

Strategic Dimensions of Design

Project Type

Mini Project

Unit

3rd Semester, MSc, Industrial Design

Volume

5 ECTS, including 2 ECTS course work

Language

English

Dates

Project duration: 06/0/10-01.10.10

Review: To come...

Submission: 01/10/10, 09:00 am, at the workshop

Exams: 15/10/10

Examination Format

Evaluation of verbal presentation and project videos.

Coordinator

Søren Bolvig Poulsen, Assistant Professor, Department 19

Semester Secretary

Christina Sjøgren Andreasen

Supervisors

Claus Rosenstand, Associated Professor, HUM, AAU

Ole Mygind, University College Nordjylland

Jens Boelsmand, University College Nordjylland

Søren Bolvig Poulsen, Assistant Professor, A&D, AAU

Purpose, Motivation and Objective

To enhance the student's ability to draw up multilateral suggested solutions and to take a strategic perspective of a business context.

This project unit is envisioned to serve as preparation for the main project unit Design Research and Strategy. The student is presented with the opportunity to acquaint himself/herself with some of the main concepts and approaches to strategic design.

Having completed this project unit the students must be able to:

- display knowledge of strategic product development;
- analyze, assess and present conceptual proposals for product development with a point of departure in a specified strategic approach;
- test and reflect on their own qualifications in relation to other disciplines.

Project brief

Developing innovative concepts through a user centred design approach in an interdisciplinary context and by the means of video is the goal of the workshop. Several local companies within different profiles attend the workshop and provide a case for the students to work with. The cases can be characterized within one or several of the below mentioned themes:

- Conceptual design
- Experience design
- Service design
- Strategic design
- Interactions design

The cases and their context, problems and users differ, but the methodological setup is the same and can 'accommodate'/contain the cases diversity.

Concept development can be fuzzy and intangible throughout its different phases. It can be difficult to clarify design opportunities in the pre-design phase, and difficult to develop ideas in collaboration, as well as documenting and communicating concepts.

A user-centred design methodology has shown qualities for concept development by active use of video-based media, – these methods are introduced and explored through the project.

Organisation

The project has a workshop format with project relevant lectures throughout the workshop.

There are several partners involved:

- Industrial design (A&D)
- School of Communication (HUM)
- University College Nordjylland (UCN)
- 11. Semester (SEA)

The project is divided into three phases – each with a certain purpose and relevant user-centered method.

Phase 1 – User Analysis:

In the phase ethnographic field studies and visual anthropology will be introduced to the students and they must conduct such studies in respect to their actual case. The students will also be introduced to the method, Video Poker, which the students must apply to the projects.

The phase ends with a workshop facilitated by the students for the companies.

Phase 2 - Ideation:

Phase 2 builds on the work and conclusions from Phase 1, but moves from analysis mode to a creative and generative mode – ideation.

In this phase Andreas Lykke-Olsen, an expert on video sketching techniques, introduces ideation methods in which the use of video is central.

The phase ends with an idea presentation by the students for the companies.

Phase 3 - Concept development:

| In this phase the students must form concepts on the basis of their ideas.

This phase holds lectures on the strategic dimensions of innovation.

The final concept must be communicated in a video that summarizes the case and its problems or opportunities, and communicates the concept in a way that emphasises its qualities.

The phase ends with project presentation by the students for the companies.

Submission Requirements and scope

A video from each of the three phases: User Analysis Video, Ideation Video, Concept Video, should be handed in on a DVD. In the following weeks students will present their work and understanding of the innovation approach at an oral exam.

Evaluation Criteria

By the final evaluation (exam) the following criteria will determine the grades:

- Qualitative description of evaluation criteria, such as
- The quality and relevance of survey and analysis to theory and/or design project
- The level of understanding of the theoretical issue
- The quality of the theoretical discussion
- The level of conceptual understanding of the design task
- The formal, structural and functional quality of the design
- The level of integration of technical og formal aspects in the design

Strategic user driven innovation

Course Type

Project unit course, mini project

Unit

3rd Semester, MA, Industrial Design

Credits

2 ECTS

Language

English

Dates

See semester calendar

Examination Format

Evaluation through the mini project

Course Coordinator

Søren Bolvig Poulsen, Assistant Professor, Department 19

Course: Creativity and Innovation

Purpose

Exploring design opportunities, working with problems and developing innovative design requires an interdisciplinary approach with a media and methodology that holds the capability to bring different competences together. Integrating idea and concepts in a business context is a challenge to strategic design. In this course the methodology of video sketching will be introduced, taught and practiced with students.

1. Video Poker

Lecturer: Søren Bolvig Poulsen & Claus Rosenstand

Course format: Choose...

Lecture

This lecture introduces a new method, Video Poker, for facilitating user- and innovation-oriented discussions with clients.

Readings:

Designing with video, Yrilski and Buur, 2007

2. Video sketching – techniques 1

Lecturer: Andreas Lykke-Olsen

Course format: Choose...

Workshop

Introduction to simple video sketching technics.

Readings:

Designing with video, Yrilski and Buur, 2007

3. Video sketching – techniques 2

Lecturer: **Andreas Lykke-Olsen**

Course format: Choose...

Workshop

Introduction to advanced video sketching techniques according to the on-going projects.

Readings:

Designing with video, Yrilski and Buur, 2007

4. Video sketching – techniques 3

Lecturer: Andreas Lykke-Olsen

Course format: Choose...

Workshop

Introduction to more advanced video sketching techniques according to the on-going projects.

Readings:

Designing with video, Yrilski and Buur, 2007

5. Video sketching – techniques 4

Lecturer: Andreas Lykke-Olsen

Course format: Choose...

Workshop

Introduction to some really hard core video sketching techniques_ according to the on-going projects.

Readings:

Designing with video, Yrilski and Buur, 2007

Course: Design, innovation and product development in a strategic perspective

1. Concept communication - a strategic tool

Lecturer: Claus Rosenstand

Course format: Choose...

Lecture

The lecture will in short explain, what communication is, and what to be aware of when communicating the final concept. The concept will be communicated through a stand-alone interactive poster, which can be supported by a presentation - the students will deliver such a presentation to the clients. The interactive poster concept will be elaborated and exemplified.

A special part of the interactive poster is a road map for executing the process - what do we need to now, when?

The lecture will also present a theoretical framework of innovation, where innovation is related to routines, problem solving and problem orientation. Two innovation dimensions – risk and learning – will be presented, and different kind of innovation will be framed in an innovation compass.

Readings:

Poulsen, S.B., Rosenstand, C., *Reflekterende innovativ workshop*, in *Praksiselementet i iværksætter- og innovationsundervisningen*, J. Stolt, Vintergaard, C., Editor. 2009, Øresund Entrepreneurship Academy: Holbæk.

2. Applied ethnographic fieldwork

Lecturer: Søren Bolvig Poulsen

Course format: Choose...

Lecture

This workshop combines a theoretical perspective on fieldwork with on location exercises and student presentation. Different ethnographic approaches will be introduced together with practical information and theoretical discussion of how to handle a video camera during field studies.

Readings:

Buur, J., Søndergaard, A. (2000). *Video card game: an augmented environment for user centred design discussions*. DARE 2000 on Designing augmented reality environments, Denmark, ACM Press.

[Buur, J., Binder, T., Brandt, E. \(2000\). Taking Video beyond 'Hard Data' in User Centred Design. Participatory Design Conference, New York, PDC 2000.](#)

3. User-driven innovation

Lecturer: Søren Bolvig Poulsen

Course format: Choose...

Lecture

User-driven innovation is introduced through cases and theory.

Readings:

Zoels J.C. & Gabrielli S. (2003). Creating Imaginable Futures: Using Design Strategy as a Foresight Tool. *Design for Future Needs – European Union Project Report*, <http://www.dffn.org>.

4. Democratic innovation and need - Who´s need?

Lecturer: Claus Rosenstand

Course format: Choose...

Lecture

Definitions of Need - can disabled people and care professionals agree? Some reflections on the subject and personal autonomy. The International Classification of Function (ICF) will shortly be presented with focus on body, activity and participation. And finally a presentation of the Kawa-model with focus on Storytelling as a concept towards culturally relevant and safe theory in health care - as a basis for democratic innovation.

Readings:

Christiansen, C. & Townsend, E.A. c2010. Introduction to occupation: the art and science of living: new multidisciplinary perspectives for understanding human occupation as a central feature of individual experience and social organization. 2. ed. edn. Pearson Health Science, Upper Saddle River, N.J.

WHO 2005. ICF International Klassifikation af Funktionsevne, Funktionsevnenedsættelse og Helbredstilstand. Munksgaards Forlag, København. <http://www.marselisborgcentret.dk/forskning-udvikling/icf/>

5. **Strategic dimensions of design**

Lecturer: Nicola Morelli

Course format: Choose...

Lecture

User involvement in Design process has a long tradition in Danish design. However new participative approaches are emerging, in which user involvement is changing business strategies for the development of new products and services.

Readings:

Munnecke, M., van der Lugt, R., 2006. BOTTOM-UP STRATEGIES IN CONSUMER-LED MARKETS *Second International Seville Seminar on Future-Oriented Technology Analysis: Impact of FTA Approaches on Policy and Decision-Making*

Hambrick, D. C., Fredrickson J. W., 2005. Are you sure you have a strategy? *Academy of Management Executive*, Vol. 19, No. 4