Week 1

Welcome, we are a design office.

Day 1

Welcome to your new job. Please mingle.

mingle (verb): ***move freely*** *around a place or at a social function,* ***associating with others***

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We act for the community,
designing tools that empower others,
while asserting our collective potential.

agency (noun): the capacity, condition, or state of acting or of exerting power

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Who we are:

- Please introduce one person that you spoke with at the beginning of class.

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What we do:

- Create iPad apps that serve the ‘Iolani community
- Build a body of research about, and for the community
- Learn together
- Share our knowledge

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How we work:

- Flat Organization
- Open and Frequent Communication
- Everyone Contributes, Equally
- Take Initiative, Take Responsibility

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Our Collective Skills:

Business

- Product Development
- Project Management
- Marketing

Research

- Design Research
- Market Research
- User Testing

Design

- Interaction Design
- Product Design
- Graphic Design

Development

- Software Design
- Programming
- Prototyping
- Deployment
- Support and Maintenance

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Our Collective Skills:

Business	Research	Design	Development
Product Development	Design Research	Interaction Design	Software Design
Project Management	Market Research	Product Design	Programming
Marketing	User Testing	Graphic Design	Prototyping
			Deployment
			Support and Maintenance

- What are your personal strengths? Is there something you excel at?
- What might you teach us (instructors & classmates)?

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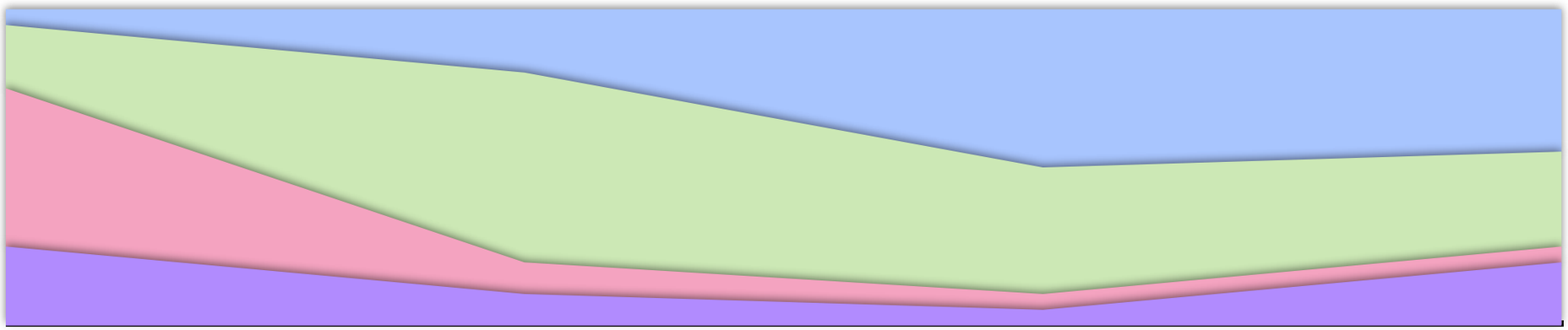
Our Process:

Business Research Design Software Development



Discovery **Design** **Development** **Implementation**

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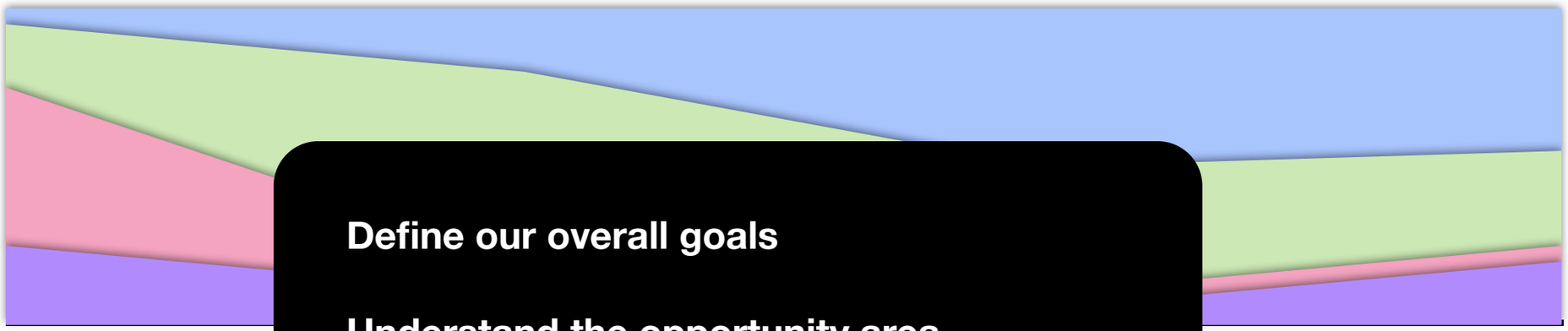
Discovery Phase:

Business Research Design Software Development



Discovery

Implementation

Define our overall goals

Understand the opportunity area

Identify and define an opportunity

Explore the world for inspiration

Create a pitch

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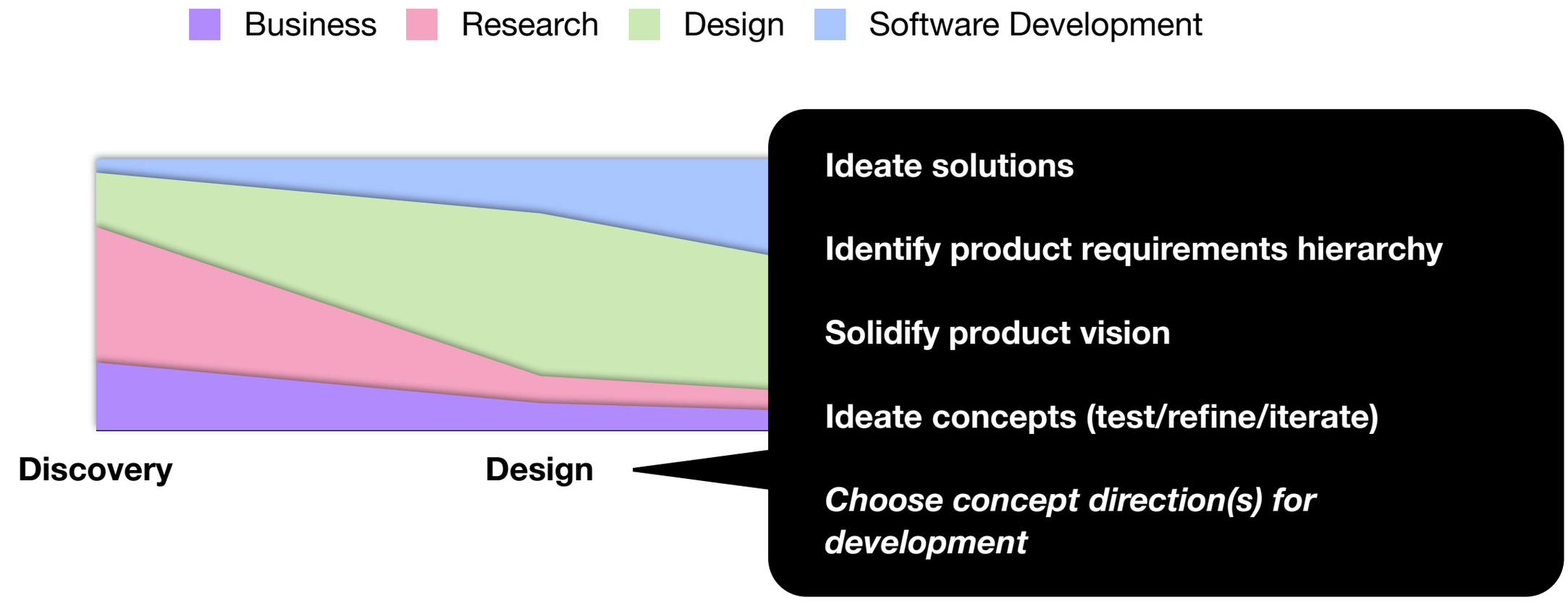
Design Phase:



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Development Phase:

Business Research Design Software Development

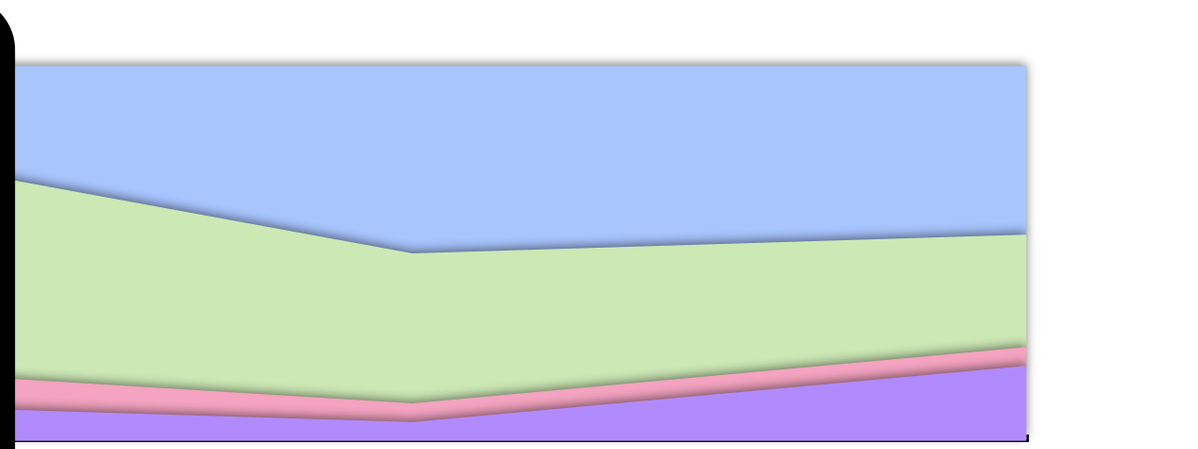
Develop the concept

Build a prototype

Test the prototype

Iterate and refine

Fully realize the concept in full form



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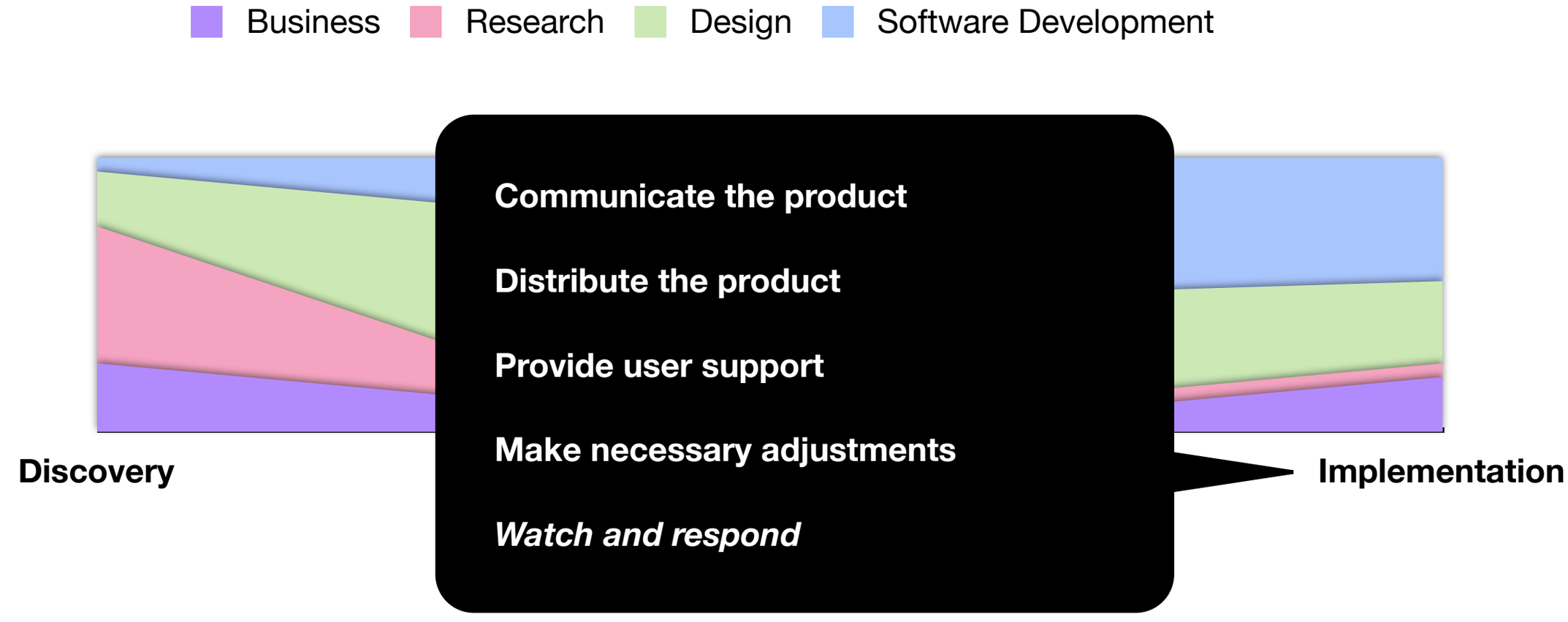
Implementation Phase:



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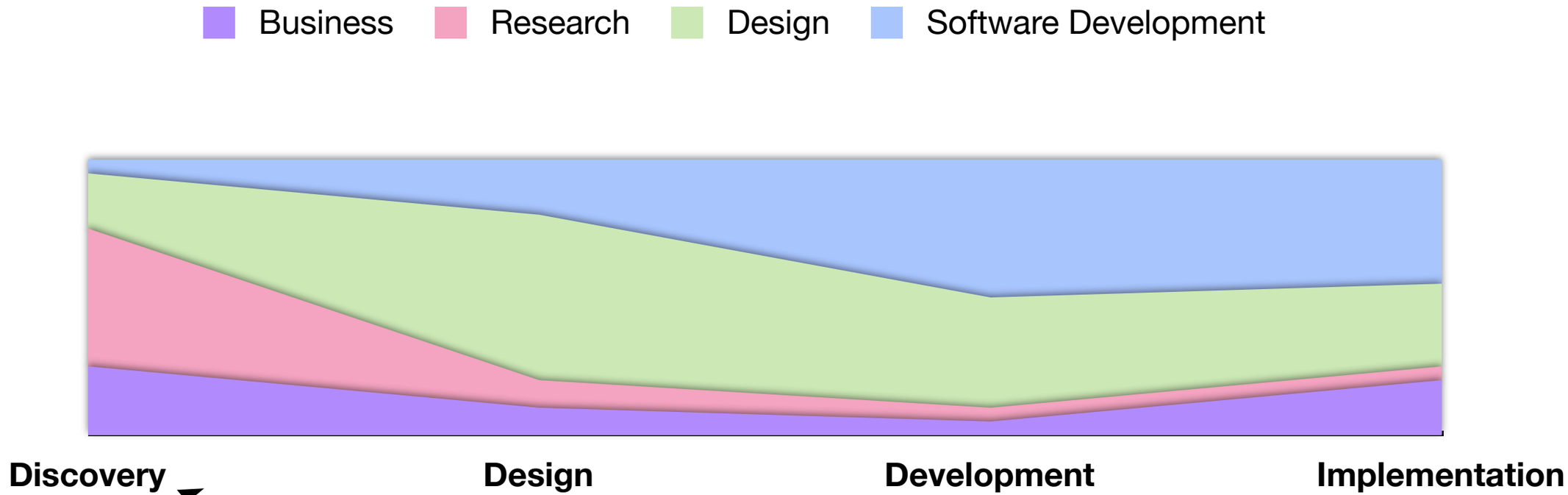
Our Process:



We start today!

(if the instructors don’t talk too much)

Basic Bookkeeping

Let’s get some things out of the way.

♦♦ DIFFICULT

This course is difficult.

What our goals are for you

- Critically evaluate design and technology, in discussion as well as implementation
- Understand the process of creating
- Personal growth and soft skill mastery

What you need to succeed

- Drive to participate, learn, and communicate
- Be open to the emotional challenges that are often present in activities involving creative risk (fear, anxiety, disappointment) and manage them appropriately. Articulate and move on.
- Desire to overcome the challenges, particularly by putting aside ego in favor of personal growth

What else?

- For this class, it's a computer, software, and a network connection
  - You will each get a computer and you are responsible for that computer
  - The majority of the software required is installed and we will go over it soon (tomorrow)
  - For some of our other tools, we will be inviting you to join our project team via email.

Assignments

- We are doing real work, not busy work.
- We will attempt to keep outside-class work to a minimum. This places an increased importance on your daily attendance and participation.
- We are a team. Ask for help and feedback and respond. You are not competing.

This is not a test

- There will be no quizzes or tests
- We prefer that you focus your attention on actively listening and thinking rather than writing things down. Everything we present will be made available to you. Only write down what is important to you.
- Your synthesis of what we present is more important than what we present.

synthesis (noun): the combination of ideas to form a theory or system

Grades

- Did you know that grades are harmful to you?
- Alfie Kohn's summary based on various studies:
  - *Grades tend to diminish students' interest in whatever they're learning.*
  - *Grades create a preference for the easiest possible task.*
  - *Grades tend to reduce the quality of students' thinking.*
- If you are motivated and engaged without grades, we will all be happier. The point of the assignments are not the grade but the end product.

Grades

- That said, we mistakenly suggested this class be graded. Oops. You wanted that, right?
- Grading will be based on the following for the report card only:
  - **Participation** (your overall conduct) We are a design office. Act accordingly.
  - **Performance** (apps, presentations) Demonstrate your newly acquired skills and knowledge.
  - **Competence** (process book) Provide evidence of your potential.

Assessments

- (a.k.a. comments) will be ongoing
- We are sharing our assessment rubrics with you now so you have a better idea of what we are looking for for each of these things:
  - **Participation** (your overall conduct) We are a design office. Act accordingly.
  - **Performance** (apps, presentations) Demonstrate your newly acquired skills and knowledge.
  - **Competence** (process book) Provide evidence of your potential.

Communication

- As a general rule, we can all do more
- You bear the responsibility to bring issues to our attention (whether it be an absence, a missed deadline, uncool behavior, etc.). It’s our responsibility to listen and take appropriate action.
- **Our (private) contact information.**

Let’s get communicating!

- Ever play Apples to Apples? Let’s play a round.
- After that, let’s share our lists to make our own Iolani deck...

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Assignment:

- Come up with 5 or more ideas for how we can represent ourselves on our “about the team” page on the website within the following constraints:
  - Cannot simply take a headshot photo (if a face is included, it must not be readily identifiable)
  - Can be completed in one class period by all individuals
  - Fun / creative / visually interesting
  - Politically correct (nothing overtly offensive)
- Write yourself a short bio. 50 words or less.