



Programme: BA programmes product+ and Visual Design

Title:

<p>Semester: 3 Blok: 1</p>	<p>Period: 3 September – 12 October 2018 ECTS-points: 10</p>
<p>Contents:</p> <p>The module introduces students to design processes and design methodology in a broad perspective: They experience several design process models and a number of methods that can be applied in different phases of a design project in a teamwork.</p> <p>The module provides students with a process and method language that they can later apply in individual design projects, in collaboration with other design students and stakeholders in relation to stakeholders. They will be able to consciously use design methods to produce data about an existing situation, analyze data, formulate challenges, generate ideas and develop concepts iteratively and visually as well as communicate design processes and solutions. They also gain an understanding of the importance of diversity and relationship-building in creative collaboration, including individual roles and competencies in a team.</p> <p>In the assignment, students select and test methods in practice and experience how design processes can unfold in dialogue with the people and the field they are dealing with:</p> <ul style="list-style-type: none">• Design methods to investigate an open, complex situation• Design methods for analyzing data and formulating challenges• Design methods for idea generation and concept development• Design methods for prototyping and iterative concept development• Design methods to uncover differences, similarities and building relationships in a creative team• Design methods for communicating a process and the result <p>Teaching methods:</p>	<p>Learning Outcomes (Knowledge, skills and competences):</p> <p>Knowledge:</p> <ul style="list-style-type: none">• The student should be able to describe, understand and reflect on basic theories of design processes and design methods with emphasis on design thinking and complex problem solving• Must be able to describe, understand and reflect on basic theories of collaboration in design teams <p>Skills:</p> <ul style="list-style-type: none">• Must be able to identify a relevant design-related problem based on completed research• Must be able to design, visualize and convey a design proposal based on a problem-oriented design process• Must be able to identify important insights in the design process as well as argue for decisions and choices <p>Competencies:</p> <ul style="list-style-type: none">• Understanding of own competencies in interaction with other designers and stakeholders in the design process• Understanding the importance of seeing and incorporating diversity and building relationships in creative teamwork• Experience in opening a complex situation and applying design methods to identify and identify challenges



<ul style="list-style-type: none">• Lectures• Short presentations and exercises• Individual exercises• Supervision in teams	<ul style="list-style-type: none">• Experience in selecting and applying design methods as a process in different parts of the design process
<p>Attendance Requirements: Active participation. The student is expected to participate actively in the activities.</p>	<p>Submission Requirements: During the course, each team performs 2 oral, visual presentations in a pecha kucha format: they describe their process, the result and their reflections. In the final part of the project, each student submits a 1-2 page project description. Final presentation: Film of approx. 4 minutes duration, describing the students' design process and the final design concept. The film is introduced by the team at the final presentation.</p>
<p>Syllabus: Defined, 100 pages of academic literature, workshops and professional literature on:</p> <ul style="list-style-type: none">• Design Thinking• Design Process Models• Design Methods• Creativity and collaboration in teams• Creativity, motivation and self-management• Prototyping and visualization	<p>Method of Assessment: Active participation Grading: Passed/ not passed Censor: None</p>