

BE HERE NOW: Wares for Sharing

Humans first developed tools for survival, then for personal pleasure and finally for social engagement. These three phases are the topic of this course, in which we will research and design for how natural human impulses shape our current social tools. With a focus on physical activities, functional garments, location tracking, and social media students will create new products or services that aim to embrace the very moment in history we're living in.

The final assignment will be for individuals or groups to present their concept in a convincing manner using proof materials such as sketches, user scenarios, design boards, demo videos and working prototypes as needed.

This is an experience design class.

Mailing List, Wikis & Blog

TBD

Syllabus

Fundamental process of design

Week 1 | 01/24/11

Introduction: **Mirror Me**

CLASS EXERCISE:

- Who am I?
- Where am I?
- What tools do I have?
- Google me, Facebook me and follow me on Twitter

ASSIGNMENT:

- Hot Topics
This is a weekly assignment for the class to follow up and quickly discuss about what technological innovations, social effects are happening right now and what is mostly talked about. The source of the topics can come from anywhere. Here are the references to start - Fast Company, Wired, Tech Crunch, Engadget, and New York Times.

A student will bring 5 hot topics of each week and share with the class to lead the discussion.

Who is up for next?

- Observation
Take your time. Breathe. Open your all senses to surroundings. What do you see? What do you hear, smell and feel?
Document your week and share with the class.
All students are required to present 10 minutes to the class. The form make take as text, photograph, sound, or video.

READING & BLOG:

Thoughtless Acts?: Observations on Intuitive Design by Jane Fulton Suri
<http://janchipchase.com/themes/future-perfect/>

Week 2 | 01/31/11

Observe: **Open My Senses**

HOT TOPICS:

5 tech topics by Uma Anand

SUBJECT PRESENTATION:

Observation by JooYoun Paek

CLASS PRESENTATIONS:

All students will go around to present their observation of the week for 6-9 minutes. Group critique will be followed for 3-5 minutes to help discover patterns from it.

ASSIGNMENT:

- Hot Topics
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Who is up for next?
- Concept
Rethink what you thought you would make. Start from drawing a mind map. Ask "Why?" at least in five different ways. Draw the experience and card sort the features.
If you are still stuck, try these. Talk to someone about your idea. Assemble a 1 hour group workshop creating things that are relevant to your project. Bodystorm. Make collage of your thoughts.
All students are required to present 5 minutes to the class. The form may take as text,

hand drawn sketch or collage.

Tools: Post-it Wall Easel Pads

http://www.post-it.com/wps/portal/3M/en_US/Post_It/Global/Home/Products/Easel_Pads/

<http://www.mindmeister.com/>

<https://bubbl.us/>

READING:

“Unstuck” by Keith Yamashita & Sandra Spataro

“What Ever You Think, Think the Opposite.” by Paul Arden

“Hear Guide” of Human Centered Design by IDEO

<http://www.ideo.com/work/human-centered-design-toolkit/>

Week 3 | 02/07/11

Concept: **Rewire My Brain**

HOT TOPICS: (15 min)

5 tech topics by Rhodes

SUBJECT PRESENTATION: (45 min)

Ideas by JooYoun Paek

CLASS PRESENTATIONS: (1h 40 min:10 min presentation & 10 min discussion each)

Sebastian, Anya & Erica

JuYun

Toby

Suzanne

Rhodes & Uma

ASSIGNMENT: (10 min)

- Hot Topics
A student will bring 5 hot topics of the week and share with the class to lead the discussion.
Who is up for next?
- Sketching
Sketch a single slide that explains your idea or experience. The form of the sketch may be:
 1. hand drawn scene, object, storyboard, diagram or chart
 2. collage of scene, object, storyboard, diagram or chart

If you have multiple ideas or experiences in mind, number of sketch slides should match

the number of ideas or experiences. Not more or less.

All students will go around to present for 5 minutes. Group critique will be followed for 3-5 minutes.

READING:

Sketching User Experiences: Getting the Design Right and the Right Design by Bill Buxton

The Art of Innovation by Tom Kelly, Chapter 4: The Perfect Brainstorm

Beautiful Evidence by Tufte, Chapter: Links and Casual Arrows: Ambiguity in Action

Week 4 | 02/14/11

Sketch: **Visualize Ideas**

HOT TOPICS: (15 min)

5 tech topics by TBD

SUBJECT PRESENTATION:

Sketching by JooYoun Paek

CLASS PRESENTATIONS:

ASSIGNMENT: (10 min)

- Hot Topics
A student will bring 5 hot topics of the week and share with the class to lead the discussion.
Who is up for next?
- Prototyping & User Test

Week 5 | 02/28/11

Prototype: **Make Fast and Learn Fast**

HOT TOPICS: (15 min)

5 tech topics by TBD

SUBJECT PRESENTATION:

Sketching by JooYoun Paek

ASSIGNMENT:

Week 6 | 03/07/11

Mid Presentations

Wares for Sharing

Week 7 | 03/21/11

Sensing Devices: **Location & Activity**

SUBJECT PRESENTATION:

by Masha Loveva

Week 8 | 03/28/11

Data: **Collect**

SUBJECT PRESENTATION:

by Lambert Torres

Week 9 | 04/04/11

Visualization & Analysis: **Read & Digest**

SUBJECT PRESENTATION:

by Andy Clark

Week 10 | 04/11/11

Socialization: **Conversation**

Week 11 | 04/18/11

Talk to the World

Week 12 | 04/25/11
Final Presentations

** Special guest lecture may happen from week 7 - week 11.*

Class Structure

6:00 - 6:15: Hot Topics
6:15 - 7:00: Subject Presentation
7:00 - 8:30: Assignment Presentation
8:30 - 8:55: Introduction to next Assignment

Reading List

Good Book Finding Source:

<http://www.designersandbooks.com/>

Books:

- Pragmatic Thinking and Learning: Refactor Your Wetware by Andy Hunt
- Sketching User Experiences: Getting the Design Right and the Right Design by Bill Buxton
- Designing Business by Clement Mok
- The Ten Faces of Innovation by Tom Kelly with Jonathan Littleman
- Perfect Pitch by Jon Steel
- Designing Interactions by Bill Moggridge
- Envisioning Information by Edward R. Tufte
- The Visual Display of Quantitative Information, 2nd edition by Edward R. Tufte
- Beautiful Evidence by Edward R. Tufte
- Visual & Statistical Thinking: Displays of Evidence for Decision Making by Edward R. Tufte
- Cognitive Surplus: Creativity and Generosity in a Connected Age by Clay Shirky
- Here Comes Everybody by Clay Shirky
- Nudge: Improving Decisions About Health, Wealth, and Happiness by Richard H. Thaler and Cass R. Sunstein

** More to come.*

Blogs & Media:

Fast Company

Wired
Tech Crunch
Engadget
New York Times

Office Hours

Please schedule via email between 10am to 6pm for Saturdays by Thursday 12pm of the same week. jypaek@gmail.com

Class Rules

1. Always question.
2. Be honest.
3. Collaborate.
4. Do assignments.

** You will pass the course as far as you keep ABCD.*

** No laptops or mobile phones when others are presenting please.*