Publications

Online Resources:

IDEO Design Kit

http://www.designkit.org

Human-centered design is as much about your head as your hands. These Mindsets explore and uncover the philosophy behind our approach to creative problem solving, and show that how you think about design directly affects whether you'll arrive at innovative, impactful solutions.

Experience Models, 5Es - Conifer Research

http://innovationcreation.us/content/ConiferExperienceMaps.pdf

A useful guide on how to apply experience models to your design process.

Empathy on the Edge

http://www.ideo.com/images/uploads/news/pdfs/Empathy_on_the_Edge.pdf

Katja Battarbee, Jane Fulton Suri, and Suzanne Gibbs Howard, IDEO

Scaling and sustaining a human-centered approach in the evolving practice of design.

AIGA Ethnography Primer - AIGA and Cheskin

http://www.aiga.org/ethnography-primer

Great design always connects with people. Designers inspire, provoke, validate, entertain, and provide utility for people. To truly connect, designers need to have compassion and empathy for their audiences. Designers need to understand the relationship between what they produce and the meaning their product has for others. And they need to observe the people they are designing for in their own environments.

The Bootcamp Bootleg

http://dschool.stanford.edu/use-our-methods

The Bootcamp Bootleg is an overview of some of our most-used tools. The guide was originally intended for recent graduates of our Bootcamp: Adventures in Design Thinking class. But we've heard from folks who've never been to the school that have used it to create their own introductory experience to design thinking. The Bootcamp Bootleg is more of a cookbook than a textbook, and more of a constant work in progress than a polished and permanent piece. This resource is free for you to use and share—and we hope you do.

The Vignelli Canon - Massimo Vignelli

http://www.vignelli.com/canon.pdf

Published by Massimo Vignelli, the canon is a digital book focusing on design principles and practices.

Es Tiempo Case Study - Collaboration between DesignMatters at Pasadena's Art Center College of Design and the University of Southern California's Keck School of Medicine and Annenberg School for Communication and Journalism

http://www.designmattersatartcenter.org/wp-content/content/pdf/publications/books/es_tiempo_book_for_web.pdf

A multifaceted campaign raising awareness and support for prevention and treatment of cervical cancer, the Es Tiempo campaign was produced in partnership with the University of Southern California Norris Comprehensive Cancer Center, Keck School of Medicine, and the Annenberg School for Communication and Journalism.

The Design Council UK

http://www.designcouncil.org.uk

As the UK government's advisor on design, we set the benchmark for promoting design nationwide. Our research and campaigns aim to show just how much intelligent, creative design can achieve.

The Danish Design Center

http://ddc.dk/en

The Danish Design Centre (DDC) is an independent, government-funded organization established in 1978. DDC's focus in relation to the design community and business sector is on collecting, communicating, and testing knowledge about the main factors that influence design and how design can continue to be a driver for innovation and growth in the future.

Core77

http://www.core77.com

Core77 publishes articles, discussion forums, and an extensive event calendar, and hosts portfolios, job listings, and a database of design firms, schools, vendors and services. Core77 provides a gathering point for designers and enthusiasts alike by producing design competitions, lecture series, parties, and exhibits.

Choosing a Design School - Adam Richardson

http://www.core77.com/blog/education/a_brief_guide_to_design_education_by_adam_richardson__11058.asp

For the hopeful design student, selecting the right program is no easy task. There are many factors that will guide your choice of school, and not all of them are as obvious as the school's location, size, and cost. In fact, many of the most crucial traits of a design program are things that won't show up in the guidebook at all: the department's focus, its record on placing graduates into good careers, and details about the faculty.

Introducing Design Methods - Design Council

http://www.designcouncil.org.uk/news-opinion/introducing-design-methods

This guide is for anyone who wants to understand the methods designers use and try them out for themselves. We've grouped 20 design methods into three categories: Discover, Define, and Develop. These are based on the first three stages of the Double Diamond, the Design Council's simple way of mapping the design process.

Tools:

SurveyMonkey

https://www.surveymonkey.com

Back of the Napkin, Dan Roam, tools for sketching

http://www.danroam.com/the-back-of-the-napkin

Qualtrics

http://www.qualtrics.com

Human-Centered Design Toolkit

http://www.ideo.com/work/human-centered-design-toolkit

Digital Tools for Design Research

https://labs.ideo.com/2014/09/19/digital-tools-for-design-research

Research tools from the Luma Institute

http://www.luma-institute.com/resources.html

OptimalSort – Card-sorting online tool

http://www.optimalworkshop.com/optimalsort.htm

Evernote

https://evernote.com

Audio Note

Audio recorder - Apple App store

Books:

Strategic Designer—David Holsten

In doing research for the book The Strategic Designer: Tools and techniques for managing the design process, I had the opportunity to interview a number of leading design strategists, researchers, and educators. I learned a great deal about the nature of creativity and design from these conversations, but there was one thing that stood out for me - successful designers are passionate about strategy. As competition in the design profession grows, designers need new approaches to position themselves not only as creative thinkers but as strategic partners. I've conducted over 100 interviews with designers, researchers, and educators so that I could better understand the intersection of design and strategy. I've tried to share these insights through books, workshops, and courses.

http://www.the-strategic-designer.com/about

The Designer's Research Manual—Ken and Jenn Visocky O'Grady

This book provides a comprehensive manual for designers on what design research is, why it is necessary, how to do it, and how to apply it to creative work. By embracing research methodologies, designers share a common vernacular with their clients.

http://www.visockyogrady.com/?page_id=141

Designing Here/Now—Core77

Is an expansive compilation of work illustrating contemporary currents in design and forming the bedrock of new design thinking and making. From demonstrations of brilliance in established practices to emerging segments of experimental and speculative work, Designing Here/Now gives readers insight into the imagination, research, and intent that fuels design progress.

http://core77.com/designingherenow/?src=c77_da_site

Universal Methods of Design—Bella Martin and Bruce Hanington

This comprehensive reference provides a thorough and critical presentation of 100 research methods, synthesis/analysis techniques, and research deliverables for human-centered design, delivered in a concise and accessible format perfect for designers, educators, and students.

http://www.worldcat.org/title/universal-methods-of-design-100-ways-to-research-complex-problems-develop-innovative-ideas-and-design-effective-solutions/oclc/701015243

Design Currency—Ken and Jenn Visocky O'Grady

An actionable resource, Design Currency empowers you to do your job with less pushback on aesthetic decisions, encourages earlier involvement in the creation process, and makes it easier for you to justify your fees.

http://www.visockyogrady.com/?page_id=141

The Information Design Handbook—Ken and Jenn Visocky O'Grady

The Information Design Handbook celebrates projects that are exemplars of communication and aesthetics, and reveals the thought processes and design skills behind them. This comprehensive guide to creating information graphics is packed with essential design principles, case studies, color palettes, trouble-shooting tips, and much more.

http://www.visockyogrady.com/?page_id=141

Change By Design—Tim Brown

This book introduces the idea of design thinking, the collaborative process by which the designer's sensibilities and methods are employed to match people's needs not only with what is technically feasible and a viable business strategy. In short, design thinking converts need into demand. It's a human–centered approach to problem solving that helps people and organizations become more innovative and more creative.

http://www.harpercollins.com/9780061766084/change-by-design

Design Research: Methods and Perspectives—Brenda Laurel

The goal of the book is to introduce designers to the many research tools that can be used to inform design as well as to ideas about how and when to deploy them effectively. The chapter authors come from diverse institutions and enterprises, including Stanford University, MIT, Intel, Maxis, Studio Anybody, Sweden's HUMlab, and Big Blue Dot.

http://mitpress.mit.edu/books/design-research

Universal principles of design—William Lidwell, Kritina Holden, Jill Butler

Whether a marketing campaign or a museum exhibit, a video game or a complex control system, the design we see is the culmination of many concepts and practices brought together from a variety of disciplines. Because no one can be an expert on everything, designers have always had to scramble to find the information and know-how required to make a design work—until now. Universal Principles of Design is the first cross-disciplinary reference of design. Richly illustrated and easy to navigate, this book pairs clear explanations of the design concepts featured with visual examples of those concepts applied in practice.

http://www.idsa.org/bookshelf/product-development/universal-principles-design-revised-and-updated-125-ways-enhance

101 Design Methods—Vijay Kumar

Unlike other books on the subject, 101 Design Methods approaches the practice of creating new products, services, and customer experiences as a science, rather than an art, providing a practical set of collaborative tools and methods for planning and defining successful new offerings. Strategists, managers, designers, and researchers who undertake the challenge of innovation, despite a lack of established procedures and a high risk of failure, will find this an invaluable resource. Novices can learn from it; managers can plan with it; and practitioners of innovation can improve the quality of their work by referring to it.

http://www.101designmethods.com

Graphic Design Thinking, Beyond Brainstorming—Ellen Lupton

Graphic Design Thinking: How to Define Problems, Get Ideas, and Create Form explores a variety of informal techniques ranging from quick, seat-of-the-pants approaches to more formal research methods for stimulating fresh thinking, and ultimately arriving at compelling and viable solutions. In the style with which author Ellen has come to been known hands-on, up-close approach to instructional design writing brainstorming techniques are grouped around the three basic phases of the design process: defining the problem, inventing ideas, and creating form. Creative research methods include focus groups, interviewing, brand mapping, and codesign. Each method is explained with a brief narrative text followed by a variety of visual demonstrations and case studies.

http://elupton.com/writer/

Designing for People—Henry Dreyfuss

We bear in mind that the object being worked on is going to be ridden in, sat upon, talked into, activated, operated, or in some other way used by people individually or en masse. When the point of contact between the product and the people become a point of friction, then the industrial designer has failed. On the other hand, if people are made safer, more comfortable, more eager to purchase, more efficient, or just plain happier, by contact with the product, then the designer has succeeded.

(book forward by Henry Dreyfuss)

Videos:

Emily Pilloton

http://www.ted.com/talks/emily_pilloton_teaching_design_for_change?language=en

IDEO - Deep Dive - 60 Minutes Special

https://www.youtube.com/view_play_list?p=325E43F8CF72C37B

Colleen Murray - Scenario Planning

http://vimeo.com/groups/27407/videos/9215612

Maria Giudice - Human-Centered Design Meets Agile Development

http://vimeo.com/11439829

Antonio Garcia - Authenticity x Design: Communicating Across (sub)Cultures - Presentation View

http://vimeo.com/9390549

David Kelly - Design Thinking on 60 Minutes

http://blog.ted.com/2013/01/06/david-kelley-of-ideo-talks-design-thinking-on-60-minutes

Ted Talks

https://www.ted.com

Tim Brown - A Lesson in Empathy

http://designthinking.ideo.com/?p=1008

MIT Video - Innovation Through Design Thinking

http://video.mit.edu/watch/innovation-through-design-thinking-9138