Design Challenge for 2017

Mobility for all: How can Winston-Salem improve the user experience of alternative forms of transit so that all citizens are able to move more easily around the city?

Week 1: Design Thinking 101

In this crash course in design thinking, students learn the steps in the design process and how to put these strategies to work to solve problems in the world around them. They will also learn basic sketching and digital drawing techniques.

Week 2: Building Empathy

Students will seek to understand the design challenge by connecting with the larger community. Using observation, interaction, experience and immersion, students will seek deep understanding of the problem as it is experienced by various user groups.

Week 3: Defining the Problem

Students will analyze and interpret what they learned and experiment with ways to articulate their findings. The design challenge will be re-defined and/or refocused based on their findings.

Week 4: Exploring Ideas

Students will explore the range of possibilities for addressing the problem(s) they have identified. Using case studies for inspiration, they will expand their notion of what could be possible as a solution.

Week 5: Prototyping Solutions

Moving from brainstorming to focusing, students will make a plan to transform their concepts into physical form, actualize their plan and test their ideas in various ways.

Final Presentation: Sharing Work and Inviting Dialogue

Students will design a strategy for how they will share their ideas and actions with the wider community in a way that promotes awareness and dialogue.

Every Friday: Individualized Internships

Typical Schedule

	Monday	Tuesday	Wednesday	Thursday	Friday
9:00 AM	*Monday Morning Debrief*	*Lectures / Seminars*	*Lectures / Seminars*	*Lectures / Seminars*	
10:00 AM	*Studio Work Session*	*Studio Work Session*	*Studio Work Session*	*Studio Work Session*	*Individualized Internship*
11:00 AM	*Skills / Knowledge Building*	*Skills / Knowledge Building*	*Skills / Knowledge Building*	*Skills / Knowledge Building*	
12:00 PM					

Self-guided coursework outside of scheduled class time is encouraged and expected due to the intensive nature of this course. Students should plan for an additional 3–4 hours of work per day.

The Details

Studio sessions, which include instruction and mentored work time, take place Monday through Thursday from 9:00–11:00. **Skills and Knowledge Building Workshops** include skills tutorials on design software, sketching, interviewing, etc, as well as instruction on substantive community design topics. These workshops take place each day from 11:00–12:00. Instruction will take place in the new Center for Design Innovation facilities, with three credit hours offered through UNC School of the Arts.

Internship placements will be matched with student interest. Offerings include general design assistance at architectural, landscape design and graphic design firms, as well as design assignments for community-based non-profits.

Why Should I Attend?

- Explore graphic design, architectural design and urban planning as possible careers

- Hone and develop design skills and build your design portfolio

- Earn three college credit hours

- Acquire internship experience and professional mentorship

- Immerse yourself in community design and problem solving

- Be exposed to community quality of life issues and make an impact on your world

For course fees and application details, please visit communitydesignstudio.org