Reimagining the Dinner Table—An Introduction to Design Thinking ECON

057H, Spring 2015
1789 East Franklin Street, TR 12:30-1:45
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Welcome to Reimagining the Table. This class is about making things. It is based on the premise, in the words of Peter Drucker, "entrepreneurs innovate" and to be a great innovator, an entrepreneur musr know something about designing and making physical objects. The class will combine basic principles of entrepreneurship with design thinking methodology to reimagine the dinner table and each of five teams will conceptualize, design and produce objects that belong on the dinner table The teams will undertake this task with the help of an extensive support network that will include experts in design, drawing, fabricating, and 3D printing. If teams need expertise in areas we have not anticipated, we will find it. Each team will work intensively with the instructors and TA, as well as outside advisors and coaches. At the end of the semester, the class will create and participate in an event (the nature of which will be determined by the class,) that will highlight the class projects and our overall work during the semester

In this syllabus, we attempt to explain what the course is about, how it will be organized, and what is expected from you. We hasten to add there will be unexpected surprises, both good and bad. One thing is certain – all participants in the class will have made something (in some cases for the first time) and, therefore, the next time will not be a first try.

The Course

This seminar is an "all or nothing" proposition. It is structured for self-starters who can become passionate about creating something wonderful and who are willing to make the major personal commitment of time and energy needed to do so. "Success" is not measured solely by whether a team develops a viable product or object by the end of class, but rather by how much team members learn throughout the design thinking process.

Our work will involve three distinct activities: 1) **The Team Project** will involve the largest commitment of time and energy. Project work should help you understand at a basic level what it means to conceptualize, design and fabricate a physical object. 2) **In-class Discussion** will involve intense feedback from the instructors, the TA, members of the class, and outside experts and visitors. 3) **Supplemental Readings and Activities** will include workshops, discussions, seminars, guest lectures, readings and out-of-class assignments designed to help you achieve a better result with your project. Most of this work will be visual as opposed to textual. There will be more looking and listening than reading and writing.

How You Will Learn

1. Team Projects: Each of you will participate in a class project involving intense collaboration with your teams and outside experts. The result will be a physical object and a business model for how to bring the product into reality. **The class project will comprise 50% of your final grade.**

2. <u>Regular Team Deliverables:</u> Each team will provide a progress report to the class at designated intervals. Other team deliverables will be assigned as the class progresses and will range from homework assignments to individual tasks s determined by your team. At the end of the semester, each team member will be asked to complete a team evaluation of the other members in the group, which will also factor into both the deliverables grade and the team project grade. **Your cumulative grade for these deliverables will comprise 30% of your grade.**

3. <u>Personal Blog:</u> Each class member will be asked to keep a personal blog with short weekly entries. The blog can be wide-ranging, covering anything that is relevant to your experience in the class. It should serve as a mechanism for reflection on what you are learning and what you are experiencing as you seek to engage in the "start-up" experience. Feel free to write about startup issues that you have been wrestling with, a reflection of an article that you read dealing with entrepreneurship, etc. Your blog posts will be hosted on the Sakai Discussion Forums. Weekly blogs are due on Sunday night at midnight. **Your personal blog will account for 20% of your final grade.**

What We Hope You Will Learn

1. To conceptualize, to design and to fabricate a physical object, to understand, and apply the design thinking process to the creation of a physical object;
2. To execute the various tasks required to create a physical object and to turn an opportunity into a reality;
3. To work productively as a member of a team and to learn to provide useful feedback to members of other teams;
4. To approach more experienced people as resources you can learn from;
5. To have a basic understanding of currently available design and fabrication tools including 3D Printing.

What We Expect of You

<u>Passion</u>: Entrepreneurship, innovation and design are about passion and commitment. We expect you to get involved with this class and to do your very best. We hope to make the return for this level of commitment very high as well.

<u>Attendance</u>: We expect you to attend all class meetings unless you must be absent because of illness or an unavoidable problem. Notify one of us in advance if you must miss a seminar, and talk with us in person after you return. Similarly, we expect all team members to actively attend and participate in team activities.

<u>Punctuality</u>: We also expect you to turn in all assignments on time. Failure to do so will result in a reduction in the grade for the assignment that is late.

What You Can Expect of Us

We will try to engage deeply with you in your team project, ask tough questions that challenge your assumptions, push you outside of your comfort zone, and attempt to provide you all with the resources that will allow you to reach your goals.

The Readings/Viewings

The Design of Everyday Things, Don Norman (Excerpts)
Innovation and Entrepreneurship, Peter Drucker
The Book of Feasts, Kay Goldstein (Excerpts*)*
The Edible South, Marcie Ferris (Excerpts)
Babette's Feast a film available for download on Amazon
Business Model Generation, Alex Osterwalder

Additional readings will be posted on the course Sakai site.

Prior to the First Class—Fill Out Team Questionnaire, Watch Babette's Feast

January

1 (1/12) – Introduction to the Seminar, Meet the Instructors and Your Classmates Form and Organize Teams , Review Available Resources and Discuss the Movie
Watch *Babette's Feast; Complete Team Questionnaire*

2 (1/14) – The Idea of the Dinner Table—Marcie Ferris and Kay Goldstein
Read Excerpts from *The Edible South* and *Book of Feasts* TBD

3 (1-19) – Design Thinking with Dana McMahan
Read Sections from *The Design of Everyday Things* TBD

4 (1/21) – Basic Drawing Skills with Carrie Alter
Begin Observing and Filming Scenes from a Dinner Table

5 (1/26) – Basic Drawing II with Carrie Alter
Continue Observing and Filming Scenes from a Dinner Table

6 (1/28) – Divided Class: Haynes Orientation and Safety Class/3D Printing Design Class in Kenan Library
Continue Observing and Filming Scenes from a Dinner Table

February

7 (2/2) – Divided Class: Haynes Orientation and Safety Class/3D Printing Design Class in Kenan Library
Begin Editing Filmed Scenes from a Dinner Table

8 (2/4) – Observing the Table–Present Table Observation Videos
Complete Edit of Dinner Table Videos

9 (2/9) – Discuss the Reimagined Table and What Might Go On It
Drucker pp

10 (2/11) –Work Day—Propose Multiple Products and Agree on One
Drucker pp

11 (2/16) – Thinking About Design with Thomas Sayre
Readings to be Determined

12 (2/18) – Presenting the Proposed Projects to Class for Feedback

13 (2/23) – Work Day-- dentifying Resource Requirements and Developing a Work Plan
Watch *Module 4 from What's Your Big Idea--Coursera*

14 (2/25) – Present Resource Requirements and Work Plan/Time Line to Class for Review and
Feedback

March

15 (3/1) – Understanding the Business Model Canvas
Business Model Generation—pages to be determined

16 (3/3) – Design and Iterate

17 (3/8) – Speaker and/or Check In

18 (3/10) – Design and Iterate

SPRING BREAK (3/11 TO 3/21)

19 (3/22) – Speaker and/or Check In

20 (3/24) – Team Work Day—Product and Business Model Canvas

21 (3/29) – Speaker and/or Check In

22 (3/31) – Team Work Day—Product and Business Model Canvas

April

23 (4/5) – Speaker and/or Check In

24 (4/7) – Team Work Day—Product and Business Model Canvas

25 (4/12) – Final Product and Business Model Done

26 (4/14) – Fabricating the Product and Planning the Final Event

27 (4/19) – Fabricating the Product and Planning the Final Event

28 (4/21) – Fabricating the Product and Planning the Final Event

9 (4/26) – Big Night