



# DS 252 Design Leadership Symposium

Design Studies Policies and Syllabus

---

<b>INSTRUCTORS:</b>	Lesley Sager, Faculty Associate Email: <a href="mailto:lhsager@wisc.edu">lhsager@wisc.edu</a> Office: 3128 Hours: by appointment	Maria Kurutz, Faculty Associate Email: <a href="mailto:kurutz@wisc.edu">kurutz@wisc.edu</a> Office: 3216 Hours: by appointment
<b>CREDIT:</b> one!	<b>MEETING TIME:</b> Thursday 12:05 – 12:55	<b>LOCATION:</b> 2080 Grainger Hall

## Course Description

---

This course examines how multifaceted design is an its tremendous impact on our everyday lives. Students will learn from industry experts from leading companies in the fields of textile, fashion, and apparel design as well as interior design, industrial design, and architecture. Special emphasis is placed on the importance of human centered design and design thinking. The course also provides a detailed examination of careers in design fields through opportunities to learn from guest speakers and panel members.

## Teaching Philosophy and Course Purpose

---

The purpose of this course is to develop an understanding of the many career options that are available to you, to broaden your view of design, and to learn about the many opportunities within it. It our hope that the speakers this semester will inspire you, help guide you in your career development, and provide a glimpse into the multifaceted world of design.

The key to this course is to come in with an open mind and enjoy learning about the amazing work and experiences of a wide variety of design professionals. You will get to ask questions, listen to their insights, and form your own opinions of what design means to you.

## Learning Goals and Objectives

---

1. Students will examine several areas of design via presentations, readings, and engaging conversations.
2. Students will develop their own opinions on the various fields of design and be inspired by innovators and design professionals.
3. Students will learn about the varied career paths, company cultures, and reflect on those learnings.

## Assessment and Grading (400 points available)

---

### Attendance (10 points per class – 120 points total)

**Attendance is required: Class only meets one time a week, so it is imperative that you attend class to pass. It is the responsibility of the student to sign in for each class.** If you have an emergency and are unable to attend class, please send an email to Lesley Sager ([lhsager@wisc.edu](mailto:lhsager@wisc.edu)) at least 2 hours **PRIOR** to the lecture that you will miss. An emergency would be something that comes up unexpectedly, for example NOT a scheduled appointment. **Students are allowed to miss one class.**

### Host-Participation (40 points)

At the start of class, you will be assigned to a group of 8 or more students and a guest speaker. Your group will be responsible for “hosting” the speaker and graded on 4 tasks. We suggest the group meet and assign 2 team members to each task. Each component will have a value of 10 points. The team will receive the sum total of all 4 components for a possible 40 points. It is the responsibility of each team member to ensure quality results for each component.

1. **Before class - meet’ (in person, Skype or by phone) with the speaker before their presentation** to learn about their career path and work. This is also an opportunity for the speaker learn about the student team and their interests. **Write a brief paper on the meeting** with the speaker and your experience as the host team. (10 points)
2. **In class - introduce the speaker, keep the speaker on schedule, introduce Q and A time, conclude the presentation by thanking the speaker and starting a round of applause.** Points are based on depth of introduction, the ability to make the speaker feel welcome and manage the lecture time effectively. (10 points)
3. **Ask questions of the speaker during the presentation** or the Q&A. Points are based on depth of questions and the ability to fill in the quiet moments. 6 to 10 thoughtful questions should be written before the presentation and submitted after the presentation. (10 points)
4. **Write a thank you letter to the speaker** and upload onto Canvas by **11:59pm on the Friday after class.** The note will be forwarded on. (10 points) Points are based on grammar, references to SPECIFIC parts of the presentation, quality of content, and what was found to be inspirational.

### Reflection Papers (40 points per paper – 160 points total)

Students are expected to prepare three one page papers selected from on the presentations. The syllabus is divided into three sections. Choose one from each section. A final reflection of the course is due at the end of the semester. Reflections should be submitted through Canvas and are due **as listed**. The reflection will be judged on the thought given. **Points will be based on grammar and your ability answer the questions.** Refer to questions for each of the papers on-line.

### Enrichment and Discussion (10 points per discussion – 80 points total)

Students will broaden their experience and knowledge of the design field by viewing 8 assigned TED talks through the semester. Reflections of these leaders in the design field will be submitted on line through Canvas.

Grade	%		Grade	%	
A	95	100	C	79	76
AB	94	90	D	74	70
B	89	86	F	69	0
BC	85	80			

## SYLLABUS

DATE	LECTURE/PRESENTATION	HOMEWORK
9/06	WELCOME TO THE WORLD OF DESIGN	<ul style="list-style-type: none"> <li>Review learn@uw</li> </ul>
<b>***All assignments are due on line by 11:59 pm the Monday before the next class***</b>		
9/13	Guest Speaker: <a href="#">Melissa Destree</a> (Destree Architecture and Design)	<ul style="list-style-type: none"> <li>Watch the <a href="#">Elora Hardy</a> TED talk and post a comment by 9/19</li> <li>Host team submit assignments by Friday 9/14</li> </ul>
9/20	Guest Speaker: <a href="#">John Uzee</a> (Design and Branding)	<ul style="list-style-type: none"> <li>Watch the <a href="#">Michael Murphy</a> TED talk and post a comment by 9/26</li> <li>Host team submit assignments by Friday 9/21</li> </ul>
9/27	Guest Speaker: <a href="#">Jason Lai</a> (L2 Interiors)	<ul style="list-style-type: none"> <li>Submit a reflection on one of the three speakers paper by 10/03</li> <li>Host team submit assignments by Friday 9/28</li> </ul>
10/04	Guest Speaker: <a href="#">Andrea Pease</a> Kohls Tech Design Manager, Amy Staltenberg Asst. Tech Designer	<ul style="list-style-type: none"> <li>Watch the <a href="#">Isaac Mizrahi</a> TED talk and post a comment by 10/10</li> <li>Host team submit assignments by Friday 10/05</li> </ul>
10/11	Guest Speaker: Wesley Reynolds and Kimberly Knoop ( <a href="#">OPN</a> )	<ul style="list-style-type: none"> <li>Watch the <a href="#">Alejandro Araveno</a> TED talk and post a comment by 10/17</li> <li>Host team submit assignments by Friday 10/12</li> </ul>
10/18	Guest Speaker: <a href="#">Amara Hark-Weber Cordwainer</a> (Bespoke Footwear-Designer)	<ul style="list-style-type: none"> <li>Submit a reflection on one of the three speakers paper by 10/24</li> <li>Host team submit assignments by Friday 10/19</li> </ul>
10/25	Guest Speaker: <a href="#">John Zeratsky</a> (Author of Sprint and Make Time)	<ul style="list-style-type: none"> <li>Watch the <a href="#">Iwan Baan</a> TED talk and post a comment by 10/31</li> <li>Host team submit assignments by Friday 10/26</li> </ul>
11/01	Guest Speaker: <a href="#">Professor Mary Hark</a> Situated Somewhere In Between: <i>Mary Hark's work as an artist, craftsperson, educator and community organizer</i>	<ul style="list-style-type: none"> <li>Watch the <a href="#">Diane Von Furstenberg</a> TED talk and post a comment by 11/07</li> <li>Host team submit assignments by Friday 11/02</li> </ul>
11/08	Guest Speaker: Kelly Hensler ( <a href="#">Smith Group</a> )	<ul style="list-style-type: none"> <li>Watch the <a href="#">Thomas Heatherwick</a> TED talk and post a comment by 11/16</li> <li>Host team submit assignments by Friday 11/02</li> </ul>
11/15	Guest Speaker: <a href="#">Allison Cowee</a> Leather Design, ECCO Netherlands	<ul style="list-style-type: none"> <li>Submit a reflection on one of the three speakers paper by 11/28</li> <li>Host team submit assignments by Friday 11/16</li> </ul>
11/22	Thanksgiving	
11/29	Guest Speakers: International Students	<ul style="list-style-type: none"> <li>Watch the <a href="#">Amit Kalra</a> TED talk and post a comment by 12/05</li> </ul>
12/06	Wrap up and course evaluation	<ul style="list-style-type: none"> <li>Submit recap course reflection paper by 12/9</li> </ul>