are empowered to *transform society*. This course is a framework to realize the mission through digital media and knowing your audience. You are expected to take charge and shape your own learning experience. This course provides a safe space that encourages de-risking strategies that allow you to learn from your mistakes.

Course Goals and Learning Outcomes (meets all four Art Program Learning Goals, Objectives, and Outcomes)

- **Look outward** toward human-centered research and other designers’ work past and present.
- **Think** divergently and generate as many prototypes and solutions as possible.
- **Experiment** by making multiple prototypes.
- **Track** your “sketches,” ideas and notes in a progress/process notebook daily.
- **Use** data and empathy to tell a story about your user.
- **Understand** navigation, usability, personas, and wireframes.
- **Apply** traditional Gestalt principles, visual hierarchy, alignment and grids.
- **Work** independently and collaboratively, maintain a professional attitude.

Evaluation and Grading:

Process/Progress Notebook	20%
Participation	30%
Midterm Project	25%
Final Project	25%

To receive a respectable grade:

- Have a positive attitude.
- Generate lots and lots of ideas in your progress notebook
- Listen in class and take notes.

- Show up on time to all classes and stay for the duration.
- Communicate with your professor if you must miss a class.
- Submit **all** of the deliverables, **on time**, with your name in the filename.
- Follow constraints: do all parts of the deliverables, paying careful attention to seemingly trivial requirements.
- Make mistakes, take risks.
- Persevere.

To receive a really great grade, in addition:

- Go the extra mile, do even more than what is expected.
- Help your classmates when they’re stuck.
- Make helpful contributions to discussions.
- Make interesting, novel, provocative work that’s well-crafted.
- Have a really robust progress/process notebook.

Resources

Reading and Research

1. *Resonate: Present Visual Stories that Transform Audiences*, Nancy Duarte, John Wiley and Sons; 1 edition (2010), ISBN-13: 978-0470632017, **(ebook)** <https://www.duarte.com/resonate/>
2. +Acumen Intro to Human Centered Design <https://plusacumen.novoed.com/#!/courses/design-kit-2019-3/home>
3. A Field Guide to Human Centered Design IDEO.org https://dthcd.slack.com/files/UM5J94Q90/FQBF5V5CM/field_guide_to_human-centered_design_ideoorg_english-ee47a1ed4b-91f3252115b83152828d7e.pdf

SLACK - REQUIRED**

Slack is an instant messaging and collaboration system on steroids

- Android app – <https://play.google.com/store/apps/details?id=com.Slack>
- iPhone app – <https://slack.com/downloads/ios>
- Slack help: <https://get.slack.help/hc/en-us>

Free subscription to Lynda.com - REQUIRED**

Apply for a free library card at the Newton Kansas Public library or a free Kansas Library eCard
<https://www.newtonplks.org/services/using-the-library/>

<https://kslib.info/277/Kansas-Library-eCard>

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Learning and Grading Rubric

	Excellent – goes beyond (A)	Good – meets requirements (B)	Needs Improvement (C or D)
Look Outward Think Refine Participate	A wide variety of ideas are generated and explored, goes beyond the expected, grasps divergent thinking, and prototyping. Learns from mistakes, integrates feedback. Adds value to critiques.	Does the least amount of work to satisfy the project . Has a variety of ideas, but should have more. Integrates feedback sometimes. Participates in class only when called upon.	Generates only one idea. Doesn't take the audience into consideration. Does not take risks. Visual and verbal communication is difficult to understand.
Track	Progress/process notebook filled with ideas daily .	Decent progress/process notebook adds ideas several times a week .	Progress/process notebook is really lacking, adds ideas less than once a week .
Use	Data and empathy to tell as story about your user	Understands the basic idea, but struggles with story telling.	Has no grasp of how to tell the story of the user
Understand Apply	Understands navigation, usability, personas, and wireframes.	Basic understanding of human-centered design , but doesn't always integrate them to improve the project.	Has no grasp of human-centered design .
Work	Works well alone and in collaboration with others. 100% prompt attendance; assignments are completed on time; positive attitude that displays ambition, persistence and determination ; professional attitude always exhibited.	Works well alone and in collaboration with others. Classes are seldom missed and attendance is prompt; most assignments are completed on time; attitude is generally positive displaying ambition, persistence and determination; professional attitude is sometimes exhibited.	Does not work well in class. Classes are often missed and attendance is tardy; assignments are sometimes completed on time; attitude is sometimes negative lacking ambition, persistence and determination; professional attitude shows a lack of commitment.

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Self-Evaluation **Rubric**

Refer to Learning and Grading Rubric • provide specific examples: how did you integrate feedback? • how did your variations differ? • what did you do to go above and beyond the assignment? • what could you have done better? • ETC.

Excellent – goes beyond
Good – meets requirements
Needs Improvement

Look Outward
Think
Refine
Participate

Track

Use

Understand
Apply

Name _____

Date _____