

Educating Today's Designers

Stanford Computer Forum  
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27-April-2010  
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What is Design Research?

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“Let’s ask the world”



# Design research in the classroom



## Design research in the classroom



Design research in the classroom



First day of class is in the field



Meet the world and real people





1: Do by learning and learn by doing

# shades of green

MFA Design: Research

Wednesday  
December 12  
Timken Hall  
6:30 pm



An investigation of the meanings  
of “green” in relation to food in the  
diverse communities of the Bay Area

ethnography | brainstorming analysis | opportunity spaces | design concepts

CCa  Funded in part by a grant from the California Initiative

Each course has a theme

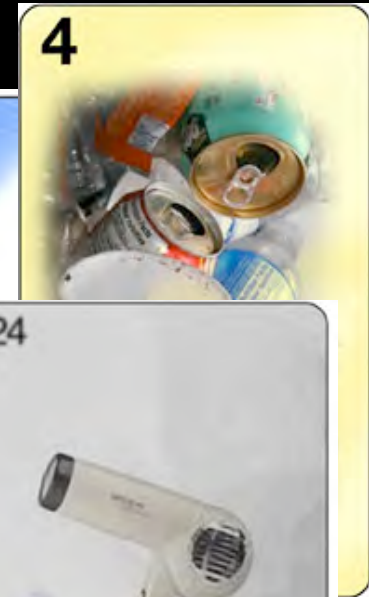
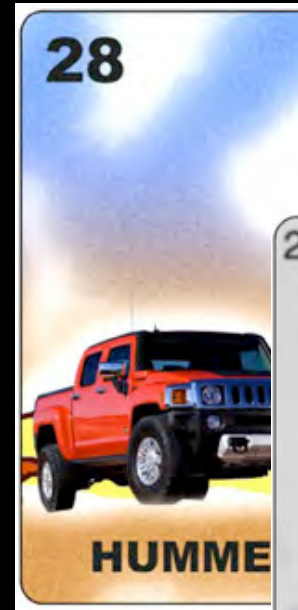
The Blitz \_>  
The Dig \_>  
The Big Think \_>  
The Aha \_>  
The Touch-back \_>  
The (w)Rap \_>

Narrative of the course

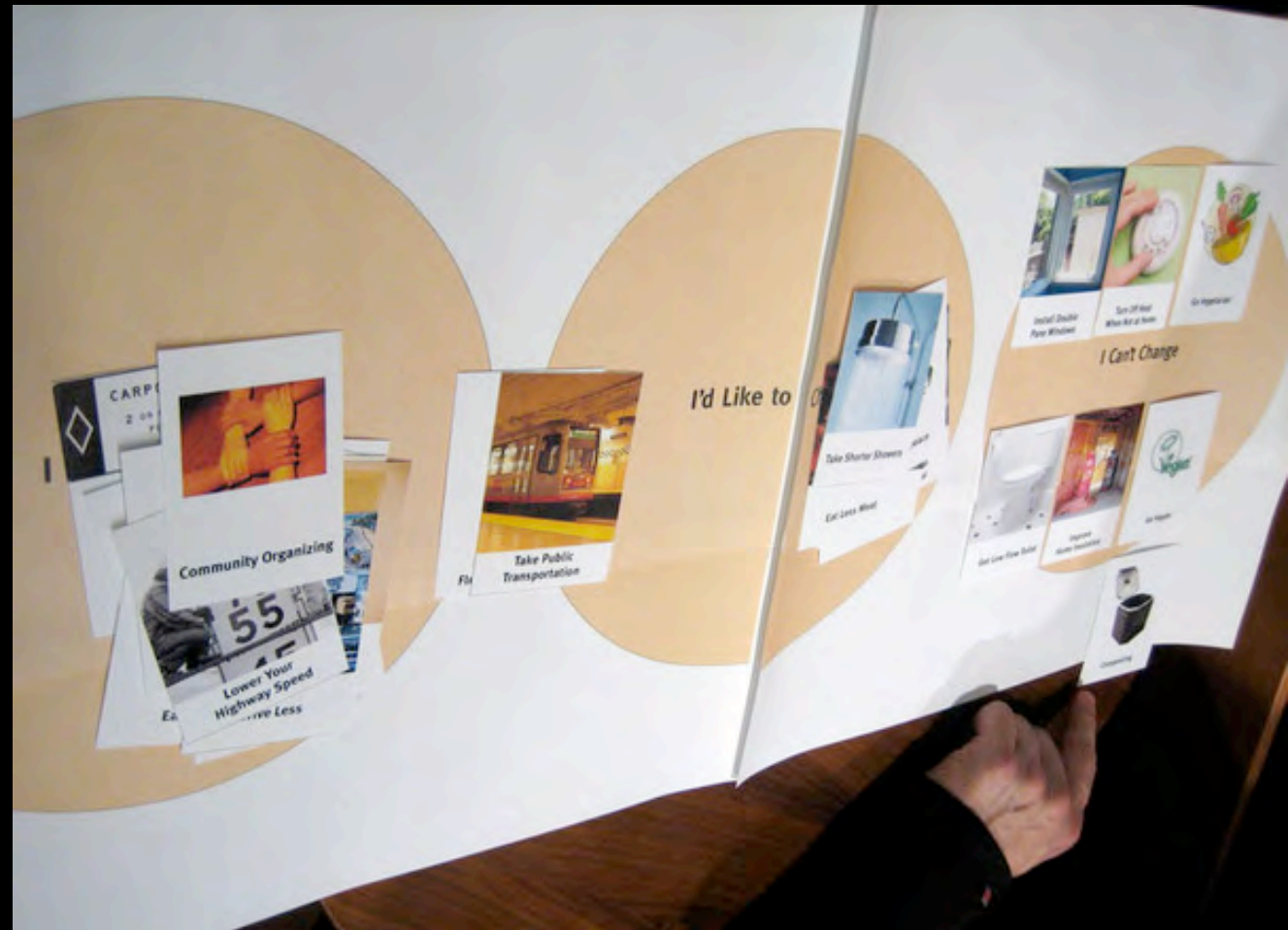


Designers need to make

Pleasure	Comfort	Guilt
<small>PLEASURE PLACER 楽</small>	<small>SAFETY SEGURIDAD 安全</small>	<small>GUILT CULPABILIDAD 罪</small>
Desire	Anger	Hope
<small>DESIRE DESEO 欲</small>	<small>ANGER ANGSTIA 怒</small>	<small>HOPE ESPERANZA 望</small>
Relaxation	Stress	Envy
<small>RELAXATION RELAJACION 楽</small>	<small>STRESS TENSION 緊張</small>	<small>ENVY ENVIDIA 嫉妬</small>



Creating research exercises



“manipulatives”



## Communicating and prototyping

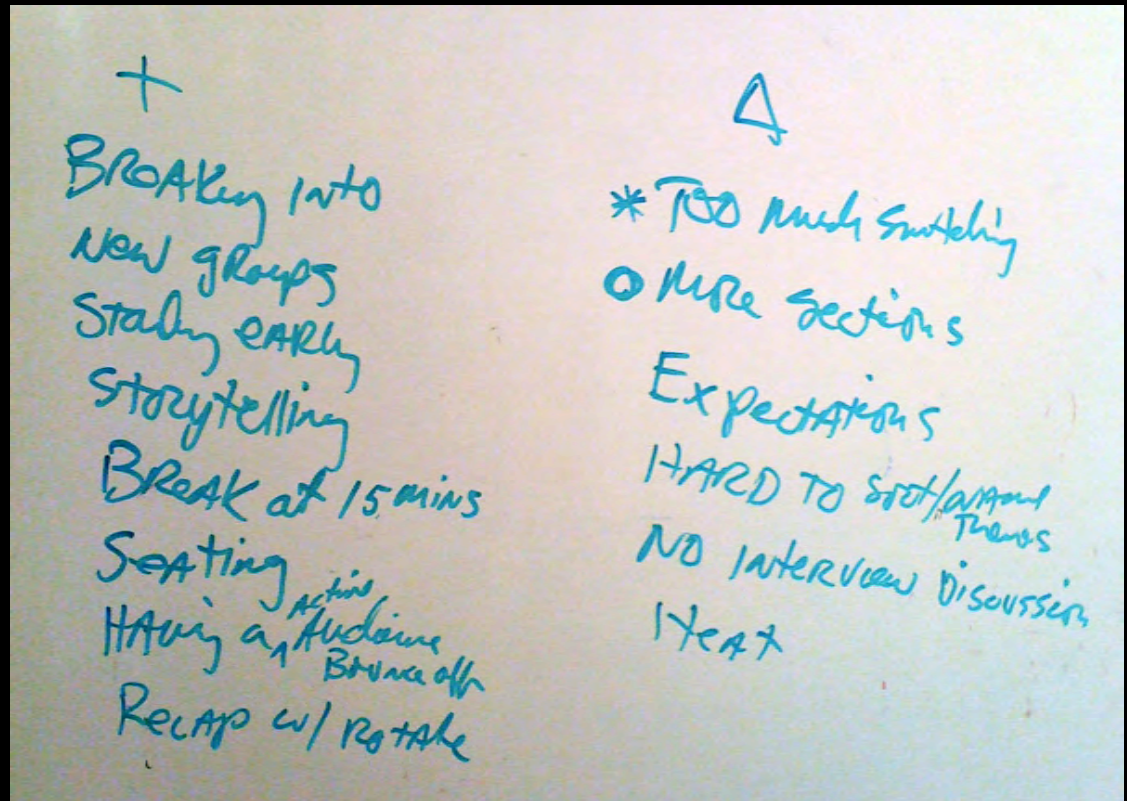


Fostering rich experiences





## 2: Being a “guide on the side”



Feedback after each class



### 3: Encourage collaboration



### 3: Encourage collaboration



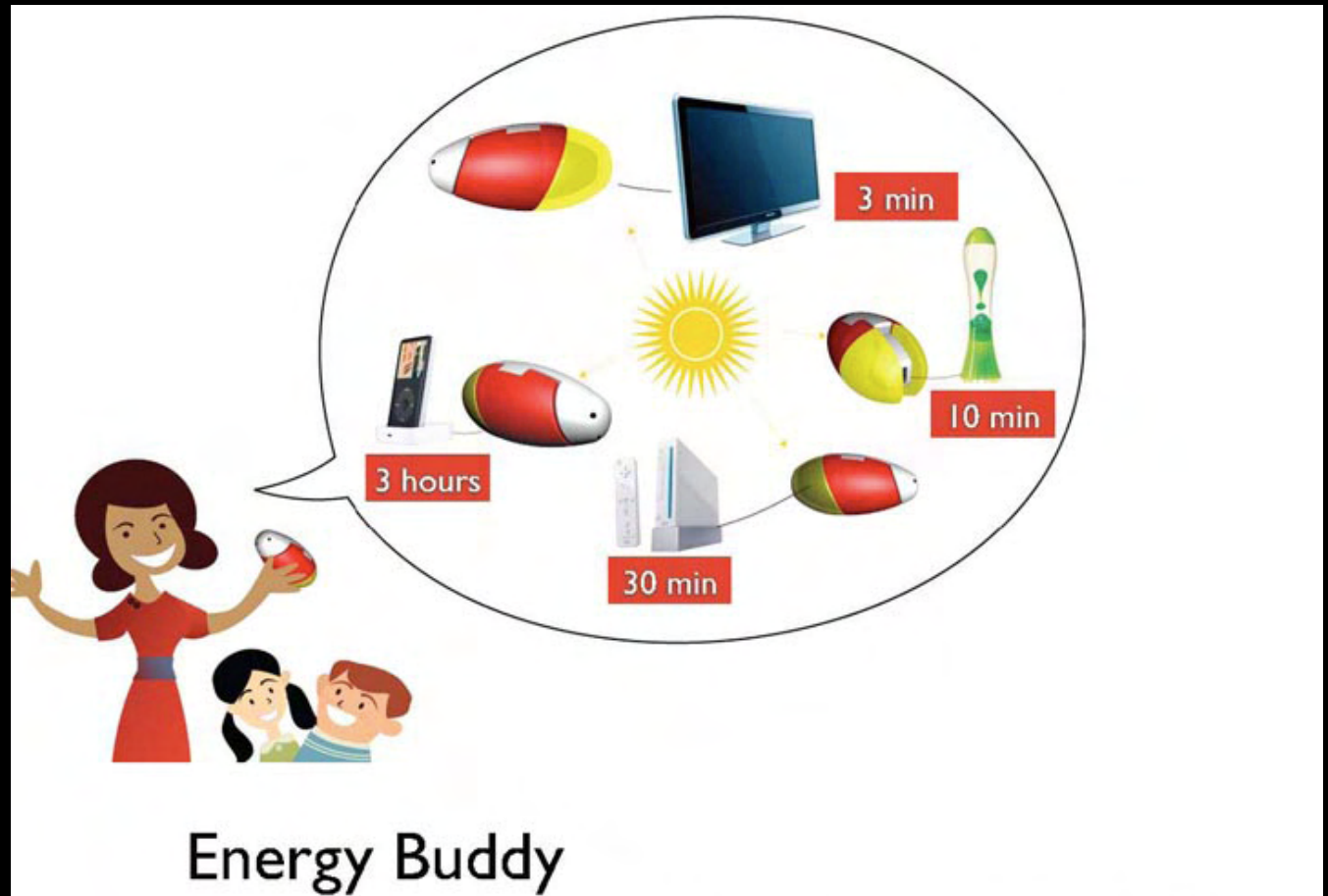
helping U take the first step™

## NRG\*NU Parent Bags

Loaded with goodies to encourage good energy habits for you and your newborn.

- Energy Star coupons
- Cloth/Biodegradable diapers
- Solar nite-lites
- Dimmer switch
- Firefly and Sun hemp plush toy
- BPA free pacifier
- BPA free baby bottles
- Thermometer hemp blanket
- Temperature guide for newborns
- Energy storybook
- Energy themed mobile
- Quick energy tips for parents

What is the output?



What is the output?



The course ends with a group presentation



What is the impact? | Indhira Rojas



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Altos de Chavon

# EL DISEÑO

COMO AGENTE DE CAMBIO

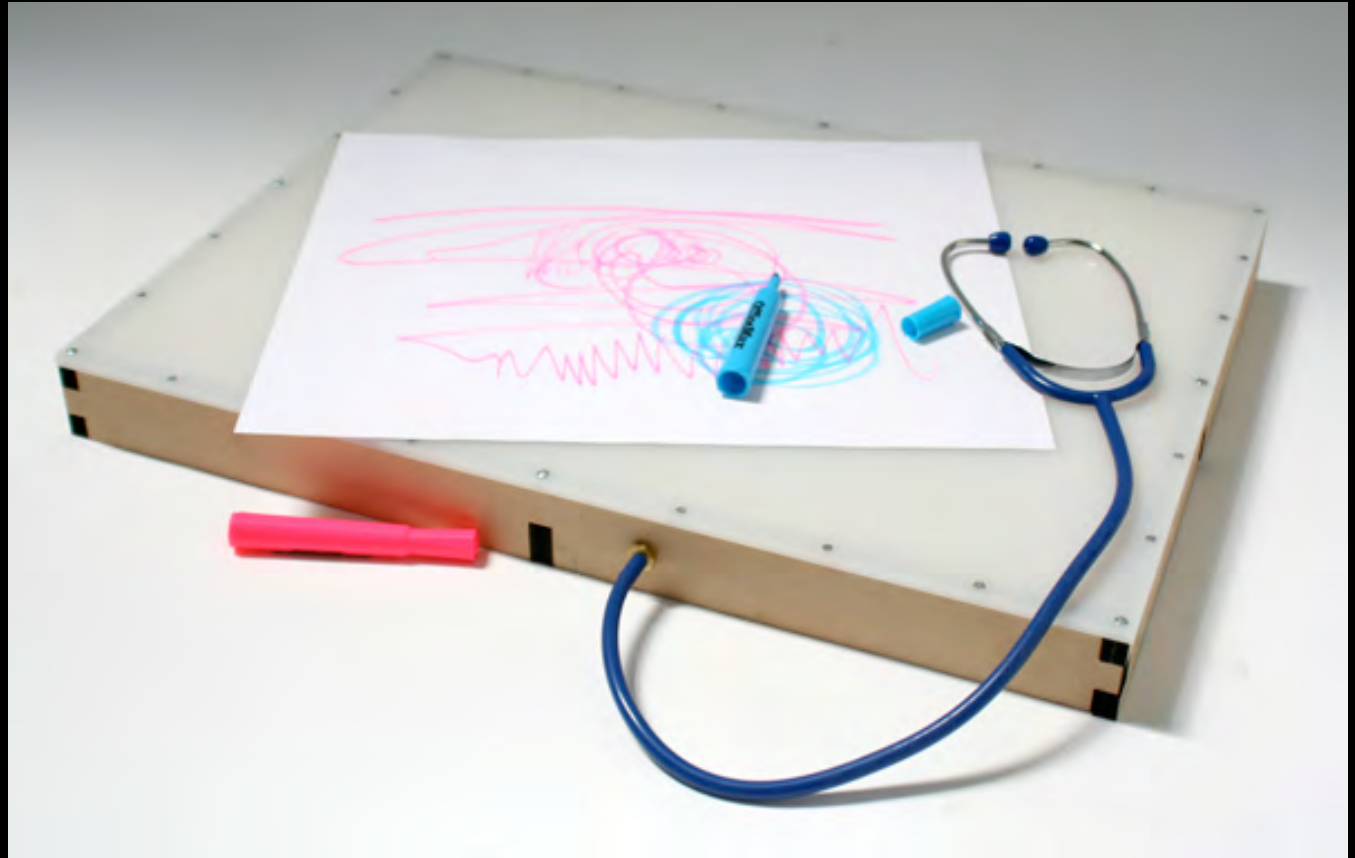


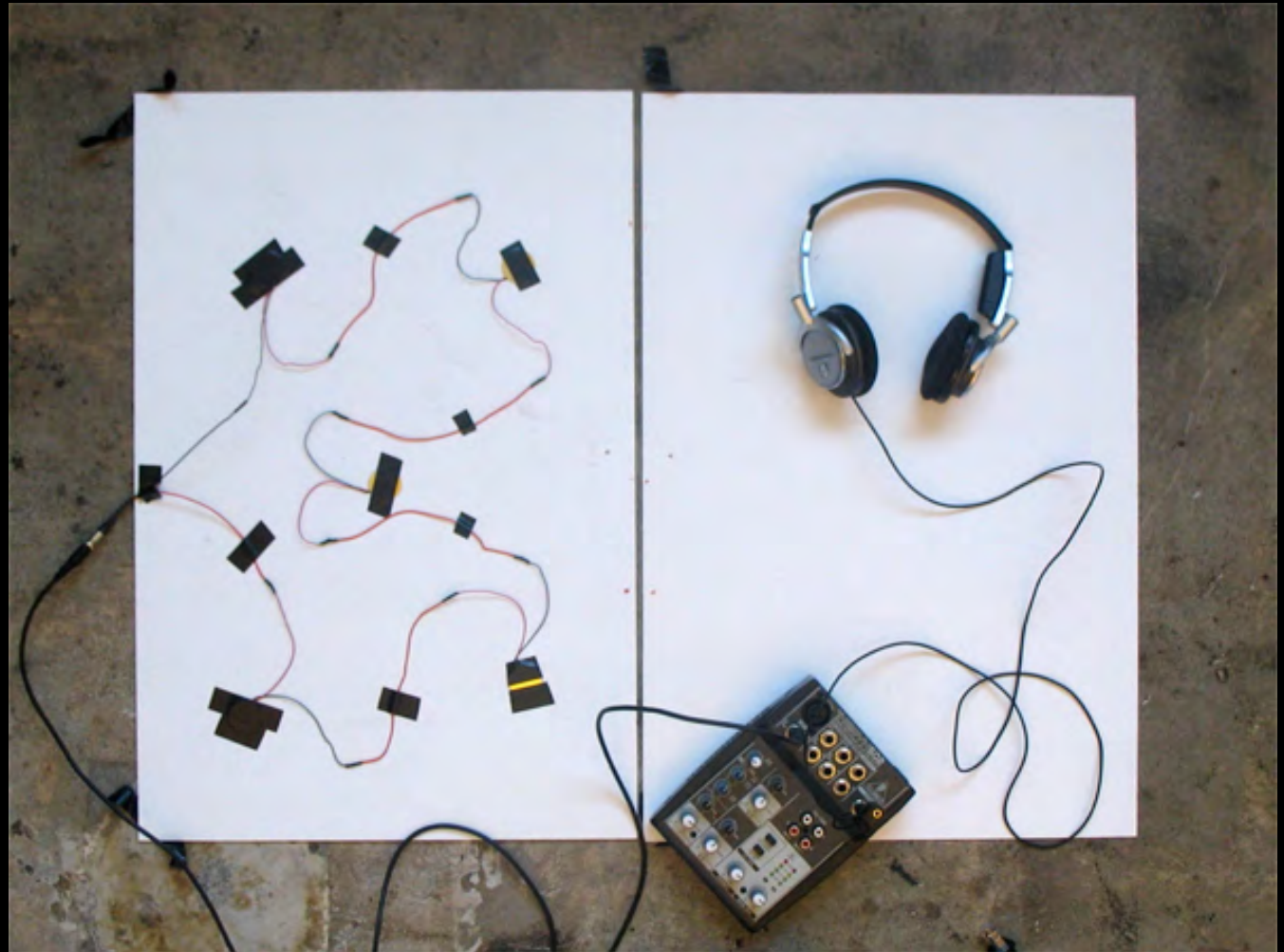




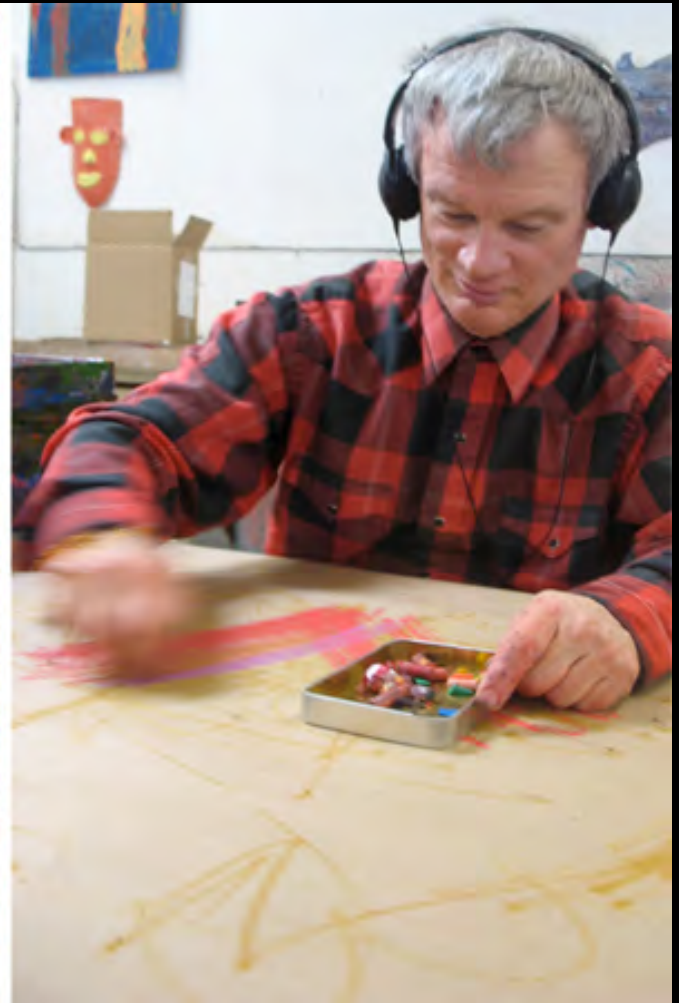
National Institute for Art and Disabilities  
| Mathew Baranauskas















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Fall 2011:  
CCA IxD program

