ID-6216 Syllabus

**Service Design, Brand and Value Creation**

**3 Credit Hours – Fall/Spring semester**

**Mondays 7:30 – 8:55 PM**

**Wednesdays 7:35 – 8:55 PM**

**Instructor Information**

|  |  |  |
| --- | --- | --- |
| Instructor | Email | Office Hours & Location |
| Florian Vollmer | florian.vollmer@design.gatech.edu | Available at 404.422.8556 |

**General Information**

**Description**

This course introduces students to how visual design, product design and service design align to optimize user experiences that drive business. It incorporates various brand and value creation approaches in a services/ portfolio context. Students will work on projects and in-class experiences.

## Pre- &/or Co-Requisites

None

## Course Goals and Learning Outcomes

Upon completion of the course students are expected to demonstrate knowledge, skill and abilities in the following areas:

1. An understanding of service design tools and the ability to apply those tools onto project deliverables.
2. Design strategy for branded experiences through the incorporation of systems thinking and corporate identity elements.
3. Presentation and communication skills with a focus on engaging storytelling

**Course Requirements & Grading**

|  |  |  |
| --- | --- | --- |
| Assignment | Date | Weight (Percentage, points, etc) |
| Phase One | WK 1-4 | 15% |
| Phase Two | WK 5-9 | 25% |
| Phase Three | WK 9-16 | 60% |

**Extra Credit and Grade Dispute Policies and Procedures**

Extra credits can be obtained through additional contributions and add-on projects. Goals, workload, points obtainable will be discussed on a case-by-case basis.

**Description of Graded Components**

Major assignments will define the final grade in the course (see above).

**Grading Scale**

Your final grade will be assigned as a letter grade according to the following scale:

A 90-100% (Guide: Independent work style and exceeding expectations)

B 80-89% (Guide: Meet expectations)

C 70-79% (Guide: Meets the majority of expectations)

D 60-69% (Guide: Fails to meet some expectations)

F 0-59% (Guide: Fails to meet most expectations)

**Course Materials**

**Course Text**

* THIS IS SERVICE DESIGN THINKING: BASICS, TOOLS, CASES by Marc Stickdorn, Jakob Schneider
* Wheeler, Alina; Designing Brand Identity: An Essential Guide for the Whole Branding Team, 4th Edition

## Additional Materials/Resources

• THE FUNDAMENTALS OF DESIGN MANAGEMENT by Kathryn Best

• DESIGN AND THE CREATION OF VALUE by John Heskett

• INTERSECTION by Milan Guenther

• CHANGE BY DESIGN: HOW DESIGN THINKING TRANSFORMS ORGANIZATIONS AND INSPIRES INNOVATION by Tim Brown

• DESIGN DICTIONARY (BOARD OF INTERNATIONAL RESEARCH IN DESIGN), Birkhäuser Architecture

• GAMESTORMING: A PLAYBOOK FOR INNOVATORS, RULEBREAKERS, AND Changemakers by Dave Gray

• THE PERSONAL MBA: MASTER THE ART OF Business by Josh Kaufman

**Periodicals:**

* Touchpoint Magazine (Service Design Network)

**Web Resources:**

* [www.servicedesigntools.org](http://www.servicedesigntools.org)
* [www.service-design-network.org](http://www.service-design-network.org)

## Course Website and Other Classroom Management Tools

All course materials and communication is accessible via t-square. Students are expected to check in on a daily basis

**Course Expectations & Guidelines**

## Academic Integrity

Georgia Tech aims to cultivate a community based on trust, academic integrity, and honor. Students are expected to act according to the highest ethical standards. For information on Georgia Tech's Academic Honor Code, please visit http://www.catalog.gatech.edu/policies/honor-code/ or http://www.catalog.gatech.edu/rules/18/.

Any student suspected of cheating or plagiarizing on a quiz, exam, or assignment will be reported to the Office of Student Integrity, who will investigate the incident and identify the appropriate penalty for violations.

## Accommodations for Individuals with Disabilities

If you are a student with learning needs that require special accommodation, contact the Office of Disability Services at (404)894-2563 or <http://disabilityservices.gatech.edu/>, as soon as possible, to make an appointment to discuss your special needs and to obtain an accommodations letter. Please also e-mail me as soon as possible in order to set up a time to discuss your learning needs.

## Assignment Turn-In

Assignments are due at the deadlines specified in the project descriptions and/ or t-square. All submissions require upload on t-square in high-res PDF format with optimized file sizes ( < 25 MB). Video submissions can be made through a link on vimeo, youtube, or as an upload of a manageable video file.

## Attendance and/or Participation

Attendance is mandatory. Students will be allowed two (2) unexcused absences, notifying the instructor in advance. All other absences will require documentation. Otherwise it will influence Participation Grading. If a student accrues more than four (4) unexcused and undocumented absences, the student will fail the class. Classes will start on time and at the assigned studio place, unless field studies or other are notified by the instructor. Attendance will be taken at the start of class. A “late arrival” will be recorded after attendance is taken within the first 15 minutes of the class, after that time the student is considered absent. Please note: five “late arrivals” will account for one unexcused absence. It is the student’s responsibility to obtain any information in the class due to absences.

See information about the Institute’s absence policy at<http://www.catalog.gatech.edu/rules/4/>.

## Collaboration & Group Work

This course relies on group collaboration and strong individual contribution. Student progress will be assessed based on project participation and progress applying Service Design tools.

## Extensions, Late Assignments, & Re-Scheduled/Missed Exams

Late-work policies: you should avoid late-work. Grading only depend on the work progress you completed on the due day. You will be uncompleted or failed if it is not completed or not matches the grading criteria above. Unless the exceptions by Georgia Tech (“approved Institute activities”, e.g. field trips and athletic events, http://www.catalog.gatech.edu/rules/4/ for more information).

## Student Use of Mobile Devices in the Classroom

Students can use mobile devices for note-taking and research purposes only. Social media notifications and chat functions must be disabled during class. The same applies for laptops and other personal electronic devices.

## Student-Faculty Expectations

At Georgia Tech we believe that it is important to continually strive for an atmosphere of mutual respect, acknowledgement, and responsibility between faculty members and the student body. See http://www.catalog.gatech.edu/rules/22/ for an articulation of some basic expectations – that you can have of me, and that I have of you. In the end, simple respect for knowledge, hard work, and cordial interactions will help build the environment we seek. Therefore, I encourage you to remain committed to the ideals of Georgia Tech, while in this class.

Course Schedule:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Week | Prepare before class | Topic during class | Homework | Assignments Due |
| 1 | *See project documentation* | PHASE 1:  Launch: Service safari, Intro to touchpoints, intro to brand, key tools, project brief | *See project documentation* | *See project documentation* |
| 2 |  | Brand, corporate Identity, value creation (case studies) |  |  |
| 3 |  | Journey maps, opportunity statements and design briefs, white space |  |  |
| 4 |  | Presentation, next steps. Facilitation I |  |  |
| 5 |  | PHASE 2: Outside-In innovation, system, process, stakeholder maps |  |  |
| 6 |  | Business & value creation (business model canvas) |  |  |
| 7 |  | User interviews and various research. Documentation of findings. |  |  |
| 8 |  | Language of design and stakeholders |  |  |
| 9 |  | Presentation: transformative, brand-focused service innovation |  |  |
| 10 |  | PHASE 3:  Experience planning (service blueprint) modelling (business model canvas) and prototyping (low-fi/ hi-fi prototypes) |  |  |
| 11 |  | Branded touchpoints – testing and iterations |  |  |
| 12 |  | Storytelling |  |  |
| 13 |  | Individual feedback and career advice |  |  |
| 14 |  | Time-based media for service design presentations |  |  |
| 15 |  | Presentation prep |  |  |
| 16 |  | Presentation |  |  |
|  |  |  |  |  |