

DESIGN THINKING BSMG6214

Course Outline (online)

Description:

Explore a human-centered design method for tackling innovation challenges and creating customer-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 Goal:

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

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 vision boards, personas, or journey maps, and engage in rapid user testing to gain actionable feedback.

Texts: 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 complete and pass two of the three assignments to receive a completion for this course. All assignment submissions are assessed on a pass/fail basis, please see details below.

1. Assignments and Activities:

Creative Research Assignments (2 required): You must complete any two of the following four creative research assignments, and receive a passing grade on both, in order to successfully complete this course. You are welcome to complete all four assignments and receive feedback on them. Detailed descriptions of assignment requirements are distributed in OWL and explained via live Zoom sessions — with exemplars provided. Each assignment has an associated class gallery forum where you will be encouraged, but not required, to share your work with peers— for feedback and inspiration. Pick 2 (minimum):

- *A01 “Visualizing Design Inspiration”*
Sample deliverables: mood/vision board; collage; quote picture
- *A02 “Observe & Empathize”*
Sample deliverables: field notes; persona; empathy or journey map; service blueprint; storyboard; user scenario
- *A03 “Define and Ideate”*
Sample deliverables: mind-map; affinity diagram; value proposition canvas; stakeholder map

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- **A04 “Build & Test”**

Sample deliverables: promotional prototype (such as website or mobile app mockup; explainer video; email newsletter mockup; poster/advert; coupon; menu; social media templates; brand board); user test report

2. Live Zoom Sessions (optional):

We will hold live weekly Zoom sessions every week to introduce the modules and assignments and to answer your questions. Your live attendance is not strictly required as the sessions will be recorded and posted for on-demand playback in OWL. If you do plan to attend live please download the Zoom app to your computer/phone/tablet in advance: <https://zoom.us/download> Note: no webcam required, you will not be on video.

3. Module Discussion Forums (optional):

This is an opportunity for peer-to-peer engagement around course topics. The instructor and teaching team will participate in the forums too. Your active engagement in these discussions is encouraged but not strictly required, as there is no grade associated with this activity.

4. Module Quizzes (optional):

Test your understanding of the course content by taking four optional “open book” and untimed quizzes corresponding with the four modules. Quizzes are composed of multiple choice and true/false questions drawn from the lectures and readings. Unlimited attempts available and your quiz scores will not impact your grade in this course.

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>).

Copyright of Course Materials:

Course materials created by the course instructor, including all slides, presentations, handouts, tests, exams, and other similar course materials, are the intellectual property of the instructor. It is a departure

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from academic integrity to distribute, publicly post, sell or otherwise disseminate an instructor's course materials or to provide an instructor's course materials to anyone else for distribution, posting, sale or other means of dissemination, without the instructor's express consent. A student who engages in such conduct may be subject to penalty for a departure from academic integrity and may face adverse legal consequences for infringement of intellectual property rights.

How often will the instructor communicate with me?

As need be, in response to email inquiries, and with feedback on your assignments.

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.

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 and arranging an alternate method of delivery (e.g. e-mail attachment) for the assignment.

What if I cannot attend the live Zoom sessions?

Not a problem. Attendance is optional. All Zoom sessions will be recorded and posted in OWL for on-demand playback.

***see course schedule on the next page**

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Course Schedule:

Online: four weekly modules, details are posted in OWL.

Week	TOPIC	ACTIVITIES	TIMELINE
Week 1	Module 01: Introduction: Using Design Thinking + Service Design Thinking	Welcome and Introduction to Module 01 Zoom Webinar	Participate in Discussion Forum 01 during week 1 Complete Quiz 01 Submit Creative Research Assignment 01
Week 2	Module 02: Observe & Empathize: Problem-Finding + Understanding Users	Introduction to Module 02 Zoom Webinar	Participate in Discussion Forum 02 during week 2 Complete Quiz 02 Submit Creative Research Assignment 02
Week 3	Module 03: Ideation: Brainstorming Creative Solutions + Verifying "Fit"	Introduction to Module 03 Zoom Webinar	Participate in Discussion Forum 03 during week 3 Complete Quiz 03 Submit Creative Research Assignment 03
Week 4	Module 04: Implementation-Build & Test: Making Ideas Tangible + Getting User Feedback	Introduction to Module 04 Webinar	Participate in Discussion Forum 04 during week of May 18 Complete Quiz 04 Submit Creative Research Assignment 04 (Dropbox closes at midnight on last day of course)

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