Design it Forward

ID 582
Special Topics

Fridays, 1:30—4:30 PM

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Course Overview

Produce real-world outcomes through IBM's Enterprise Design Thinking Framework. In this interactive course, students will engage with local non-profits to understand, solve for problems they are facing today, and re-envision the experiences and value the non-profits provide for the communities they serve. Students will be able to use their design skills to make an impact in the local community by working in teams led by IBM professionals.

Student will participate in 3 playback presentations throughout the semester to receive feedback from nonprofit stakeholders, professional designers, and peers. See grading criteria listed later in the syllabus.

A final showcase of the course outcomes will *(hopefully)* take place at the end of the semester gala with students, IBM class leads, IBM professionals, local nonprofit representatives, NCSU College of Design faculty and representatives, and invited guests.

Learning Objectives

By the end of the course, students will be able to:

→ Understand and apply large-enterprise Design Thinking practices to create solutions for local organizations
→ Solve real-world problems with sponsor users and stakeholders
→ Collaborate with IBM professionals who have industry experience
→ Learn ways to better document and transcribe the design process
→ Communicate design outcomes and storytelling techniques

Class Format

Students will be placed into teams and assigned to a project working with a local nonprofit. The outcomes of the work produced will later be implemented into the local community. The bulk of the course will be dedicated to designing a solution or service experience for this "client." Students will be expected to collaborate outside of class in order to conduct user research, design potential solutions, develop prototypes, prepare for in-class client presentations, and other coursework.

Each class will include a mix of individual and team-based learning, making and reflection. This may consist of educational lectures, interactive activities, team collaboration, and retrospectives. Frequent team playbacks will take place in order to keep the group aligned as the course work progresses, provide peer feedback, and prepare students for the three client presentations.

User Research Activities

Students will be expected to conduct research throughout the semester with their assigned nonprofit organization, generating insights and validating outcomes. User research activities may include: site visits, interviews, shadowing, observations and other forms of user research.

Based on their findings, student groups will propose design solutions for researched challenges.

Honor Code

Students will be expected to adhere to the guidelines for academic integrity as outlined in the NC State University Code of Student Conduct. That means that ANY action that goes against the rules set forth when giving homework, assignment, or test, will be dealt with in a very strict fashion. Grades are valuable; honor and integrity are priceless. You can find the University website which includes the academic integrity statement at https://studentconduct.dasa.ncsu.edu/academic-integrity-overview/ Cheating and plagiarism will not be condoned or tolerated.

Students with Disabilities

Reasonable accommodations will be made for students with verifiable disabilities. In order to take advantage of available accommodations, students must register with

Disability Resource Office
Holmes Hall, Suite 304
2751 Cates Avenue
919-515-7653
disability@ncsu.edu

For more information on NC State's policy on working with students with disabilities, please see https://dro.dasa.ncsu.edu/.

If you have a disability that may affect your participation in this class, please notify the instructor so that any necessary adjustments can be made. Contact Professor Lu if so that necessary adjustments can be made for you.

Required Materials

Laptops with presentation software

Notebooks, paper, and pens

Post-it Notes
(recommend 6-pack, 3x3)

Sharpie fine point markers
(recommend 1-2)

Course Documentation

All documentation and work will be stored in Box or Mural.

Each team will have their own folder to work in, which other teams cannot access.

IBM Project Leads provide students access to Box using invitations and manage permissions within folders.

Grading

20% Participation

50% Playbacks *(Team-based)*
→ 15% Research Playback
→ 15% Hills Playback
→ 20% Final Playback

10% Gala
→ 5% Presentation
→ 5% Participation

10% Digital Badge
→ Enterprise Design Thinking

10% 360 Feedback
→ Scored by each of your
individual teammates

Standards of Behaviors

It is the policy of the State of North Carolina to provide equality of opportunity in education and employment for all students and employees. Educational and employment decisions should be based on factors that are germane to academic abilities or job performance. North Carolina State University ("NC State") strives to build and maintain an environment that supports and rewards individuals on the basis of relevant factors such as ability, merit and performance. Accordingly, NC State engages in equal opportunity and affirmative action efforts, and prohibits discrimination, harassment, and retaliation, as defined by this policy.

The responsibility for the classroom environment rests with the faculty and the students — to foster a climate in which each individual is treated with dignity and respect based on the assumption that all living, learning, and working environments should be safe and free from discrimination, prejudice, and harassment.

Attendance

Only students who are properly registered for a course may attend and participate in that class. Students are expected to attend and participate in all scheduled classes and examination periods. Absences in excess of four class periods per quarter, or 20 percent of the course, result in the student receiving a failing grade for the course. Tardiness, early departure or other time away from class in excess of 15 minutes per class session is considered absence for the class session.

The student's conduct should be appropriate and should contribute to the academic and professional atmosphere of NCSU. The university reserves the right at its sole discretion to withdraw the privilege of enrollment from any student whose conduct is detrimental to the academic environment or to the well-being of other students, faculty or staff members, or to the university facilities.

Schedule

Date	Topic
1/14/22	Course orientation Design Thinking and why we do it
1/21/22	Design Thinking continued Project orientation
1/28/22	Lecture User research
2/4/22	User research (Non-profit in class)
2/11/22	Lecture In-class EDT activities
2/18/22	**Research Playback** **Problem and As-Is**
2/25/22	Lecture In-class EDT activities
3/4/22	Lecture In-class EDT activities
3/11/22	**Hills Playback** **Intended outcome**
3/18/22	**Spring Break**
3/25/22	In-class EDT activities
4/1/22	In-class EDT activities
4/8/22	In-class EDT activities
4/15/22	Pulling everything together
4/22/21	**Final Playback** **To-Be**