

## **SYLLABUS**

### **Design Expo '10**

**Thurs. 3:30-6:00 p.m.**

#### **Something from nothing!**

In the next 14 weeks you will come up with an idea for a product that does not exist now, even in your imagination. You will be working with a team of people you might not know well. And in 14 weeks, you will be ready to pitch this product to a group of outside reviewers—who will be the kinds of people who might invest in your biz. You will also learn to make an effective pitch.

#### **Class 1+:January 27**

First Half: Intros & Orientation,  
Strengths....

Class Discussion of Topic + the ITP Take on it...

“Why can’t they.....”“If only.....” “The trouble with New York is...”

#### *Assignment:*

Prepare a presentation (not more than 5 minutes, max!) to introduce/pitch yourself to the class in terms of the skills you bring to a team, strengths, what your limitations are, what you hope to learn/gain in this class.

#### **Disconnect! Party like it’s 1980. Keep the Sabbath!**

From Saturday, Jan. 29 at noon until Sunday Jan.30 at 8.p.m. you must disconnect from all your connective devices & any way to connect with others that was not around in ~1980. That means you can call people, but you can’t leave a message. Because most of you don’t have land lines, using your phone for calling is the only exception. But you have to call from your own home. Leave your phone when you go out. Keep a diary (like a diet diary)...on paper, to hand in..... of all the times you *don’t connect*. And then how you deal with it: how do you find out when something is open, how do you buy tickets for a movie. How do you spend your time. Yes, this means NO INTERNET, NO TEXTING, NO FACEBOOK, NO STREAMING MOVIES, NO LISTENING TO MUSIC THROUGH A COMPUTER, NO EMAIL.

Keep a diary of everything that bothers you in the city. Ideas for making life easier..

#### **Extra Class....**

At 6p.m. on Sunday, Jan 30...we will have break the fast with a pot luck dinner at my apt. Everyone bring something to eat. I will provide wine and beer. If you want to coordinate who is bringing what, you have to do it F2F or some other 80’s way..or we’ll just take a chance. Here is my address: 380 West 12<sup>th</sup> St. #6F (it’s between Washington and West Sts..in the far west village below the Meat Packing

District). My phone number is 212-691-0622. Write this down, I will not send you a reminder.

### **Class 2: February 3**

Introduce Yourself Presentations...

Group Activity: Brainstorm Inventions... Show in class.

1<sup>st</sup> Team Assignments.

#### *Assignment*

Set up individual meeting with Nancy

In your group--come up with 3 ideas: each one should address a different population, or service area. Max. 15 minute presentation.

### **Class 3: February 10**

Expert group presentations and class discussion

Guest Speaker, Georg Petschnigg: How to do User Research

#### *Assignment:*

Final Group Assignments (by NH)

Work with your group, agree on 2 ideas to present to class.

Emphasis on Characteristics of the User Groups you have chosen.

Create a Profile based on your research of at least 2 characters in each Population.

### **Class 4: February 17**

Each group gets 1/2 hour to present idea, show profiles, get feedback

Discuss Timeline and Schedule.

#### *Assignment:*

Pick the single idea that you will work on for the rest of the semester.

Prepare mood board/ research plan

Prepare timeline and schedule to go over with NH in group meetings.

Prepare 15 minute presentation (include idea, market overview, target population info—i.e. what it is, why it is a good idea <so what>, who it is for, how it might work, what you will produce for this class, the mood board for look and feel)

Each group meets with NH during the week.

Assignments from here on are self-directed by groups, with suggestions from NH

### **Class 5: February 24**

Presentations (total 15 minutes hour each)

Group Meetings

Assignment: Prepare 15 minute mid-term presentation to ITP reviewer(s)

### **Class 6: March 3**

Practice Mid-term presentations

**\*Class 7: March 10**

Mid-term Presentations

Discussion of reviewer comments

**Class 8: March 24**

Two groups present with discussion

Group Meetings

**Class 9: March 31**

Reschedule....

**Class 10: April 7**

Two groups present with discussion

Group Meetings

**Class 11: April 14**

Two groups present with discussion

Group Meetings

**Class 12: April 21**

Two groups present with discussion

Group Meetings

**Class 13: April 28**

Dress Rehearsal Final Presentations

**Class 14: May 5**

Final presentation