2015-16
DESIGN SEQUENCE: INSPIRATION-IDEATION-IMPLEMENTATION

DSN 101
Fall Quarter: Inspiration: The History and Theory of Design

Instructor:
Professor Barry Katz

Course Summary:
This year-long sequence explores the nature of design and its relevance both within and beyond the realm of the design professional. The Fall Quarter will serve as an introduction to design. In Winter, we'll focus on design methodologies, and in Spring students will be guided through a process of transforming theory and practice into a viable business strategy. While these courses build upon one another, each can be taken independently. None requires any technical or business experience.

INSPIRATION: From the impassioned campaigns of the English Arts & Crafts movement to the revolutionary program of the German Bauhaus to the spectacular rise of “Design Thinking” in Silicon Valley today, design offers a compelling lens through which to understand the era in which we live. Drawing upon the century-long history of modern design, we will look for the sources of inspiration that have enabled designers to bring us the products, services, environments, and interfaces that define the practices of everyday life.

By the end of the course, students will have learned to think like designers and will be prepared to plunge into hands-on practice (Winter: Execution) and to apply their newly acquired skills to a real-life plan of action (Spring: Implementation).

*Please see course page for full description and additional details.

Grade Options and Requirements:

- No Grade Requested (NGR)
  - This is the default option. No work will be required; no credit shall be received; no proof of attendance can be provided.
- Credit/No Credit (CR/NC)
  - Score will be determined by student attendance and participation.
- Letter Grade (A, B, C, D, No Pass)
  - Written work, as assigned by the instructor, will determine a student’s grade.

*Please Note: If you require proof that you completed a Continuing Studies course for any reason (for example, employer reimbursement), you must choose either the Letter Grade or Credit/No Credit option. Courses taken for NGR will not appear on official transcripts or grade reports.
Tentative Weekly Outline:

September 28  Introduction: Inspiration-Ideation-Implementation  
October 5  Founding Principles: The Origins of Modern Design  
October 12  Modernism: Ideologies and Artifacts  
October 19  From a teaspoon to a city  
October 26  Design as a Method of Action: The American Experience  
November 2  Things at the Edge of Thingness: Design goes Digital  
November 9  The Behavioral Turn  
November 16  Design for the “Real World”  
November 23  Thanksgiving Week—university closed: no class  
November 30  How to think like a designer  

Each week will involve lecture, discussion, and in-class exercises.