

PARSONS SCHOOL OF DESIGN

NEW DESIGN FIRMS

Spring 2016

In this course, students will be introduced to the conditions of the new design service-and experience-oriented firms that are subsuming traditional consulting practice. These novel conditions in turn present opportunities, challenges, and a new mandate for leadership and innovation: how should one design, manage and improve those design firms? How should their strategy, structure, scale, scope, and social position be defined? Students will investigate various aspects and angles of the ongoing transformation of these firms; they will present research and critique/commentary via seminal works in the field.

NEW YORK UNIVERSITY

INTRODUCTION TO WEB DESIGN AND COMPUTER PRINCIPLES

Spring 2016

There are two primary aspects to this course. The first is learning how to build websites and prepare the various elements that comprise them. The second is understanding concepts behind computers in general and the Web in particular. We will supplement in-person lectures with online videos and other learning materials. Topics include:

- Computer principles
- Unix command line
- HTML
- CSS
- Image editing
- Design and wireframing
- Responsive web design
- Animation
- Web frameworks
- Web audio and video
- jQuery
- Web hosting and domain names

MILES DO TANK

BORDERS, IMMIGRATION, EMIGRATION: HOW MIGHT WE BREAK DOWN BARRIERS AND FOSTER CONNECTION?

Spring 2016

The miLES Do Tank is an action-oriented design thinking course, tied to a challenge to translate learnings into local impact. In collaboration with Foossa, Makeshift, NYU Design for America, and the Tenement Museum, the Do Tank cultivates a group of people with varied skill sets to work together on a real-world issue, from collaborative ideation to collaborative creation.

This 14-weeks program for young professionals and graduate students is facilitated by experts from Foossa, IDEO, Makeshift, NYU Design for America, miLES and more. With their support, Do Tank participants are guided through a design process which goes through the phases of research and discovery, ideation and prototyping. In addition to course materials, weekly meetings, and mentorship, the cohort of Do Tank Participants will be given a shared stipend of \$1K plus access to a NYC storefront for a week, which can be leveraged to produce a pop-up experience that shares their prototype and engages the public for feedback.

I was also an instructor for the Fall 2015 term of the Do Tank. The topic of that inaugural term was how to use design and popups to reduce food waste.

CORNELL EXECUTIVE EDUCATION

I was a team mentor/teaching assistant for a two-day executive education intensive at Cornell Business School's New York City campus in 2015. I was also a mentor/teaching assistant for a previous version of the intensive, which was a required course for MBA and Masters of Engineering students in the fall of 2014 as part of their orientation "Boot Camp."

DESIGN THINKING INNOVATION LAB

May 7-8, 2015

Learn to be a Design Thinker at Cornell. Design Thinking, is the practice pioneered by top innovation firm IDEO, taught at Stanford University and used by some of the worlds' most innovative companies. Cornell Executive Business Education has built upon this design and added an increased element of applicability to your everyday business life as well as an element of how do you lead innovation back on the job which is vital in the current market. It allows organizations to innovate and solve problems quickly around the needs of key stakeholders. This innovation methodology helps organizations to unlock hidden customer needs and build customer ideas into breakthrough solutions. It works for business to consumer, business to business and for nonprofits.

This intensive, two-day skill-building workshop in New York City on May 7-8, 2015 is designed to introduce business leaders to this innovation methodology. It is part of the Cornell Executive Business Education delivered by the Samuel Curtis Johnson Graduate School of Management at Cornell University.

Led by a team of Cornell experts, Tracy Brandenburg and Toddi Gutner, you will learn a new way to generate innovative ideas, how to get to know your customers better, and design an innovative solution to a complex, real-world business problem.

You will hear from, Claudia Kotchka, Senior Executive and Change Agent who successfully led an innovation culture transformation at Procter & Gamble. A pioneer in innovation practices, she led the integration of design, innovation, and strategy while globalizing the design capability of P&G and currently advises Fortune 500 Companies on Innovation and Design.

You will be introduced to practical tools and techniques that you can implement in your workplace to generate fresh ideas that improve business performance. New York City will be your “classroom” as you develop consumer insight strategies and learn world-class best practices in the competitive environment.

SCHOOL OF VISUAL ARTS

DESIGNING COMMUNITY

Fall 2015

This three-part intensive workshop is an introduction to crafting the platforms and experiences that enable communities to collaborate, create, and innovate. We’ll explore social networks, memes, crowdfunding, online petitions, and models of digital community participation. Then you’ll design your own, with no programming experience required.

I originally developed “Designing Community” as a summer executive education course, but it was cancelled due to lack of enrollment. I later adapted it into an intensive workshop that was offered to MFA degree students in Design for Social Innovation.

UNDERSTANDING NATURAL AND SOCIAL SYSTEMS

Co-taught with Patricia Dandonoli

Fall 2014

This course asks students to think about social and environmental issues in the context of the complex human communities and natural systems in which they exist. We’ll look at the people and places at the heart of issues like climate change, health, national security, and personal identity. Students study communities online and on the ground and analyze the interwoven dynamics of business, non-profit organizations, and public agencies.

I previously taught a year-long studio version of the “Understanding Natural and Social Systems” class in the 2012-2013 school year in which student groups also did design consulting projects for teaching clients to help them build and engage their respective communities.

BE SOCIAL CHANGE

Since 2014, I have been teaching two hour storytelling workshops organized by Be Social Change at the Centre for Social Innovation in New York. I have been offering the Transformative Storytelling workshop for the last year, and recently introduced the Visual Storytelling workshop as well. The workshops are offered every month or two and are open to the general public, although the participants tend to be professionals working in the non-profit and social enterprise sector.

TRANSFORMATIVE STORYTELLING

In this class, we uncover the narrative structures and strategies used by social change practitioners and entrepreneurs for building community and inspiring action. This is a workshop for makers and social entrepreneurs who want to strengthen their skills in storytelling to transform themselves, their teams, and

their broader communities. Storytelling is a powerful tool for building a shared identity, for facilitating mutual understanding, and for facilitating collective action.

We will draw upon successful storytelling methodologies and strategies from the fields of social activism, marketing, and the arts. We will examine and decode examples of successful (and not so successful) storytelling. This class will get “hands on” with activities and exercises that will encourage participants to practice their new storytelling skills.

VISUAL STORYTELLING

Visual Storytelling is a broad term that encompasses how we tell stories and convey information visually, whether that is through designing a flyer, poster, website, or data visualization, or producing a video. Contemporary computers and mobile devices make it easier than ever for us to tell our stories visually. This course is an introduction for non-designers and people with limited visual storytelling experience to gain a basic understanding of how to more effectively communicate visually.

We will cover the basic principles of visual communications like focus, hierarchy, composition, the law of thirds, and more. We will start to train our eyes to better understand the visual storytelling that surrounds us, and a leave with resources to help us continue our learning.

SEXTANT.WORKS PLACEMAKING LAB

In the summer of 2015, I taught an experimental free public workshop as part of the Sextant.Works Placemaking Lab on New York's Governor's Island.

MOVEMENT WORKSHOP: KINESTHETICS CONVERSATIONS ON CROWDED SPACES

August 8, 2015

Every day in New York City we find ourselves interacting in urban space, on crowded streets and subway trains. Crossing paths with strangers, near collisions, conversations without words. How do we decode the grammar to these kinesthetic conversations? Learn how to inject fun, freedom, and a little bit of mischief into your everyday interactions and gain new insights for designing social experiences. This workshop will draw upon diverse disciplines including experience design, social science, martial arts, and choreography. Come ready to move your body. No dance or martial arts background necessary. All are welcome.

COLLEGE OF STATEN ISLAND

I taught three undergraduate courses in the College of Staten Island's Department of Media Studies. The in-person studio courses were supplemented with online video content.

COM 115 INTRODUCTION TO DESIGN AND DIGITAL MEDIA ENVIRONMENTS

Spring 2013

This survey course of the Adobe Creative Suite introduces students to the fundamental tools, skills, and principles that are a prerequisite to using a computer for graphic design, digital imaging, and Web design.

Students will be instructed in the computer's operating system, and introduced to the basic software programs and peripheral devices. This course is the prerequisite for all COM production courses.

COM 370 WEB DESIGN, GRAPHICS, AND THEORY

Spring 2013

This course is an exploration of Web design, new media, digital culture, and cyberspace. This course is concerned with the technical skills of Web design and development, and the theoretical implications of Web-based design. Students will create projects employing Web design software. Along with production, COM 370 focuses on the psychological, cultural, social, economic, and political relationships associated with Internet culture. We will focus on designing webpages with Adobe Dreamweaver.

COM 380 WEB DESIGN, ANIMATION, AND THEORY

Spring 2013

This course focuses on digital animation for the Internet. We will cover the technical aspects of digital animation, as well as historical and theoretical topics. Students will create animations as stand-alone pieces and as components in Web pages. We will be learning how to animate in Adobe Flash using the timeline. We will also introduce basic ActionScript code. Prerequisite: COM 370

SKILLSHARE.COM

In early 2013, Skillshare asked me to pilot my experimental online course #DesignThyself on their platform, just as they were rolling out their new online course functionality and pivoting away from being a marketplace for offline classes.

#DESIGNTHYSELF

2013

Are you interested in learning about design principles to affect change? Why not start with yourself? This class brings design thinking and design doing to a personal level. Throughout the course we will each design and document an intentional and proactive personal change in our lives. It could be learning a new skill, acquiring a new habit, or quitting an old one. The personal change could be related to health, sports, language learning, cooking, reading, or emotional/spiritual/creative practice. The projects should be related to personal growth and self-mastery, but also light-hearted, fun, and social. Think of it as part New Year's resolution, part school science project (where you are your own guinea pig), and part reality show.

We will draw from the fields of interaction design, activism for social/cultural change, as well as cognitive psychology. Lectures, readings, and office hours will be supplemented by local discussion and support circles. We will blog to document the "before," "during," and "after" of our personal transformation and engage with each others' transformation through smaller online group discussions.

#DesignThyself is not about "self-help." It is about using (and demystifying) design principles to deal with change in a proactive way and to create beauty and meaning out of desire and necessity.