

4.S00 THE HUMAN FACTOR IN INNOVATION & DESIGN STRATEGY

The Human Factor in Innovation and Design Strategy will expose students to the core methodologies used in human-centered design with a focus on understanding how it can be applied to solve real-world challenges. In the course, students will hear leading design practitioners, thinkers, and business leaders explain how they approach design challenges, and how design brings value to human experiences and to the contemporary marketplace.

Human-centered design has been practiced for decades, but its design research methods have only recently become refined and codified by thought leaders and scholars (Donald A. Norman, Jane Fulton-Suri, Roger Martin), design innovation practices (IDEO, Continuum, and Frog) and within academic institutions (Rotman School of Management, the IIT Institute of Design, and Stanford's d.school). Compared to most artistic and design practices, this is relatively new creative territory...and its rules are still being written.

This course will serve as an introduction to human-centered design through both its theory and its practice. The course will meet once per week in a single 3-hour session. One half of each class will feature a lecture presentation by the instructor or an inspirational guest speaker. The other half will be a group working session intended to introduce human-centered design methods, present case studies, review weekly assignments, and allow for critique with the instructor(s).

ELECTIVE CLASS FOR DESIGN MINOR (D-MINOR)

INSTRUCTOR: LEE MOREAU

F 9-12 PM

ROOM 3-442