

Design Thinking BSMG6214

Course Outline – Online

Description:

Explore a human-centered design method for tackling innovation challenges and creating people-driven solutions. You will learn about and engage in hands-on design thinking activities useful to drive different types of innovation and entrepreneurship — whether social, commercial, technical, or creative in nature.

Course Goals:

The goal of this course is to introduce learners to design thinking methods.

Course Objectives: At the completion of this course, the student will be able to:

- Identify human-centred innovation opportunities by engaging in design discovery activities such as shadowing, creative listening, or interviewing
- Engage in blue-sky thinking to generate many ideas quickly, and affinity mapping to solve user's problems in original, creative ways
- Plan, communicate, and promote innovation projects using testing and prototyping, journey maps, and engage in rapid user testing to gain actionable feedback.

Text:

TBD

Evaluation: This is a graded course where a complete or incomplete will be issued. In order to receive a completion for this course, a student must:

- Participate in online discussions and activities through forums
- Complete two assignments

How often will the instructor communicate with me?

As your instructor, I will respond to emails within 48 hours. Please use Subject line “Design Thinking” to make it to my priority inbox. Questions that have general application should be posted to the General Questions Forum so that all students can receive the same information.

In addition, we will connect weekly via ZOOM sessions. While participation is not mandatory, these are intended to provide an opportunity to connect with your classmates and meet with industry professionals. Attendance is highly encouraged for all four.

Policy on Late Assignments:

It is suggested that online discussions are to be completed in the week they are assigned. This is to allow everyone the opportunity to contribute to the conversation. The online week will run from Monday to Sunday.

All other assessments (assignments, and reflections) have suggested deadlines. Every effort should be made to submit by the deadline, however they will be accepted and assessed until 23:55 ET on the last day of the course without any academic penalty applied. Anything received after this time will result in a grade of “Zero”.

Western Continuing Studies

How do I hand in assignments?

All assignments will be submitted electronically through OWL using the assignment tool. Failure to meet deadlines without the instructor's written permission will be subject to the late assignment policy. It is the student's responsibility to ensure that all assignments forwarded to the instructor arrive before the due date. If you experience difficulty in submitting assignments through OWL, you are responsible for contacting the instructor

When will I receive my grades?

Final grades will be available 2 weeks after the last scheduled day of the course. A grade report can be printed from myWCS.

Western Digital Badge

If you have met the course requirements for this Western approved [micro-credential](#), you will receive an email from [MyCreds](#) to claim your digital badge. Badges are embedded with data that verifies your skills and achievements. Share them with your employer, on LinkedIn and other social media sites.

Policy on Cheating and Academic Misconduct:

Academic honesty is a cornerstone of conduct at Western University. We cannot have freedom of expression without integrity. Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences; please refer to the section on "Scholastic Offences" in the current University Academic Calendar, or on the web at <http://www.westerncalendar.uwo.ca>. Such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course any academic work for which credit has previously been obtained or is being sought in another course in this University or elsewhere (without the knowledge and approval of the instructor to whom the work is submitted). Students enrolled in non-degree courses are expected to abide by the University's code of conduct.

Code of Student Conduct:

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct: <http://www.uwo.ca/univsec/pdf/board/code.pdf>.

Plagiarism:

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (<http://www.turnitin.com>).

Western Continuing Studies

Course Schedule:

WEEK	TOPICS	ACTIVITIES/ TIMELINE
1	Module 01: What is design thinking? <ul style="list-style-type: none"> ● Part 1: Design thinking 101 ● Part 2: The Design Thinking Process ● Part 3: Service Design ● Part 4: Design Thinking Every Day 	Welcome and Introduction to Module 01 Zoom Webinar Participate in Discussion Forum 01 during week 1
2	Module 02: Human-Centered Discovery <ul style="list-style-type: none"> ● Part 1: What's the problem? ● Part 2: Empathy-based research ● Part 3: Insights & the power of asking why ● Part 4: Understanding designer / researcher privilege 	Module 02 Zoom Webinar Participate in Discussion Forum 02 during week 2 Assignment # 1: Journey Mapping
3	Module 3: Ideation & Creative Solution-Finding <ul style="list-style-type: none"> ● Part 1: Creative Solution Finding ● Part 2: The Ideation Process ● Part 3: Divergent Thinking ● Part 4: Convergent Thinking 	Module 03 Zoom Webinar Participate in Discussion Forum 03 during week 3
4	Module 4: Prototyping and Experimentation Part 1: Thinking with your hands Part 2: Prototyping Part 3: Experimentation & Simulation: Building up your creative muscle Part 4: Feedback, failure, and the iterative cycle	Module 03 Zoom Webinar Participate in Discussion Forum 04 during week 4 Assignment: # 2: Ideation & Prototyping

This course outline is a sample only and is subject to change.