DESIGN
ITS WEIRD IN HERE
STUDIO
3x2=6
MODELER, COACH, FACILITATOR, CATALYST, MENTOR
MODELER, COACH, FACILITATOR, CATALYST, MENTOR

DESIGNER PRACTICING IN DESIGN EDUCATION
AMAZING
REALLY
AMAZING
REALLY
REALLY
VISUAL COMMUNICATION OR GRAPHIC DESIGN
THE BEST
National Student Show Best School

2011
2012
2013
2014
2015
What we do:

Conceive and Make New Things / prototype new futures
Make Connections / prototype new integrated strategies
Communicate / prototype new ways to visualize stories & messages
Empathize / reinvent experiences for and with users
Reduce costs / our value system is less is more
Make things better / we improve functions & features
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SO REALLY

ASK WHAT IF

VISUALIZE
Design is about Change
Design is “devising ways of turning existing situations into preferred ones.”

Herbert Simon,
The Sciences of the Artificial
THINKING

DOING

MAKING
ENCOURAGE IT
EMBRACE IT

FAILURE

DO IT OVER AND OVER
DOING IT WRONG

ENCOURAGE IT
EMBRACE IT
DO IT OVER
AND OVER
Design is about Change

PROCESS
A → p
A → :P
Think Wrong

Let Go

Break Habits & Make Connections

Work with John Bielenberg to:
Raise the bar &
Find new inspiration &
Escape typical ideas &
Bring ingenious solutions to life.

A Think-Wrong Blitz:
November 14-15th

Contact Andrea Herstowski
at herstow@ku.edu for more information
Model of What is distilled to What it might be like

Model of What it might be like embodies

Existing Implicit

Preferred Explicit

Researchers suggest a model of what it might be like.

Dubberly Design Office
What is

What it might be like

distilled to

suggests

Model of

What it might be like

Model of

What is

embodies
Encourage people to “study abroad”—that is, to physically relocate to another department for a few months.

The intention is for employees to work side by side with different people in diverse disciplines to spark creativity and innovation.

Don’t read the product description. Look at everything with fresh eyes.
Model of
What is

What is

What it might be like

suggests

embodies

distilled to
Invite collaboration and participation with visual communications.

How many good ideas literally go unseen?

Odds are hundreds of them—best-laid plans that are invisible to others, lying in wait on hard drives or in row after row of binders.

As the old adage goes, “Out of sight is out of mind.”
PRO TIP

> Crit Space
THE PLAYGROUND

How

- Kids build custom playgrounds
- Explore each other's playgrounds
- Can share with their friends

What

- Digital Design
- Design Thinking
- X application
- Marshmallows + Toothpicks
- Lincoln logs
- Paper boxes

WHERE

- Before school
- During school
- Before/after school
- Break
- Leisure time
- "TV" time

WINS

- Page numbers
- Students
- Parents
- Educators
- Teachers
- Specials
- Principal
- Classroom
- Students of Target Audience
- Call about child's education

THING to remember:
- Pads are parents, not necessarily theirs

BUILD to MODEL out of certain materials
- Egg, fall off slide, not break egg
- Deconstruct

SCIENCe, math, physics

WEB Designs using story
- See around us way

CREATORS

NEw ideas

NEw

MY OWN process book
PRO TIP

> Crit Space
> Leave Up Work/Ideas
Model of What is distilled to What it might be like

What is suggests What it might be like

Model of What it might be like embodies
Some assume that creativity and innovation is the domain of the “creative types.

Ask yourself how ready, willing, be and think different, tolerate experimentation and iteration, and take failure in stride.
TONS OF TOOLS
How do people go get coffee?
GET COFFEE → DRINK COFFEE

Mmm m

1 2 3

CHOICE

[ PARK
WALK ]

[]

...
GET COFFEE ➔ DRINK COFFEE

Mmm...

1 2 3 ➔ CHOICE ➔ [PARK WALK] ➔ [YOUR TURN (Selection Moment)]

NO CC

[Food]

[Chat]
IDEO Method Cards App for IDEO

51 ways to help you explore new approaches and develop your own

The Method Cards app is released as a free download with 8 cards for you to experience on your iPhone or iTouch. You can purchase the full deck of 51 cards for $4.99 within the application, eliminating the step of having to leave the app to upgrade your experience.

IDEO Method Cards were first released in 2003 as a printed deck intended as inspiration for practicing and aspiring designers, as well as those seeking a creative spark in their work. With more than ten thousand decks in distribution, an IDEA Silver award and continued coverage in the press, we are very proud of the tool’s success in the marketplace. However, as a design tool meant to help people explore new approaches and develop their own, we realized it was time to evolve its form. We wanted to experiment with a mobile platform and make it more readily available to an ecosystem of users who can take this tool to a new level. Thus, the Method Cards iPhone app.

Sample cards available from the Method Card app.
PRO TIP
Separate Divergent Thinking from Convergent Thinking
Wild ideas
Optimize and Refine
Be willing to be laughed at.
Model of What is suggests Model of What it might be like

What is distilled to
embodies

What it might be like
Embrace experimentation and failure and learn your way to a solution.

SMALL BETS

Make a methodical series of small bets, learning critical information from lots of little failures and from small but significant wins.
CARDBOARD CHAIR
PRO TIP

Make it a question.
What is the movie theatre experience in a multi-device world?
“How might we” questions are short questions that launch brainstorm.

How might we change faculty perceptions of learning communities?

How might we make our graduation ceremony more reflective of our school’s mission?
REFRAME TO ENCOURAGE NEW IDEAS

Design a Book

Design an Exhibition
PRO TIP

**Design a Book**
“movie you hold in your hands.”

**Design an exhibition**
“a room with a plot”
START DESIGNING
JESHELLH
@KU.EDU