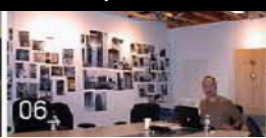
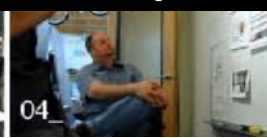
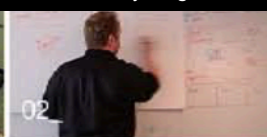
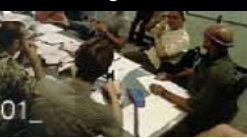


# DSGN 1: Design of Everyday Things

# Welcome

Version Alpha 0.2 of DSGN 1  
Winter Quarter 2017



# Introductions

## **Professors:**

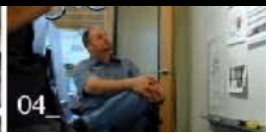
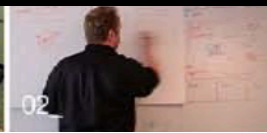
Jim Hollan and Michael Meyer

## **TAs:**

Ardavan Amini, Adam Rule, and Kishan Sachdeva

## **IAs:**

Isaac Fehr, Se One Park, Alejandro Panduro,  
Kaiser Pister, Amber Tang, and Tracy Wei



# [piazza.com/ucsd/winter2017/dsgn1/home](https://piazza.com/ucsd/winter2017/dsgn1/home)

piazza

DSGN 1 ▾

Q &amp; A

Resources

Statistics

Manage Class

 Professor Hollan

University of California, San Diego - Winter 2017

## DSGN 1: Design of Everyday Things

Syllabus



Use Piazza for all  
class communication

Course Information

Staff

Resources

Groups

### Description

Edit

DSGN 1 is a studio-based course about the principles and process of design. It focuses on developing skills. Design is as much about identifying problems as finding solutions. It is fundamental to making the world a productive, enjoyable, and wonderful place to live.

You will learn to observe, analyze, and understand the role design plays in our lives. Look around. Virtually everything you see was designed: the layout of keys on your laptop, even the font used for the letters, the shape and placement of your front door knob, the ways you control your car, how you swipe to interact with your smartphone. All were designed. But how well were they designed? Could they be designed better? And on a deeper level, how does the way things are designed shape our minds and how should what we know about our minds shape design?

We examine not only the visible features of designed objects but also the less visible features of process and interaction (e.g., how we queue to obtain service at an ATM, why we decide to grasp an object in a certain way, or sit in that specific seat in the classroom), the implicit and explicit ways design influences our interaction with the world and with each other.

### Announcements

Add

#### Week 1 Studio Meeting

Edit

Delete

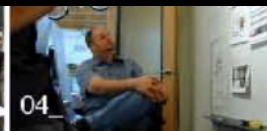
1/10/17 4:40 AM

Studio Member Introductions  
Creating Google Doc Class Activity Portfolio  
Project I and Team Assignments (2 person teams)

Project I: Document A Good and Bad Design (Observing and Design Critique) (Due 1/23)

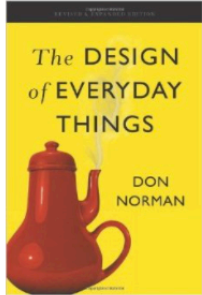
The purpose of this project is to help you start seeing as a designer. You will photograph one example of a good design and one example of a bad design. Each should be discussed in terms of affordances and signifiers. Before taking photos watch these two videos: [How to Take Photographs](#) and [Telling a Story with Photos](#).

Be prepared to discuss the designs in your Studio Session on 1/18.



# DSGN 1: Design of Everyday Things

*Winter 2017 Syllabus*

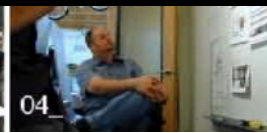
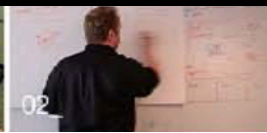
Professors	TAs	IAs
Jim Hollan and Michael Meyer	Ardavan Amini, Adam Rule, and <u>Kishan Sachdeva</u>	Isaac Fehr, Se One Park, Alejandro Panduro, Kaiser Pister, Amber Tang, and Tracy Wei
Textbook	 <p><b>Design of Everyday Things (DOET), Don Norman</b></p> <p>Be sure to get the revised and expanded edition.</p>	
Class Communication	<p><a href="#">Piazza</a> is used for all class communication.  <a href="https://piazza.com/ucsd/winter2017/dsgn1/home">https://piazza.com/ucsd/winter2017/dsgn1/home</a></p>	
Google Apps	<p>We will use Google Apps (now called G Suite) for your class activity portfolio and all assignments and presentations. You should become familiar with Docs and Slides Apps. Tutorials are available at <a href="#">G Suite Learning Center</a>.</p>	

## The Course

DSGN 1 is a studio-based course about the principles and process of design. It focuses on developing skills. Design is as much about identifying problems as finding solutions. It is fundamental to making the world a productive, enjoyable, and wonderful place to live.

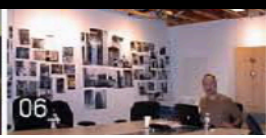
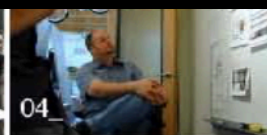
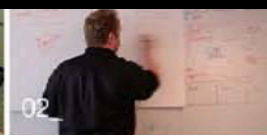
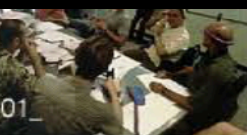
You will learn to observe, analyze, and understand the role design plays in our lives. Look around. Virtually everything you see was



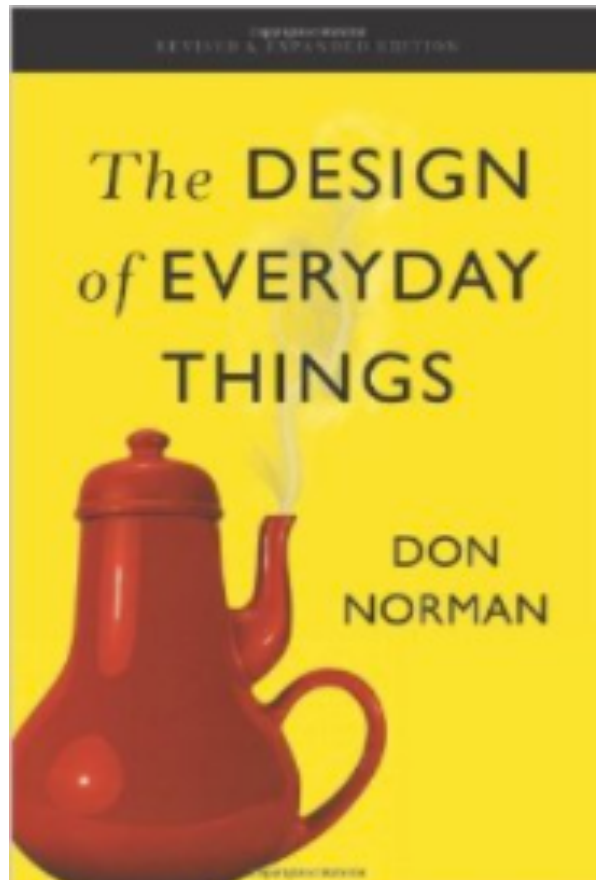


## Assignments

Week	Assignment	Wednesday Studio Meeting
1: 1/10 - 1/12	<p><b>Psychopathology of Everyday Things, Ch. 1 DOET</b> You need to get the book, but for those who do not yet have it, here is <a href="#">Chapter 1</a>.</p> <p>Before Wednesday's studio meeting read Chapter 1 and watch the following set of short videos from Norman's online course linked below.</p> <p><b>Affordances and Signifier Videos</b>  <a href="#">Throw the Box</a>            Intro to affordances, conceptual models, signifiers</p> <p><a href="#">Affordances &amp; Signifiers</a> (Car door handles)</p> <p><a href="#">Signifiers</a></p> <p><a href="#">Signifiers</a> (Car doors)</p> <p><a href="#">Signifier with No Perceived Affordance</a> (Tesla door handle)</p>	<p><b>Studio Member Introductions</b>  <b>Creating Google Doc Class Activity Portfolio</b>  <b>Project I and Team Assignments (2 person teams)</b></p> <p><b>Project I: Document A Good and Bad Design</b> (Observing and Design Critique) <b>(Due 1/23)</b></p> <p>The purpose of this project is to help you start seeing as a designer. You will photograph one example of a good design and one example of a bad design. Each should be discussed in terms of affordances and signifiers. Before taking photos watch these two videos: <a href="#">How to Take Photographs</a> and <a href="#">Telling a Story with Photos</a>.</p> <p>Be prepared to discuss the designs in your Studio Session on 1/18.</p> <p>By the due date (1/23), your two person group will <i>jointly write</i> one document describing Project I. It should include the pictures, your analysis of the designs (using the principles from Ch. 1 and concepts of affordances and signifiers to explain why each design is classified as it is), and summarize the design critique from 1/18 and your responses to it. Each member of the team</p>



# Textbook: Design of Everyday Things

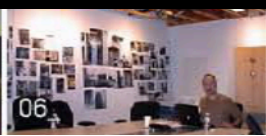
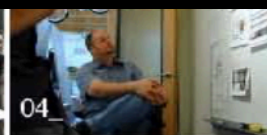
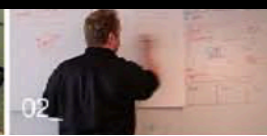


## **Design of Everyday Things** (DOET)

Don Norman

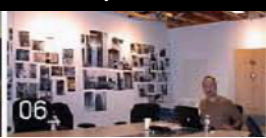
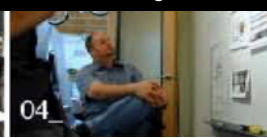
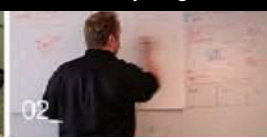
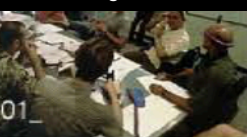
Be sure to get the revised and expanded edition.

Read Chapter 1 before Wednesday Studio. There is a link to a copy of Chapter 1 on Piazza.



# Wednesday Studios (HSS 1346)





# Wednesday Studio

Studios are in HSS 1346. There are five sessions (10, 11, 12, 2, and 3). Four TAs/IAs in each studio.

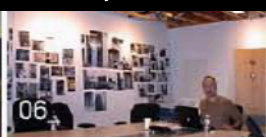
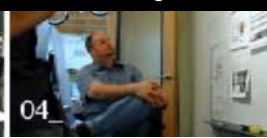
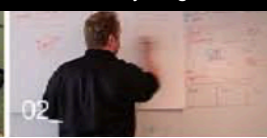
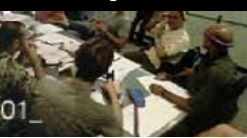
I sent an email with your assigned studio session. If you do not have an assignment, see us after class.

The HSS 1346 door code is: 727132. Please be thoughtful in keeping the space organized and secure. Always leave it in better shape than you found it.

Bring your laptop to each studio meeting.

This week you will over a warmup assignment to be described later and get going on Project I which we will talk more about in class on Thursday.

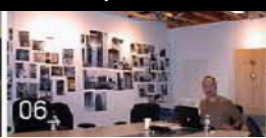
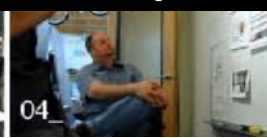
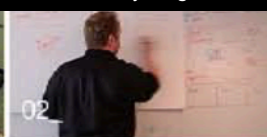
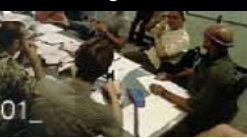




# Class Activity Portfolio

You will maintain a personal portfolio of your work and class activity throughout the course.

- It will be a Google Doc maintained in reverse chronological order (most recent entry at top). The format and details will be discussed in your Wednesday Studio session this week.
- It will serve as a record of your project activities, keep the TAs/IAs informed about your activities, and help us to grade your performance.
- You should make a minimum of one entry each week by Monday evening about your activities during the previous week, your reflections about them, and plans for the current week. You should document your contributions to your current project and provide links to your written project reports.
- After the course ends your class activity portfolio will be helpful for developing a portfolio to present to potential employers when you seek design-related jobs. Designers expect to see portfolios from job candidates and design schools also want them for people wishing to get advanced degrees.



# Consider dropping the course

## **If you don't have time to invest in a projects-based course.**

It's not like other courses that you can do in spurts.

Projects are time consuming.

You have to work consistently throughout the quarter.

## **If you don't want to participate in teams.**

Working in a team and coordinating team activities is challenging.

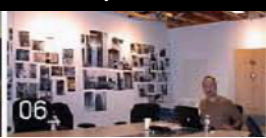
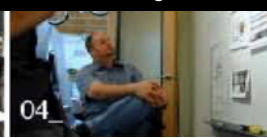
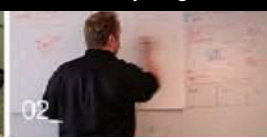
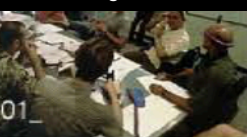
Teams can be frustrating; some members don't contribute their fair share. Joint presentations and papers are challenging.

## **If it concerns you that your final grade will be significantly influenced by what others on your project teams do or don't do.**

**There were a 100 students on the waitlist. Do decide if the course is right for you this quarter. It will be offered again next quarter.**



**There's  
this door  
on the 10<sup>th</sup>  
floor of the  
Vox Media  
office that  
I hate so  
much.**



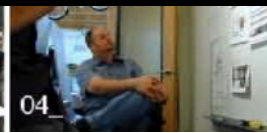
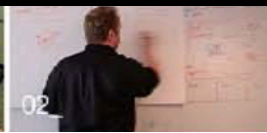
# DSGN 1: Design of Everyday Things

DSGN 1 is a first course in the principles of human-centered design.

The class is operated as a combined *lecture* and *design studio*.

You will complete a series of four projects to give you experience with the iterative design cycle of observation, analyzing, idea generation, prototyping, and evaluation.





# Design is Everywhere

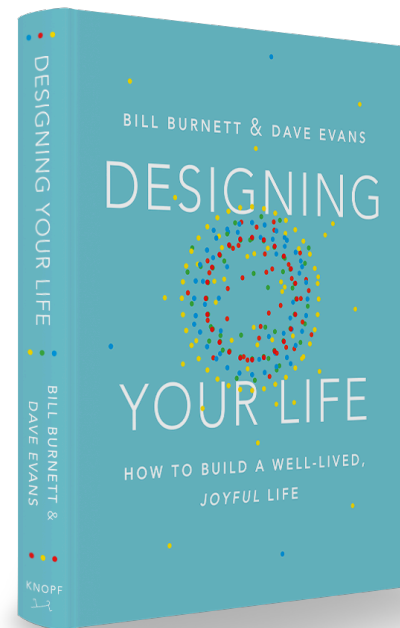
*"You can see a lot just by looking" Yogi Berra*

Just look around. Besides nature, everything you interact with was designed.

You are involved in vitally important design projects

- Yourself and your personal and social life
- Your education, career, and professional life
- Your environment: from home and

ME 104B at Stanford



A seminar designed to...

Integrate your



with your



Provide



and a



to help build it

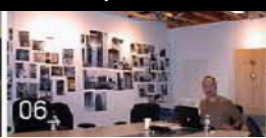
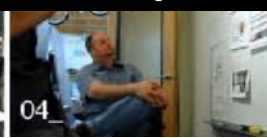
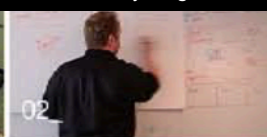
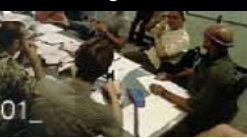
Position you



You are here!

Develop lifelong practices





# DSGN 1: Design of Everyday Things

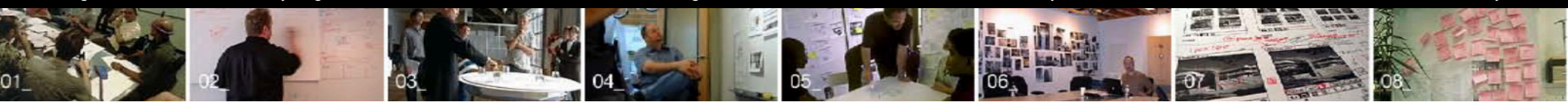
DSGN 1 is about the *principles* and *process* of human-centered design.

Design is as much about identifying the real problems, as about finding solutions. Finding the root causes is the real challenge.

Design is fundamental to making the world a productive, enjoyable, beautiful, and wonderful place to live.

The goals of the course are to:

- aid you in developing the skills involved in the iterative cycle of design: *observing, analyzing, brainstorming, prototyping, and testing*;
- prepare you for future design courses and others in the design minor and HCI specialization
- help you begin to see the world as a designer, and;
- appreciate the role design plays in our lives.



# DSGN 1: Design of Everyday Things

We examine not only the *visible features* and the *ways we interact* with designed objects, but also the less visible features of involved in processes and services.

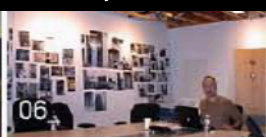
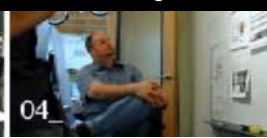
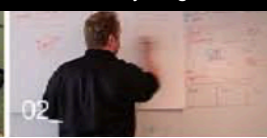
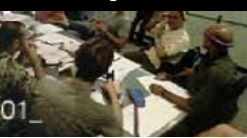
For example:

- how we queue to obtain service at an ATM,
- the way you register for class,
- why you sat in the specific seat you did today

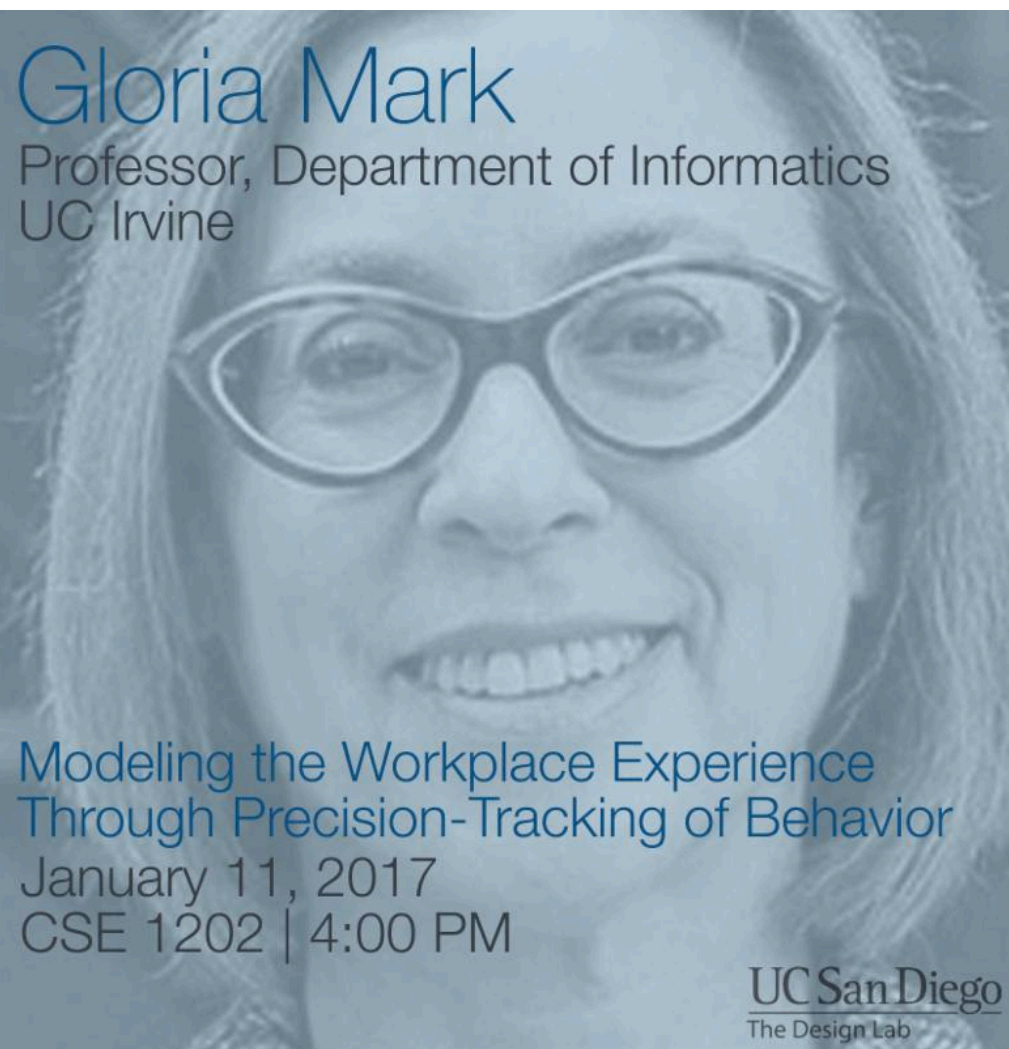
We focus on the *implicit* and *explicit* ways that design influences our interaction with the world and with each other.

We don't know enough about what people really do or even what we ourselves do.





# Design@Large (Wed 4-5:15 CSE 1202)



**Gloria Mark**  
Professor, Department of Informatics  
UC Irvine

**Modeling the Workplace Experience  
Through Precision-Tracking of Behavior**  
January 11, 2017  
CSE 1202 | 4:00 PM

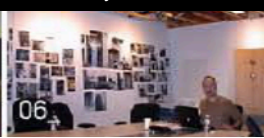
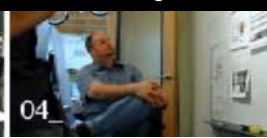
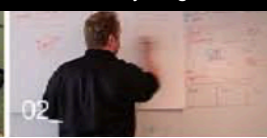
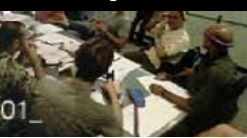
UC San Diego  
The Design Lab

## Abstract

Understanding the workplace experience is important in order to develop solutions to improve health, mood and performance. However, cognitive, emotional, and behavioral measurements of the workplace experience until recently have been constrained by methodologies based on infrequent measurements or self-reports. The ongoing revolution in the development of sensor technologies is enabling new ways to measure human behavior in situ with precision. In this talk I will present research from studies which tracked participants in the workplace.

Gloria Mark is a Professor in the Department of Informatics, University of California, Irvine. Her research focuses on studying how the use of digital technology impacts our lives in real-world contexts.





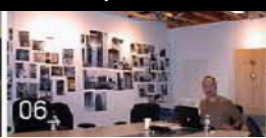
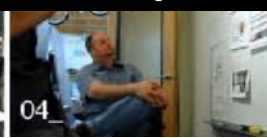
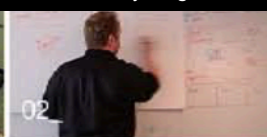
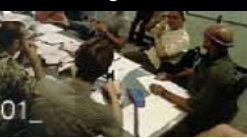
# Warmup Project: Thoughtless Act

Every day, people unconsciously perform **ultra-ordinary actions**, like throwing a jacket over a chair back to claim a seat, or holding something in the teeth when both hands are full.

These "**thoughtless acts**" reveal the subtle but crucial ways people behave in a world not always perfectly tailored to their needs. Not thoughtless in the sense of "*not showing consideration for the needs of other people*" but thoughtless in the sense of "*not being noticed*".



**Warmup Project:** Before your studio session on Wednesday, take a snapshot to capture an example of one such fleeting adaptation or minor exploitation and be prepared to discuss it.



# Warmup Project: Thoughtless Acts

Jane Suri + IDEO  
thoughtless acts?

Subtle, interesting, and amusing ways  
that people react to the world  
around them

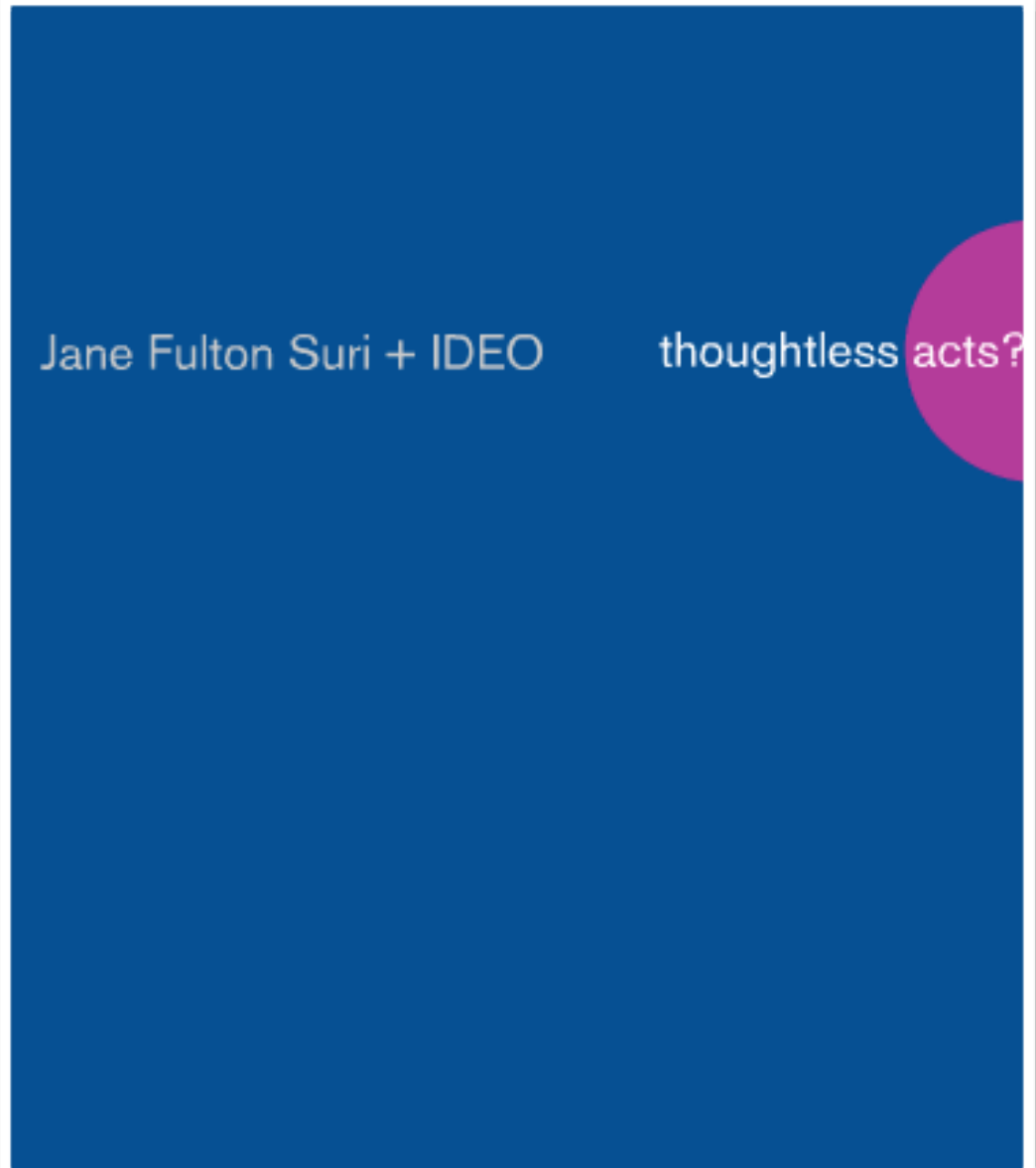
Examining how people behave  
in a world rarely perfectly tailored to  
their needs.

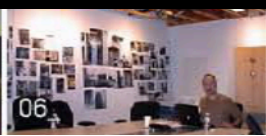
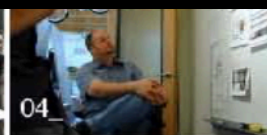
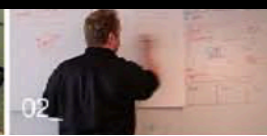
A real-world observational approach  
that can inspire designers

Goal of warmup project is to help you  
start to see like a designer

Jane Fulton Suri + IDEO

thoughtless acts?





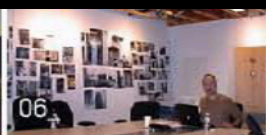
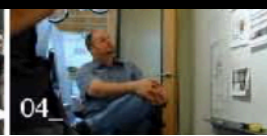
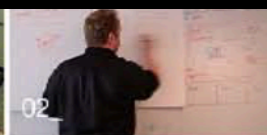
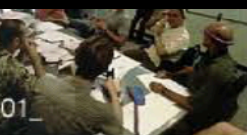
# thoughtless acts



## Reacting

We react automatically to the objects and spaces that we encounter





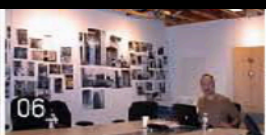
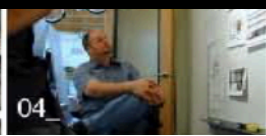
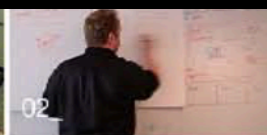
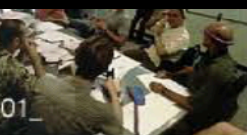
# thoughtless acts



## Reacting

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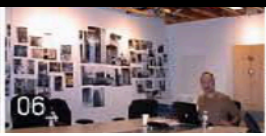
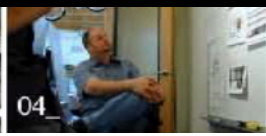
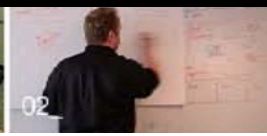
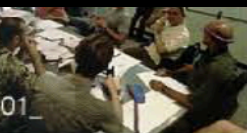


# thoughtless acts



## Conforming

We learn patterns of behavior from others in our social and cultural group



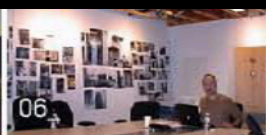
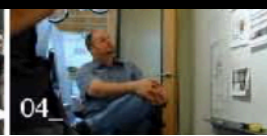
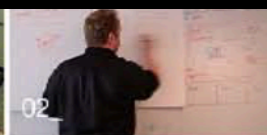
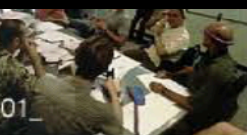
# thoughtless acts



Co-opting

We discover opportunities



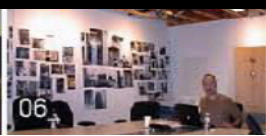
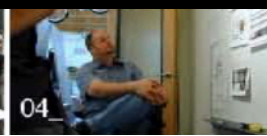
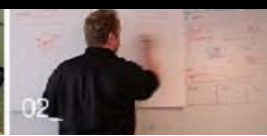


# thoughtless acts



Exploiting

We take advantage of physical and mechanical qualities we understand



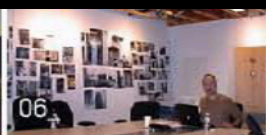
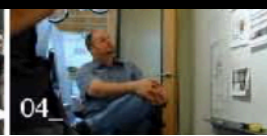
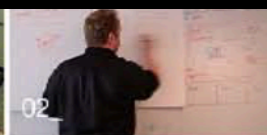
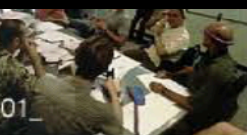
# thoughtless acts



## Adapting

We alter the purpose or context of things to meet our objectives





# thoughtless acts



## Adapting

We alter the purpose or context of things to meet our objectives



Encourage Wild Ideas

Write Everything Down

Build On The Ideas of Others

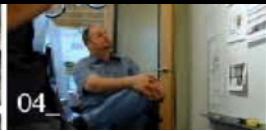
Defer Judgement

One Conversation at a Time

Stay Focused

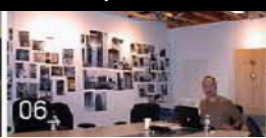
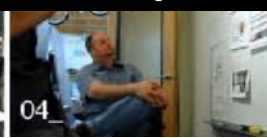
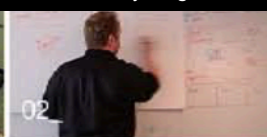
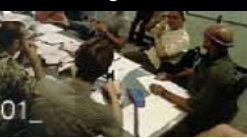
Be Visual

Go for Quantity First



# thoughtless acts





# A few words of general advice

## Questions:

Why do so few people make significant contributions?

Is it luck?

What is the difference between those who do and those who might have done?

If you think you can't almost certainly you won't

Why not do significant things and really first class work?

Have you ever done your absolute best in a course?

Are you maximizing the benefits of being a member of the UCSD community?

## Advice:

Prepare yourself. The time to start is now. You are designing your life.

Do what you love and learn to love what you do

To do significant things you have to neglect other things

Be careful about commitments but when you commit really do it

Take time to think important thoughts

Don't let the urgent drive out the important

Be especially careful about who you spend time with