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


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://seansturm.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,

Rapid Visualization tutorial, by Rolph A. Faste

Drawing Figures tutorial, by Rolph A. Faste.

Mind mapping
https://www.thgraphicdesignschool.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**
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

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 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**

**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*.