2015 BERKELEY DESIGNFEST

3rd Annual Berkeley Design Fest

MAY 2015 | UC BERKELEY CAMPUS

Design Fest is an open house event where UC Berkeley students show and tell their current design projects. With projects from engineering, architecture, public health, business and more, Design Fest showcases the diversity and magnitude of the design activity occurring throughout campus.

KICK-OFF EVENT

Don Norman on
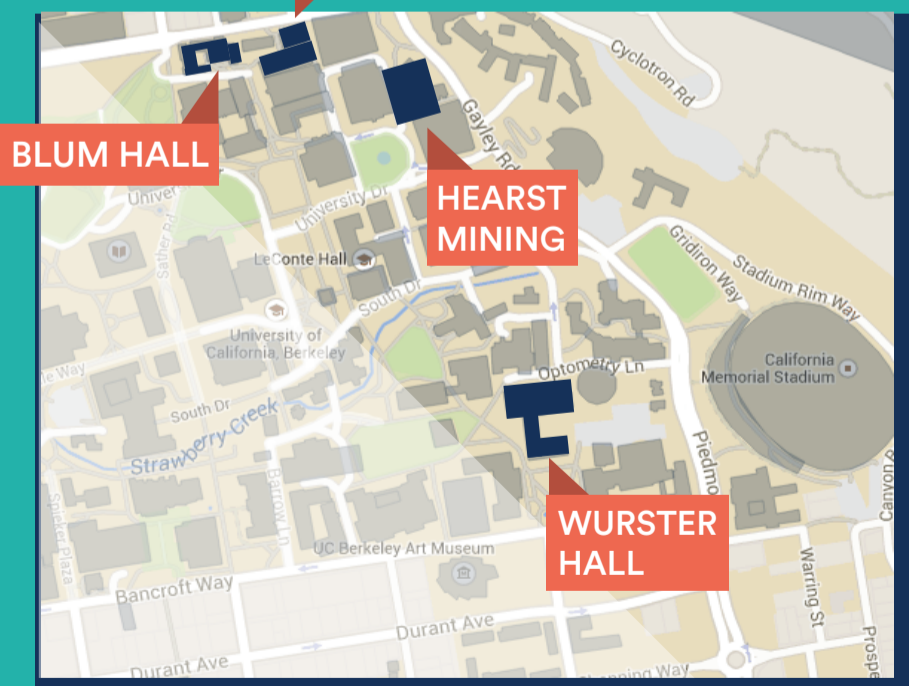The UC San Diego Design Lab:
Human-Technology Teamwork

MONDAY, MAY 4TH
12 - 1 PM

📍 *Banatao Auditorium*
Sutardja Dai Hall

SUTARDJA DAI HALL

BLUM HALL

HEARST MINING

WURSTER HALL

DESIGN FEST PRESENTATIONS INCLUDE:

Introduction to Environmental Design
Design for Sustainable Communities
Student Design Club Showcase
CITRIS Mobile App Challenge
Intro to Product Development
M.Eng. Capstone Showcase
User Interface Design
Interactive Seating
Eat.Think.Design.
Critical Making
& MANY MORE

For a full calendar, visit
jacobsinstitute.berkeley.edu

CITRIS
citris-uc.org

JACOBS INSTITUTE FOR
DESIGN INNOVATION
COLLEGE OF ENGINEERING, UC BERKELEY

BLUM CENTER
FOR DEVELOPING ECONOMIES

UC BERKELEY
ENVIRONMENTAL DESIGN

DESIGN KEY

- INTERACTION
- ENGINEERING
- PRODUCT
- SOCIAL IMPACT
- VISUAL
- SUSTAINABILITY
- HUMAN-CENTERED
- BUILT ENVIRONMENT

DESIGN FEST KICK-OFF EVENT

Don Norman on
The UC San Diego Design Lab: Human-Technology Teamwork

Don Norman, professor emeritus and author of *Design of Everyday Things*, likes to explain that he was living happily in Palo alto, retired, busy, and did not want a job. But the chancellor at UCSD came to his home and lured him back by giving him two goals: be important, be exciting. In this public seminar, he will describe the origins and current status of the newly formed Design Lab with its three main themes: Active Learning, Human-Technology Teamwork, and building the San Diego Design community.

MONDAY, MAY 4TH

12 - 1 PM
Banatao Auditorium
Sutardja Dai Hall

🎧 LUNCH PROVIDED

TUESDAY, APRIL 28th ▶

3:30 - 5 pm
INTRO TO ENVIRONMENTAL DESIGN

📍 Wurster Lobby

Students in ED1 design and execute a model of one of Italo Calvino's Invisible Cities in the body of a vintage book, which are reviewed publicly at the end of the semester.

Hosted by Nicholas de Monchaux

1 - 4 pm
GRADUATE SEMINAR IN VISUAL STUDIES

📍 170 Wurster Hall

Projects based on word-image relationships, with an emphasis on developing each student's creative ability. Open to graduate students from CED and other departments.

Hosted by Anthony Dubovsky

THURSDAY, APRIL 30th

6 - 9 pm
SONGS & PLACES: MÉXICO

📍 170 Wurster Hall

Projects, readings and discussion of the popular song tradition in México (la canción mexicana popular) with an eye to Mexican culture in general.

Hosted by Anthony Dubovsky

TUESDAY, MAY 5th

1 - 4 pm
CITRIS MOBILE APP CHALLENGE

📍 Banatao Auditorum
Sutardja Dai Hall

A semester-long competition for the best mobile apps that address identified needs in Civic Tech & Smart Communities; Education; Energy, Climate & Environment; and Health.

Hosted by Alic Chen

9am - 12pm
SOFTWARE ENGINEERING

📍 Moore Lobby
Hearst Memorial Mining

CS169 students will showcase real prototypes they have built for nonprofits, NGOs, and campus units, demonstrating their ability to apply modern agile software engineering techniques while working with real (mostly nontechnical) customers to help them address authentic business needs.

Hosted by Armando Fox

WEDNESDAY, MAY 6th ▶

4:30 pm
EAT.THINK.DESIGN.

📍 Haas Pavilion Clubroom

Innovation Feast is the project showcase for Eat.Think.Design. Twenty-five UC Berkeley students from 15 graduate programs in nine teams innovating to address big challenges in food systems. Requires advance registration.

Hosted by Jaspal Sandhu

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2 pm
INTERACTIVE SEATING DESIGN COMPEITTION

📍 Blum Hall B110

Student innovators from a wide variety of majors work in teams to tackle the challenge of building smart seating. Designs merge physical form and digital function, aesthetics and intelligence; combining shape, mechanisms, electronics and software.

Hosted by Bjoern Hartmann, Greg Niemeyer, Bob Full

1 - 7 pm
HERE(T)HERE STUDIO

📍 108 Wurster Hall

The HERE THERE studio explores materials and delivery methods for public infrastructure. Students have made full-scale prototypes for novel solar street lighting, vaccine carriers and portable dispensary kits.

Hosted by Sheila Kennedy

1 - 7 pm
GAME DESIGN ARCADE

📍 285 Kroeber Hall

Showcase and arcade of student-created games displaying theoretical and practical aspects of what students have learned, in implementing their own game ideas for other people to perform.

THURSDAY, MAY 7th ▶

3 - 7:30 pm
M.ENG. CAPSTONE SHOWCASE

📍 Banatao Auditorium
Sutardja Dai Hall

Final presentations for the M.Eng. class of 2015's capstone projects. Five parallel sessions feature projects in: Controls and Robotics, Product Design, Bioengineering, Data Science, Energy, Visual Computing, Embedded Systems and Integrated Circuits.

Hosted by Don Wroblewski

6:30 - 8 pm
STUDENT DESIGN CLUB SHOWCASE

📍 Moore Lobby & 290
Hearst Memorial Mining Building

Features a variety of student design projects from Berkeley Innovation, Design-Engineering Collaborative, Design For America and more! Join us for appetizers and to check out what students from the design community have been up to.

Hosted by Berkeley Innovation

11 am - 2 pm
INTRO TO PRODUCT DEVELOPMENT

📍 124 Memorial Stadium: the I-Lab

This course provides hands-on and real world experience in the development of innovative and realistic customer-driven products: physical, experiences, websites, software or business models.

Hosted by Alice Agogino

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11 am - 2pm
USER INTERFACE DESIGN

📍 Moore Lobby &
290 Hearst Memorial Mining Building

CS160 students design, prototype, and evaluate a user interface. This semester's project theme is companion apps — mobile apps used to interact with and configure consumer electronics and IoT devices.

Hosted by Andy Carle

2:30 - 4 pm
CRITICAL MAKING

📍 Moore Lobby
Hearst Memorial Mining Building

Critical Making students will showcase hands on examples of "new-wearable" interactive technologies along with videos and images from past course projects throughout the semester.

Hosted by Eric Paulos

4:30 - 5:30 pm
Industrial Design and Human Factors

📍 Moore Lobby
Hearst Memorial Mining Building

The IEOR 170 Spring 2015 Team Design Project was to design an educational toy or game for children 5-7 years old. They also will be holding presentations on Wednesday, May 6th 5 - 8pm in 3106 Etcheverry.

Hosted by Animesh Garg

FRIDAY, MAY 8th

11 am - 6 pm
THE DATA MADE ME DO IT

📍 104 & 108 Wurster Hall

This year's Studio One, The Data Made Me Do It, concerns the dynamic between new and ever more sophisticated technologies of design and corresponding shifts in the models of authorship and domains of practice navigated by architects.

Hosted by Kyle Steinfeld

FRIDAY, MAY 15th

7 - 9 pm
DESIGN FOR SUSTAINABLE COMMUNITIES

📍 B100 Blum Hall

Design for Sustainable Communities, gives graduate students hands-on experience in the design and implementation of projects meant to improve the sustainability of low-income communities both in the United States and abroad.

Hosted by Rachel Dzombak