

VA453/553 SYLLABUS

Design Thinking



INSTRUCTOR

Gözde Oral
gozdeoral@sabanciuniu.edu

TEACHING ASSISTANT

Hilal Işık
hilal.isik@sabanciuniu.edu

CLASS

Monday 09:40-12:30

OFFICE

Personal appointments with the instructor must be scheduled in advance and will be held online.

PROJECTS / SOFTWARE & MATERIAL

Advanced knowledge of design software is not necessary, but students are expected to be able to present their ideas in written and visual format. Students who do not have sufficient knowledge of applications are expected to learn them on their own time. If necessary, TA assistance may be scheduled outside of class hours. Necessary materials will be announced with project briefs. A budget must also be allotted for printed work.

Assignments, resources and recommended reading will be available to students on SUCourse.

PLAGIARISM

Visual arts and visual communication adhere to the integrity of honest and originally produced creative work. Plagiarism and the unacknowledged use of source material, will result in a failing grade for projects.

INFORMATION

“Design Thinking” stems from the interest in how designers think creatively and effectively. This introductory course aims to help students think about designing, not only in the context of commerce and promotion, but as complex processes towards finding unique, life-centric, feasible and sustainable solutions to some of humanity's most pressing problems. It challenges them to adapt iterative, collaborative and constructive ways of thinking while asking the right questions as much as answering them.

COURSE STRUCTURE

The course consists of keynotes, weekly assignments, readings, film viewings, class discussions and student presentations followed by a case study where students get to employ design thinking methods together as teams.

WHO IS THE COURSE FOR?

The course is aimed at senior level and graduate students who have a genuine interest in design. It is subject to special approval; non-programme applicants must have a minimum GPA of 3.0.

SCHEDULE *

OCTOBER	W1	02.10	Introduction & Course Overview
	W2	09.10	Design Thinking
	W3	16.10	Creativity
	W4	23.10	Everyone Designs
	W5	30.10	Good Design
NOVEMBER	W6	06.11	The New Designer
	W7	13.11	Design Thinking for Visual Communicators
	W8	20.11	Case Study: Defining the Problem
	W9	27.11	Case Study: Research / Findings
DECEMBER	W10	04.12	Case Study: Ideation
	W11	11.12	Case Study: Selection
	W12	18.12	Case Study: Implementation
	W13	25.12	Case Study: Presentation & Feedback
JANUARY	W14	01.01	No class – HAPPY NEW YEAR!

* The schedule may be subject to changes, shifts and adjustments by the instructor.

GRADING CRITERIA & GRADE DISTRIBUTION

Grading is based on a sound design process (from understanding the brief to final execution), conceptualization and creativity, independent assessment ability, execution quality, technical capacity, presentation skills and meeting weekly deadlines. The grade distribution is as follows:

Assignments: 40% — Case study: 40% — Attendance: 10% — Participation: 10%

ATTENDANCE

Physical attendance is mandatory. Attendance will be taken once in the first 10 minutes of the class. Late attendance will be noted and reflect on the student's final grade.

Unless accompanied by a health report, the student's grade will be lowered by one letter grade after three absences and another letter grade for each following absence. Students with six or more absences will receive an NA (Not-Attended) grade.

Students are responsible for all material presented in class. Missed attendance is not an excuse for incomplete weekly work and not meeting project deadlines.