Design and Creative Thinking

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Course Description:
Through practices of design thinking founded upon the ‘design mind’ that includes uniqueness, creativeness, and usefulness, creative thinking will be nurtured. Moreover, creative design methodology, as well as theories on modeling, innovative design process, and problem-based learning (PBL) will be acquired through experiential learning, and these theories will be systemized through debate, group projects and activities. As a result, creativity and overall problem solving skills will be acquired.

Lecturing:
Through theory lecture, special lecture, student-teacher interaction, use of multimedia data, data research, debate, presentation, feedback, and self-examination, the ideal course objectives will be achieved.

- Grades will be based on attendance (20%), midterm: practical assignment (20%), final exam: practical assignment (30%), and day-today evaluation: discussion, assignment, class evaluation (30%). The final assignment will be given out, and it could be from two to three based on the professor’s decision.

Course Goals & Objectives:
Modern society is in need of multi-talented innovative thinkers who are capable of transforming revolutionary ideas into artful products. This course is a design liberal art class that fosters outstanding individuals with creative thinking and new perspectives for recognizing problems and devising solutions for them. It will improve creative problem solving skills through experience, and cultivate basic stamina for innovation which is required in respective fields of expertise, and develop as well as realize creative values in specialized fields.

Examinations
Midterm: Practical Assignment (20%)
Final: Practical Assignment (30%)

Homeworks
See the syllabus.

Course Outline:
- Week 1
  - Orientation
    - Why we need creative design in modern society?
    - What is the design spirit?
    - Class Goal and Motivation
    - Class Method and Evolution
- Self-introduction and expectations towards course will be written: Self-introduction in visual way such as drawing

◆ **Week 2**
Design Goal and Method
- What is the creative thinking: thinking
- What is the creative design and why we need it?
: Problem solving skills, lateral thinking, wide open thinking
- Visual Thinking and Creativity
Creative Design Theory
Group discussion: examples of creative designs that changed the world

◆ **Week 3**
Design Thinking Theory 1
The more the better, interest, immersion, expression and exposure
Visual thinking and creative model
Experiencing expression using various senses
Creativity and aesthetic characteristics
Experiencing creativity through images
Experiencing how visual communication method is applied in actalization and development (creative process) of ideas

◆ **Week 4**
Design Thinking Training 1
- Seeing the inside of objects that does not have a form-experience of insight
Seeing differently
Observing actively – experiencing the unseen

◆ **Week 5**
Application of Design Thinking 1
Design problem solving process with the application of idea developing methods Do not be trapped in old thoughts-thinking in different ways and perspectives idea developing methods (brainstorming, radiant thinking, mind map, scamper)
Visualizing ideas idea sketch
- Thinking outside the box-yielding innovative and original
- Practicing ideal sketch
- 5 minutes group meeting

◆ **Week 6**
Application of Design thinking 2
- Experiencing .the process
- Process for design and creative idea developing
- Empathizing – Defining problem – Ideation – Conception – Prototype – From needs to Solutions

◆ **Week 7**
Project 1
- 1st Confirmation : Planning and feedback each group .

◆ **Week 8**
Midterm examination

◆ **Week 9**
Presentation and Evaluation of Practical Assignment
● Week 10
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● Week 11
  Project 2 Fact finding
  - Intergrated project regarding student major
  - Grouping for defining problem, exploring problems
● Week 12
  Presentation and discussion : finding and defining problem
  Project Finding solution : visualizing ideas concretely
● Week 13
  Presentation and discussion : evaluating and implementing the solution
  Project2 Working on the prototype
● Week 14
  Project2 Presentation and discussion with prototype
  Project2 Final revising
  - Discussion as a whole
● Week 15
  Evaluation for the final : final presentation of Project 1 and 2
● Week 16
  Making up the class

Textbook(s)
● (Main) Design and Creative Thinking Manual
● (Reference) Rapt: Attention and the Focused Life
● (Reference) 창의적 발상을 위한 아이디어 발전소
● (Reference) The design of business Why Design Thinking,,
● (Reference) 몰입 생각의 재발견 : 모차르트에서 아인슈타인
● (Reference) 스탠퍼드 대학의 디자인 쌍킹 강의노트
● (Reference) Creative Confidence Un leasing the Creat…
● (Reference) Sparks of Gunius: The Thirteen thinking,,

Class Website: e-Class

Course Assignments & Grading:

● Exams: 50% (Mid-term - 20%. Final - 30%)
● Homework: 10%
● Attendance: 20%
● Quiz: 20%