

Course Outline and Teaching & Learning Schedule

1. **Name of Lecturer(s):** Dr. Ralitsa Diana Debrah
2. **Contact Number:** 0244 4485 572
3. **Email:** rddebrah.art@knust.edu.gh| ralitsadebrah@gmail.com
4. **Office Location:** New site/Design Studio
5. **Course Title:** Design Thinking for Strategic Innovation
6. **Course Code:** 122
7. **Credits:** 4



8. Course Description:

This course is designed to introduce students to the principles and practices of design thinking and strategic innovation. Through lectures, case studies, and hands-on exercises, students will learn how to identify and solve complex problems using a human-centered approach. They will also explore how to develop innovative solutions that meet the needs of both customers and the organization. By the end of the course, students will have developed a toolkit of skills and methodologies to apply design thinking and strategic innovation in a professional context.

9. Course Learning Outcomes:

Week 1: Introduction to Design Thinking and Strategic Innovation

- Overview of the course
- Introduction to design thinking and strategic innovation
- The importance of user-centered design

Week 2: Problem Framing and User Research

- Identifying and framing design problems
- Conducting user research and gathering insights
- Analyzing research findings and synthesizing insights

Week 3: Ideation and Concept Development

- Techniques for generating ideas and concepts
- Developing and prioritizing design concepts
- Creating user personas and scenarios

Week 4: Prototyping and Testing

- Creating low-fidelity prototypes
- Conducting user testing and feedback sessions
- Refining and iterating on designs

Week 5: Business Model Innovation

- Introduction to business model innovation
- Identifying opportunities for innovation
- Creating and testing new business models

Week 6: Value Proposition Design

- Developing a value proposition
- Creating customer segments and value maps
- Analyzing customer needs and preferences

Week 7: Designing for Sustainability

- Introduction to sustainable design
- Strategies for sustainable innovation
- Evaluating the environmental and social impact of design solutions

Week 8: Design Strategy and Management

- Developing a design strategy
- Managing design projects and teams
- Evaluating design performance and outcomes

Week 9: Design Thinking in Practice

- Case studies of design thinking and strategic innovation in practice ●
- Guest lecture from a design thinking practitioner

Week 10: Design Thinking and Organizational Change

- Using design thinking to drive organizational change
- Overcoming resistance to change
- Communicating design ideas and strategies to stakeholders

Week 11: Ethics and Responsibility in Design

- Ethical considerations in design thinking
- Responsibility and accountability in design
- Design for social impact

Week 12: Final Project Presentations and Wrap-Up

- Final project presentations and feedback
- Course evaluation and wrap-up

10. Course Objectives: By the end of the course the student should be able to:

1. Understand the principles and practices of design thinking and strategic innovation.
2. Develop critical thinking and problem-solving skills through hands-on exercises.
3. Learn how to conduct user research and gather insights to inform design decisions.
4. Explore how to create and prototype innovative solutions.
5. Learn how to communicate design ideas and strategies to stakeholders.

11. Course Content Outline

12.Unit	13.Topics	Sub-topics (if any)	14.Week(s)
1	Introduction to Design Thinking and Strategic Innovation	<ul style="list-style-type: none">● Overview of the course● Introduction to design thinking and strategic innovation● The importance of user-centered design	Week(s) 1

2	Problem Framing and User Research	<ul style="list-style-type: none"> ● Identifying and framing design problems ● Conducting user research and gathering insights ● Analyzing research findings and synthesizing insights 	Week(s) 2
3	Ideation and Concept Development	<ul style="list-style-type: none"> ● Techniques for generating ideas and concepts ● Developing and prioritizing design concepts <ul style="list-style-type: none"> ● Creating user personas and scenarios 	Week(s) 3
4	Prototyping and Testing	<ul style="list-style-type: none"> ● Creating low-fidelity prototypes ● Conducting user testing and feedback sessions ● Refining and iterating on designs 	Week(s) 4
5	Business Model Innovation	<ul style="list-style-type: none"> ● Introduction to business model innovation ● Identifying opportunities for innovation ● Creating and testing new business models 	Week(s) 5
6	Value Proposition Design	<ul style="list-style-type: none"> ● Developing a value proposition ● Creating customer segments and value maps ● Analyzing customer needs and preferences 	Week(s) 6
7	Designing for Sustainability	<ul style="list-style-type: none"> ● Introduction to sustainable design ● Strategies for sustainable innovation ● Evaluating the environmental and social impact of design solutions 	Week(s) 7
8	Design Strategy and Management	<ul style="list-style-type: none"> ● Developing a design strategy ● Managing design projects and teams ● Evaluating design performance and outcomes 	Week(s) 8
9	Design Thinking in Practice	<ul style="list-style-type: none"> ● Case studies of design thinking and strategic innovation in practice ● Guest lecture from a design thinking practitioner 	Week(s) 9
10	Design Thinking and Organizational Change	<ul style="list-style-type: none"> ● Using design thinking to drive organizational change ● Overcoming resistance to change ● Communicating design ideas and strategies to stakeholders 	Week(s) 10
11	Ethics and Responsibility in Design	<ul style="list-style-type: none"> ● Ethical considerations in design thinking ● Responsibility and accountability in design ● Design for social impact 	Week(s) 11
12	Final Project Presentations and Wrap-Up	<ul style="list-style-type: none"> ● Final project presentations and feedback ● Course evaluation and wrap-up 	Week(s) 12

15. Mode(s) of Delivery:

- In person - learning environment
- Fully online - learning environment
- Hybrid - learning environment

16. Assessment Policy:

- Attendance and participation: 20%
- Assignments and exercises: 40%
- Final project: 40%

17. Required Textbooks:

- Brown, T. (2009). *Change by design: How design thinking transforms organizations and inspires innovation*. HarperBusiness. Retrieved from <https://www.harpercollins.com/products/change-by-design-tim-brown>
- Kelley, T., & Kelley, D. (2013). *Creative confidence: Unleashing the creative potential within us all*. Crown Business. Retrieved from <https://www.crownpublishing.com/archives/news/creative-confidence-by-the-kelley-brothers>
- Liedtka, J., & Ogilvie, T. (2011). *Designing for growth: A design thinking tool kit for managers*. Columbia University Press. Retrieved from <https://cup.columbia.edu/book/designing-for-growth/9780231147687>
- Liedtka, J. (2015). *Design thinking for innovation: Research and practice*. Columbia University Press.
- Martin, R. L. (2009). *The design of business: Why design thinking is the next competitive advantage*. Harvard Business Press. Retrieved from <https://store.hbr.org/product/the-design-of-business/12289>
- Knapp, J., Zeratsky, J., & Kowitz, B. (2016). *Sprint: How to solve big problems and test new ideas in just five days*. Simon & Schuster. Retrieved from <https://www.simonandschuster.com/books/Sprint/Jake-Knapp/9781501121746>

**These texts provide a solid foundation in design thinking and strategic innovation, offering both theoretical insights and practical applications.*

18. Course Projects

- Each week, specific course projects will be assigned to align with the week's activities.

19. Academic Integrity

- Please uphold the university's code of ethics and conduct by submitting original work.
- Turnitin will be utilized to ensure academic integrity and prevent plagiarism.

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2. **Contact Number:** 0244 485 572
3. **Email:** rddebrah.art@knust.edu.gh | ralitsadebrah@gmail.com
4. **Office Location:** New site/Design Studio
5. **Course Title:** Design for Social Change
6. **Course Code:** 111
7. **Credits:** 4



8. Course Description:

Design for Social Change is a comprehensive course designed to introduce Year 1 PhD students in Design to the principles, theories, and practices of using design as a tool for positive social transformation. This course aims to equip students with a deep understanding of the social, cultural, and environmental challenges faced by communities and empower them to create impactful design solutions. Through a combination of theoretical discussions, case studies, practical exercises, and collaborative projects, students will develop the skills and knowledge necessary to address real-world problems through design interventions.

9. Course Learning Outcomes:

Week 1: Introduction to Design for Social change

- Course overview, objectives, and expectations
- Historical overview of design for social change movements
- Exploring the role of design in addressing societal issues

Week 2: Understanding Social Contexts

- Social, cultural, and environmental factors influencing design interventions
- Methods for analyzing and interpreting social issues
- Introduction to human-centered design principles

Week 3: Design Research for Social Change

- Ethical considerations in conducting design research
- User-centered research methods and techniques
- Analyzing and synthesizing research findings

Week 4: Ideation and Concept Development

- Brainstorming techniques for generating design ideas
- Concept development and prototyping
- Considering accessibility and inclusivity in design solutions

Week 5: Design Thinking and Systems Approach

- Introduction to design thinking methodologies
- Systems thinking and its relevance to social change
- Mapping and visualizing systems in the social context

Week 6: Case Studies in Design for Social Change

- Examination of successful design projects for social change
- Guest lectures from practitioners in the field
- Analysis of the impact and effectiveness of case studies

Week 7: Collaboration and Stakeholder Engagement

- Identifying and engaging with relevant stakeholders
- Facilitating collaboration and co-creation processes
- Conflict resolution and negotiation in design projects

Week 8: Design Ethics and Responsibility

- Ethical considerations in design practice
- Social, cultural, and environmental implications of design decisions
- Designing with empathy and accountability

Week 9: Prototyping and Iteration

- Rapid prototyping techniques for design solutions
- Iterative design processes and user feedback
- Testing and refining design concepts

Week 10: Communication and Visualization

- Visual storytelling and persuasive communication in design
- Effective presentation techniques for design proposals
- Creating compelling visuals and narratives

Week 11: Implementation and Evaluation

- Strategies for implementing design interventions in real-world contexts
- Evaluation methods for assessing the impact of design for social change projects
- Sustainability and scalability considerations

Week 12: Reflection and Future Directions

- Reflecting on the learning journey and personal growth
- Identifying opportunities and challenges in the field of design for social change
- Developing an individual action plan for future research and practice

10. Course Objectives: By the end of the course the student should be able to:

1. Understand the concepts and theories related to design for social change.

2. Analyze and critically evaluate social issues and challenges through a design lens.
3. Apply design research methods to identify user needs and societal contexts.
4. Develop design interventions that address specific social problems.
5. Collaborate effectively with diverse stakeholders in the design process.
6. Communicate design solutions through various mediums, including presentations and reports.
7. Reflect on the ethical implications and responsibilities of design for social change.

11. Course Content Outline

12.Unit	13.Topics	Sub-topics (if any)	14.Week(s)
1	Introduction to Design for Social change	<ul style="list-style-type: none"> • Course overview, objectives, and expectations • Historical overview of design for social change movements • Exploring the role of design in addressing societal issues 	Week(s) 1
2	Understanding Social Contexts	<ul style="list-style-type: none"> • Social, cultural, and environmental factors influencing design interventions • Methods for analyzing and interpreting social issues • Introduction to human-centered design principles 	Week(s) 2
3	Design Research for Social Change	<ul style="list-style-type: none"> • Ethical considerations in conducting design research • User-centered research methods and techniques • Analyzing and synthesizing research findings 	Week(s) 3
4	Ideation and Concept Development	<ul style="list-style-type: none"> • Brainstorming techniques for generating design ideas • Concept development and prototyping • Considering accessibility and inclusivity in design solutions 	Week(s) 4

5	Design Thinking and Systems Approach	<ul style="list-style-type: none"> ● Introduction to design thinking methodologies ● Systems thinking and its relevance to social change ● Mapping and visualizing systems in the social context 	Week(s) 5
6	Case Studies in Design for Social Change	<ul style="list-style-type: none"> ● Examination of successful design projects for social change ● Guest lectures from practitioners in the field ● Analysis of the impact and effectiveness of case studies 	Week(s) 6
7	Collaboration and Stakeholder Engagement	<ul style="list-style-type: none"> ● Identifying and engaging with relevant stakeholders ● Facilitating collaboration and co-creation processes ● Conflict resolution and negotiation in design projects 	Week(s) 7
8	Design Ethics and Responsibility	<ul style="list-style-type: none"> ● Ethical considerations in design practice ● Social, cultural, and environmental implications of design decisions 	Week(s) 8
		<ul style="list-style-type: none"> ● Designing with empathy and accountability 	
9	Prototyping and Iteration	<ul style="list-style-type: none"> ● Rapid prototyping techniques for design solutions ● Iterative design processes and user feedback ● Testing and refining design concepts 	Week(s) 9
10	Communication and Visualization	<ul style="list-style-type: none"> ● Visual storytelling and persuasive communication in design ● Effective presentation techniques for design proposals ● Creating compelling visuals and narratives 	Week(s) 10
11	Implementation and Evaluation	<ul style="list-style-type: none"> ● Strategies for implementing design interventions in real-world contexts ● Evaluation methods for assessing the impact of design for social change projects ● Sustainability and scalability considerations 	Week(s) 11

12	Reflection and Future Directions	<ul style="list-style-type: none"> ● Reflecting on the learning journey and personal growth ● Identifying opportunities and challenges in the field of design for social change ● Developing an individual action plan for future research and practice 	Week(s) 12
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15. Mode(s) of Delivery:

- In person - learning environment
- Fully online - learning environment
- Hybrid - learning environment

16. Assessment Policy:

1. Participation and Class Engagement: 20%
2. Design Projects and Presentations: 50%
3. Reflective Journals: 15%
4. Final Reflection Paper: 15%

17. Required Textbooks:

- Papanek, V. (2013). *DESIGN FOR THE REAL WORLD: HUMAN ECOLOGY AND SOCIAL CHANGE* (2nd ed.). Thames & Hudson.
<https://www.thamesandhudsonusa.com/book/design-for-the-real-world/>
- Manzini, E. (2015). *DESIGN, WHEN EVERYBODY DESIGNS: AN INTRODUCTION TO DESIGN FOR SOCIAL INNOVATION*. MIT Press.
<https://mitpress.mit.edu/books/design-when-everybody-designs>
- Dunne, A., & Raby, F. (2019). *Speculative Everything: Design, Fiction, and Social Dreaming*. MIT Press.
- Buchanan, R. (2018). *Design and the Question of History*. *Design Issues*, 34(3), 5-17.
- Dunne, A., & Raby, F. (2013). *SPECULATIVE EVERYTHING: DESIGN, FICTION, AND SOCIAL DREAMING*. MIT Press.
<https://mitpress.mit.edu/books/speculative-everything>

- Bennett, J. (2008). DESIGN ACTIVISM: BEAUTIFUL STRANGENESS FOR A SUSTAINABLE WORLD. Earthscan.
<https://www.routledge.com/Design-Activism-Beautiful-Strangeness-for-a-Sustainable-World/Bennett/p/book/9781844070662>
- Norman, D. A. (2013). THE DESIGN OF EVERYDAY THINGS (Revised and Expanded ed.). Basic Books.
<https://www.basicbooks.com/titles/don-norman/the-design-of-everyday-things/9780465050659/>
- Schuler, D., & Namioka, A. (1993). PARTICIPATORY DESIGN: PRINCIPLES AND PRACTICES. CRC Press.
<https://www.crcpress.com/Participatory-Design-Principles-and-Practices/Schuler-Namioka/p/book/9780849320343>
- Sanders, E. B.-N., & Stappers, P. J. (2012). CONVIVIAL TOOLBOX: GENERATIVE RESEARCH FOR THE FRONT END OF DESIGN. BIS Publishers.
<https://www.bispublishers.com/convivial-toolbox>

**These texts provide a comprehensive foundation in theory, practice, and participatory methods crucial to understanding and advancing design for social change.*

18. Course Projects

- Each week, specific course projects will be assigned to align with the week's activities.

19. Academic Integrity

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