

COURSE OUTLINE		
TERM: Spring 2025	COURSE NO: DSGN 325	
INSTRUCTOR:	COURSE TITLE: Design Thinking and Research	
OFFICE: LOCAL: E-MAIL: @capilanou.ca	SECTION NO(S):	CREDITS: 3.0
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Lil'wat7úl (Lil'wat), xʷməθkʷəy̓əm (Musqueam), shíshálh (Sechelt), Sḵw̓xwú7mesh (Squamish), and Səlílwətaʔ/Selilwitulh (Tsleil-Waututh) people on whose territories our campuses are located.

COURSE FORMAT

Six hours of class time for a 15-week semester. May be offered in mixed-mode format.

COURSE PREREQUISITE

50 IDES/DSGN credits

CALENDAR DESCRIPTION

This course examines how design thinking is used to identify new solutions to diverse problems. Using a case study approach, students explore ways that design thinking has been successfully used around the world, and how cultural differences can influence design. The emerging field of design research is explored, including the value of evidence-based design; how ethnographic research can uncover audience values; and how these values can be integrated into the language of design.

COURSE NOTE

DSGN 325 is an approved Self and Society course for Cap Core requirements.

REQUIRED TEXTS AND/OR RESOURCES

Details on recommended texts and readings, if any, will be supplied by the instructor.

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

- Define design thinking;
- Describe how design thinking can produce solutions to diverse problems;
- Identify and describe different research methodologies used in the visual communication industry;
- Identify a variety of research strategies, tactics, and processes used in research-driven design solutions;

- Develop documentation of research for the analysis, application, and dissemination of findings for visual communications solutions; and
- Introduction to the Research Ethics Committee at CapU and completion of required certifications/courses recommended by the REB.

Students who complete this Self and Society course will be able to do the following:

- Identify potential root causes of local/global problems and how they affect local/global cultures, economies, politics, and policies;
- Assess and evaluate individual and collective responsibilities within a diverse and interconnected global society;
- Synthesize a range of differing community perspectives on ethics and justice and explain how these perspectives can inform structural change; and
- Explain how contexts (e.g. cultural, historical, colonial, economic, technological) shape identity formation and social structures.

COURSE CONTENT

Students should expect to spend at least 8 hours/per week on course readings, weekly in-class learning activities, collaborative projects, or assignments.

Week	Topic
1	Orientation & Introduction. What is Design Thinking and Research? Process overview, examples and case studies. REB Introduction and TCPS 2: CORE-2022 (Course on Research Ethics).
2	Introduction to human centered design. Exploration of research techniques and how they can be used to empower design thinking. Case Study examples.
3-7	Design Challenge: Discover phase: research methods, create hypothesis, project brief, and framing the design challenge.
8-10	Design Challenge: Ideate phase: brainstorming, collaboration methods (building on the ideas of others, concept development, and presentation/case study examples.
11-13	Design Challenge: Experiment phase: Prototype and refine methods, rapid prototyping workshop, multi-term workshop, storytelling and role playing. The importance of presentation skills and public speaking.
14	Design Challenge: Test & Implement phase: Pitch style presentation, group discussion and evaluation, discuss the future and value of design thinking & design activism.
15	Review

EVALUATION PROFILE

Assessment	% of Final Grade
Assignments	50-85%
Quizzes/Midterm	0%-35%
Participation & Professionalism	15%
Total	100%

This course consists of several assignments. No one assignment will be valued at more than 35% of the final grade.

Participation & Professionalism

Students will be evaluated on their active participation and engagement at 1% per class or to a maximum of 15% of the course grade. The evaluation criteria for participation will be determined by the instructor and cannot be solely based on attendance.

Participation and professionalism can be demonstrated during synchronous (live) and asynchronous (self-paced) classes through clear verbal and written communication, peer support, giving and receiving critique, sharing work-in-progress, reflection, and ongoing curiosity about the subject matter.

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments

All late assignments will receive a penalty of a 20% deduction for each period of 1 to 7 days that an assignment is late.

Missed Exams/Quizzes/Labs etc.

Missed exams, quizzes and tests (if any) will be assigned a grade of zero. Make-up exams, quizzes and tests are generally given only in medical emergencies or severe personal crises, at the discretion of the instructor. Accommodations can be made to honour community needs and traditional practices.

Attendance

Students are expected to attend all classes and associated activities. Students who are absent for more than three classes without permission from the instructor may fail the course. At the discretion of the instructor, students may be marked absent for arriving more than 15 minutes late, leaving class early without permission or turning webcams off for extended periods of time.

Students are responsible for:

- Informing the instructor and division assistant in writing, if a class will be missed.
- Maintaining assignment due dates.
- Obtaining any missed class materials from their peers. It is not the instructor's responsibility to provide students with instruction that was missed during class time.

English Usage

Students are expected to proofread all written work for grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices

Students may use electronic devices during class for course-related purposes only, unless they have a documented accommodation requirement from Accessibility Services. Use of the internet, social media or e-mail during class is limited to program-related work.

On-line Communication

Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

Instructors will be available during their office hours to support student learning and will communicate with students using their official Capilano University email or MS Teams. Students and instructors are encouraged to respond to online communications within 2 business days.

UNIVERSITY OPERATIONAL DETAILS**Tools for Success**

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <https://www.capilanou.ca/student-services/>

Capilano University Security: download the [CapU Mobile Safety App](#)

Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information:

<https://www.capilanou.ca/about-capu/governance/policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.

DEPARTMENT OR PROGRAM OPERATIONAL DETAILS

Refer to the following IDEA School of Design policies:

- [Academic Performance policy](#)
- [Student Code of Conduct](#)
- [Plagiarism Policy](#)
- [AI Policy](#)