

Instituto Tecnológico y de Estudios Superiores de Monterrey
Campus Estado de México
School of Design, Civil Engineering and Architecture
Department of Architecture and Industrial Design

Course Information

Course Name:	DL2020 User-Centered Design
Skills to develop:	User Empathy, Use of Personas, Journey Mapping, Creating a Service Blueprint, Working with Clients, Teamwork.

Group information and teacher

Class schedule:	Monday and Thursday 10:00AM to 11:30AM
Hall	Building S-A6, Classroom 309
Name of the / the teacher:	Mark Walhimer, MID
Contact:	mark@walhimer.com
Grading:	<p>First Grading Period Grades Due Tuesday September 22nd</p> <p>Second Grading Period Grades Due November 3rd</p> <p>Final Grades November 25th</p>

General aim of the course

By conclusion of the class each student will have designed a user-centric project of their choosing.

Students will understand that there are not the user (the designer is not the user), they will understand that emotionally connecting with a user is vital for the success of a design, they will understand the tools available to document user-centric designs (journey maps, personas, blueprints and interviewing users).

General policies for the development of the course:

Week	Date	Learning objectives	Contents	Instruction Activities & Resources	Evidence of Learning	Assessment Tools
#1	Week ending August 14th	Orientation "Your Meaningful Object"	During the first class students will receive	In a circle each student will	We each have emotional	No Grade

			the syllabus and a class overview During the second class students will describe a "meaningful object"	discuss their "meaningful object"	connections to objects	
#2	Week ending August 21st	"Bad Design" Assignment "Mood Board" Assignment				5%
#3	Week ending August 28th	Bubble Diagram Booklet Cover, Bubble				5%
#4	Week ending September 4 th	Diagram, Mood Board PDF "Persona"				5%
#5	Week ending September 11 th	MIDE Field Trip Three (3) Umbrella Concepts				5%
#6	Week ending September 18 th	Prepare Five (5) Questions, Objectives and Project PDF Field Research GRADES SUBMITTED BY SEPTEMBER 18th				5%
#7	Week ending September 25 th	SEMANA i				5%
#8	Week ending October 2 nd	Front End Research BHAG & Design Brief / Conceptual Design				5%

#9	Week ending October 9 th	Conceptual Design The "Face" of Your Project				5%
#10	Week ending October 16 th	Corporate Style Guide Personality Type Universal Design				5%
#11	Week ending October 23 rd	"Giving Back" Project Revisions				5%
#12	Week ending October 30 th	Ideation Workshop DRAFT Presentation PDF				5%
#13	Week ending November 6 th	Draft Booklet PDF Content Development GRADES SUBMITTED BY NOVEMBER 3rd				5%
#14	Week ending November 13 th	Marketing Plan Staffing & Institutional Culture Sustainability Plan Draft Presentation - Revisions DRAFT - Final Presentation DRAFT - Final Booklet				

#15	Week ending November 20 th	Final Presentation Booklet Final Presentation EXTRA CREDIT - "Mexican Design Attributes"				
#16	Final Grades Submitted November 25 th					

Teaching-Learning (brief description of how the course will be held):

The classes will be conducted in an interactive conversational method encouraging group discussion and participation. Students will be encouraged to collaborate and comment on the work of others. The class will require an atmosphere of mutual respect and understanding and patience.

Cell use during class will not be tolerated, students found using cell phones will be asked to leave the class and marked as absent.

Only submitted assignments will be accepted, discussion of assignments will not replace an assignment submission.

COUSRE REFERENCES / BIBLIOGRAPHY

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- Taylor, Paul. The next America: boomers, millennials, and the looming generational showdown. New York: Public Affairs, 2014.
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Grading system:

Progress Grades	Final grade:
60% of the final grade will consist of progress assignments	40% of the final grade will consist of the final presentation, booklet and presentation booklet

Professor Bio

Mark Walhimer has more than 25 years experience in the industrial design field.

Mr. Walhimer's company, Museum Planning, LLC, specializes in the planning, design, and management of interactive educational experiences. Walhimer started his firm in 1999 to assist startup and expanding museums with exhibition design, art handling, project management, fabrication, and installation. He has completed more than 40 projects worldwide for an international clientele that includes science centers, art museums, history museums, libraries, and corporations. Projects include "Alcatraz: Life on the Rock," a traveling exhibition that opened on Ellis Island in October 2011 and the Trans Studio Science Center opened summer 2012 in Bandung, Indonesia. Prior to starting his company, Walhimer held positions at Discovery Science Center in Santa Ana, California; the Children's Museum of Manhattan; and Liberty Science Center.

Mark Walhimer's book *Museums 101* was published May 2015.

Walhimer has a bachelor's degree in studio art from Skidmore College in Saratoga Springs, New York, and a master's degree in industrial design and exhibition design from Pratt Institute in Brooklyn, New York.

Websites:

<http://museumplanner.org>

<http://museumplanning.com>

<http://museums101.com>

Social Media:

<http://twitter.com/museumplanning>

<http://pinterest.com/museumplanning>

<http://twitter.com/IDthinc>

Other:

a. Description of other activities to be developed within the course

Carlos Andrés Molina will provide a guest lecture regarding a Mexican-centric view CA.MOLINAP@ITESM.MX

Possible field trips include:

MIDE

Museo Adolfo López Mateos

Museo Franz Mayer

Studio Ariel Rojo

Esrawe

Universum

b. Detailed explanation of the final project

Each student will give a five (5) minute verbal presentation of their user-centric design; the verbal presentation will be accompanied with a visual presentation and a bound design booklet. Students are required to submit a PDF of both their booklet and presentation.

Students will also have the opportunity to receive an additional five points to present a Mexican-centric user-centric design examination.

c. Various

The class will be conducted on Canvas.

Students can self enroll at <https://canvas.instructure.com/enroll/TANPJK>