Module/Course Description/Syllabus

Module:	Human Centered Design and Design Thinking			
Module courses:	Human Centered Design and Design Thinking			
Course Title:	Human Centered Design and Design Thinking			
Recommended alternative module or courses:	-			
Course of studies:	International Corporate Communication and Media Management			
HISinOne Code:	2610400			
Study Cycle:	○ first	◉ second	○ third	○ short
Frequency:	○ winter term	◉ summer term	○ each semester	
Language competence Level: ☒				
Responsible for the Module/Course:	Prof. Danny Franzreb			
Lecturer/s:	Prof. Dr. Markus Caspers, Prof. Danny Franzreb, Prof. Patricia Franzreb			
Type of course:	○ optional	◉ compulsory		
Mode of delivery:	face-to-face			
Language of Instruction:	◉ English	○ German	**Level of course:**	1st semester
Teaching Methods:	seminars, exercises, project		**Volume:**	hours per semester week: 03

Work parameters:	**Contact hours in lecture form**	**Excercises (hours)**	**Self-studies (hours)**	**All together (hours)**
	45	65	70	
			ECTS-Credits:	06
Number of Participants:	20		**Length of programme:**	1 semester
Use for other studies:	n.a.			

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Prerequisites:	None
Learning outcomes:	- Specialized knowledge in implementing and working with the tools, tactics, and trends of HCD and Design Thinking in this rapidly changing field - Demonstrate an advanced understanding of human centered design processes for strategical application in international / national projects - Advanced skills in applying and moderating human centered design processes to create solutions that shape the future of digital products Specialized knowledge in the utilization of agile and lean design methods within interdisciplinary teams
Content:	Throughout the course students will explore experience design and related fields such as service design and interaction design, understanding human behavior, rigorous research, prototyping and testing. Human-centered design (HCD) is a design and management framework that develops solutions to problems by involving the human perspective in all steps of the problem-solving process. In the digital age creative thinkers can be more successful by learning directly from the people they are designing for as they immerse themselves in peoples' lives to deeply understand their needs. Design thinking is very closely connected to HCD. Hence it can be described as a discipline that uses the designer's sensibility and methods to match people's needs with what is technologically feasible and what a viable business strategy can convert into customer value and market opportunity. This module teaches these creative approaches to problem solving in practical lessons across all major steps of modern projects. It especially focuses on focuses on trends, opportunities and challenges in the digital information society.

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Examination Regulations:	Project with documentation
Assessment methods/ components:	Task Weigth Date --- 1. Project + Artifacts 100/100 Week 1 - 15
Assessment criteria:	High Distinction 85-100 Outstanding or exemplary performance in the following areas: artifact quality; developement process quality; team work; intellectual initiative in response to project needs; mastery of the skills required by the subject. Distinction 75-84 Usually awarded to students whose performance goes well beyond the minimum requirements set for tasks required in assessment, and who perform well in most of the above areas. Credit 65-74 Usually awarded to students whose performance is considered to go beyond the minimum requirements for work set for assessment. Pass 50-64 Usually awarded to students whose performance meets the requirements set for work provided for assessment. Fail 0-49 Usually awarded to students whose performance is not considered to meet the minimum requirements set for particular tasks. A frequent cause of failure is resting too much on the work of team members.
Planned learning activities and teaching methods:	Seminars Exercises Project

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Required reading and other learning resources/tools:	Brown, Tim: Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation, HarperBusiness 2009
	Verbeek, Peter-Paul: What Things Do. Reflections on Technology, Agency and Design, Pennsylvania University Press 2005
Recommended reading and other learning resources/ tools:	International Organization for Standardization: Ergonomics of human-system interaction - Part 210: Human-centred design for interactive systems, ISO 2010
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Additional information:	