



GXD: Global Experience Design

IMBX-SHU 102T

Fall 2019 | Mondays 9:45a – 12:45p | Room 900

Instructor Information

Instructor: Emily Tsiang, Visiting Associate Professor

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Office Hours: Tuesdays 12-2p or by appointment, Room 949-5

Course Information

Term: Fall 2019

Credits: 4.0

Description: This course is about designing your global experiences. Students are introduced to design thinking as a practical tool to make the most out of their NYUSH experience and prototype opportunities offered by NYU's Global Network. This course will use rapid prototyping methods to test out academic and career interests, visit global organizations in Shanghai, and meet with leaders with multinational experience. The course will be delivered in a studio setup with in-class design workshops that explore topics such as the purpose of college, educational wayfinding, global perspectives, and innovating on career paradigms. No prerequisite.

Meeting Time: Mondays, 9:45a – 12:45p, Room 900 at NYU Shanghai

Course Learning Outcomes

Upon completion of this course, students will be able to:

- Apply design thinking tools and a designer's mindset to navigating their university experience in a unique cross-cultural setting
- Understand ideas and practices of experience design within a global context
- Craft meaningful learning opportunities that are intentional, interactive, and impactful
- Strengthen their self-authorship and creative confidence through prototyping practices

Course Schedule

Timeline	Topic	Assignments Due
Week 1 Sept 2	Introduction Course Framework Experience Design Visual Thinking	<i>Assignments are given at least a week prior and due the week they are listed in:</i>
Week 2 Sept 9	Origin Story: Tracing Our Own History Schemas Purpose of College Ideation: Fall Semester Storytelling StoryMap Workshop	<ul style="list-style-type: none">• Engage: Prototype Conversation with a Senior• Reflect: Worldview• Collect 3-5 images

Week 3 Sept 16	Cultural Geography Exploring Place, <i>Travis Klingberg</i> Sensory Design	<ul style="list-style-type: none"> Engage: Prototype Conversation with a Faculty Reflect: Collegeview Apply: CEL Experiential Field Trip
Week 4 Sept 23	Global City: Shanghai <i>Field Trip: Former French Concession</i>	<ul style="list-style-type: none"> Reflect: Reading Reflect: 5 Whys Office Hours
Week 5 Oct 7	Design Thinking Designer Mindset StoryMap Presentations	<ul style="list-style-type: none"> StoryMap: Origin Story
Week 6 Oct 14	Global Business <i>Field Trip: Nike House of Innovation</i>	<ul style="list-style-type: none"> Reflect: Reading
Week 7 Oct 21	Global City: London, NYC, Paris Financial Technology Interactive Arts	<ul style="list-style-type: none"> Engage: Prototype Experience
Week 8 Oct 28	Global City: Abu Dhabi, Tel Aviv, Berlin Innovation Ecosystem	<ul style="list-style-type: none"> Engage: Prototype Experience
Week 9 Nov 4	Global City: Sydney, Los Angeles, Madrid, Prague	<ul style="list-style-type: none"> Engage: Prototype Experience
Week 10 Nov 11	Global Impact <i>Field Trip: Inclusion Factory (TBD)</i>	<ul style="list-style-type: none"> Engage: Prototype Experience
Week 11 Nov 18	Global City: Washington DC, Buenos Aires, Accra Business & Law Social Entrepreneurship	<ul style="list-style-type: none"> Engage: Prototype Experience
Week 12 Nov 25	Decision Making Decision Theory Cognitive Bias & Heuristics Ways of Knowing	
Week 13 Dec 2	TBD	
Week 14 Dec 9	Showcase	<ul style="list-style-type: none"> StoryMap: My 3 NYUSH
Finals Week	None	

Course Policies

Attendance Policy: There is allowance for one unexcused absence, each additional unexcused absence will be an automatic drop to the next third of a grade (A to A-, A- to B, etc). If you need to miss a class due to an unexpected circumstance such as illness or a prescheduled event such as a conference, it is your responsibility to reach out to the instructor. Only pre-excused absences will be allowed.

Classroom Conduct: Class begins on time and students are expected to be in their seats at the start of class time and after break. Arriving more than 10 minutes late or leaving more than 10 minutes early will be considered an unexcused absence.

Assignment: Assignments must be completed before the start of class. Assignments are given at least a week prior and due the week they are listed in the course schedule. Please make sure that all assignments are word-processed and spell checked. There is allowance for one late assignment, uncompleted assignments will be an automatic drop to the next third of a grade.

Use of Technology: Unless explicitly stated, the use of devices (phones, computers, etc) is not allowed during class.

Grades (Assessment, Measurement and Evaluation)

Course Activities	% of Final Grade
Class Engagement	30%
Assignments	50%
Final Project	20%

Letter grades for the entire course will be assigned as follows:

Letter Grade	Points	Percent
A	4.00	92.5% and higher
A-	3.67	90.0 – 92.49%
B+	3.33	87.5% - 89.99%
B	3.00	82.5% - 87.49%
B-	2.67	80% - 82.49%
C+	2.33	77.5% - 79.99%
C	2.00	72.5% - 77.49%
C-	1.67	70% - 72.49%
D+	1.33	67.5% - 69.99%
D	1.00	62.5% - 67.49
D-	.67	60% - 62.49%
F	.00	59.99% and lower

University Course Policies

Grading Evaluation Scale

NYU Shanghai follows the same grading practices as NYU New York. The following grades may be awarded: A, A-, B+, B, B-, C+, C, C-, D+, D, F. In general, A indicates excellent work, B indicates good work, C indicates satisfactory work, and D indicates passable work and is the lowest passing grade. F indicates failure. There are some additional grades—P for pass, W for Withdrawal—which are awarded administratively.

Grade Dissemination

Graded tests and materials in this course will be returned individually. You can access your final grades at any time using the Grade Book Function of NYU Classes.

University Policy on Class Attendance and Participation:

Students are expected to attend all scheduled classes unless the instructor explicitly informs the class that other ways of doing the work are acceptable. The action to be taken in regard to tardiness, absence from class or making up late work is the responsibility of the individual instructor.

No student shall leave a scheduled exercise because of the absence of the instructor until a reasonable time has passed. By tradition and as a matter of courtesy, a student should wait ten minutes before leaving.

All classes will be held at their scheduled hour on days immediately before and after all holidays and recesses. Please note legislative days in the fall and spring terms when a special schedule is adopted to accommodate local holidays.

Students, either as individuals or as members of student organizations are permitted to be absent from classes to participate in competitions, conferences, and presentations, either at home or out of town, as approved by the Assistant Dean for Academic Affairs provided the following conditions are met:

- All work missed must be made up to the satisfaction of the instructor(s) concerned;
- No trip shall involve an absence of more than two days, excluding days when classes are not scheduled;
- The total number of days of absence shall not exceed six per sport or per organization annually;
- Each student will obtain an absence authorization signed by the Assistant Dean for Academic Affairs. The student will present this authorization to the instructor before the date in question. This is not an excuse for work missed.

University Policy on Make-up of Absence from Class due to illness:

When students are ill, they are expected to notify professors in advance of class, if at all possible. Students should negotiate with professors the time and place for make-up of assignments, tests and/or examinations missed. In cases where students are seriously ill and

will miss more than a week of classes, the Office of Health and Wellness should be contacted so that the student's other professors may be contacted. The Office off Health and Wellness will not verify medical absences of under a week.

Extra Course Activities or Class Sessions

Undergraduate students often have many commitments, including other classes and work. University policy is that faculty may not require undergraduates to attend a particular event outside class hours. If faculty want to ask students to attend a special event or exercise outside of the regular class hours, then faculty must make it either optional or provide several times.

Professionalism Policy

Please attend to all university policy and classroom etiquette procedures. Those not heeding the policies will be asked to leave the classroom/lab immediately so as to not disrupt the learning environment. Please arrive on time, be attentive, and respectful for all class meetings. Students who habitually disturb the class by talking, arriving late or other unprofessional behavior may suffer a reduction in their final class grade.

Academic Honesty/Plagiarism

Refer to this link for more information on [Academic Standards and Discipline](#).

Violations of Academic Integrity include, but are not limited to:

- Cheating: Intentionally using or attempting to use unauthorized materials, information, notes, study aids, or other devices in any academic exercise.
- Fabrication and Falsification: Intentional and unauthorized alteration or invention of any information or citation in an academic exercise. Falsification is a matter of inventing or counterfeiting information for use in any academic exercise.
- Multiple Submissions: The submission of substantial portions of the same academic work for credit (including oral reports) more than once without authorization.
- Plagiarism: Intentionally or knowingly presenting the work of another as one's own (i.e., without proper acknowledgment of the source).
- Abuse of Academic Materials: Intentionally or knowingly destroying, stealing, or making inaccessible library or other academic resource materials.
- Complicity in Academic Dishonesty: Intentionally or knowingly helping or attempting to help another to commit an act of academic dishonesty.

Plagiarism includes, but is not limited to:

- Copying or borrowing liberally from someone else's work without his/her knowledge or permission; or with his/her knowledge or permission and turning it in as your own work.
- Copying of someone else's exam or paper.
- Allowing someone to turn in your work as his or her own.
- Not providing adequate references for cited work.
- Copying and pasting large quotes or passages without properly citing them.

Disability Disclosure Statement

Academic accommodations are available for students with disabilities. Please contact the Moses Center for Students with Disabilities (212-998-4980 or mosescsd@nyu.edu) for further information. Students who are requesting academic accommodations are advised to reach out to the Moses Center as early as possible in the semester for assistance.

Title IX Compliance

From the NYU Title IX website: “Title IX of the Education Amendments of 1972 (Title IX) prohibits discrimination on the basis of sex in educational programs. It protects victims of sexual or gender-based bullying and harassment and survivors of gender-based violence. Protection from the discrimination on the basis of sex includes protection from being retaliated against for filing a complaint of discrimination or harassment. NYU is committed to complying with Title IX and enforcing University policies prohibiting discrimination on the basis of sex. Mary Signor, Executive Director of the Office of Equal Opportunity, serves as New York University’s Title IX Coordinator. The University’s Title IX Coordinator is a resource for any questions or concerns about sex discrimination, sexual harassment, sexual violence, or sexual misconduct and is available to discuss your rights and judicial options. University policies define prohibited conduct, provide informal and formal procedures for filing a complaint and a prompt and equitable resolution of complaints.

Links to the Policy and related documents:

- Sexual Misconduct, Relationship Violence, and Stalking Policy
- Procedures for Complaints Against Students
- Procedures for Complaints Against Employees
- Resource Guide for Students
- Resource Guide for Employees

Resources

- **Access your course materials:** Google Drive
- **Obtain 24/7 technology assistance:** [IT Help Desk](https://nyu.edu/it/servicedesk) (nyu.edu/it/servicedesk)
- **Tutoring and Writing Support.** The Academic Resource Center (ARC) provides tutoring and support to students looking to reach their highest academic potential. Students can schedule a meeting, or drop by, for individual and small group tutoring in over 30 other STEM and Business & Economics courses. The ARC also offers individual writing consultations at any stage of the writing process, as well as academic coaching in areas such as time management, reading and note-taking strategies, and exam preparation. Visit the [online schedule](#) to check availability. Students are also welcome to study on their own in the comfortable, supportive atmosphere of the ARC.
- **Library and Research Services.** The Library is available to support your research needs. They have access to 14,000 print resources, 2,000 DVDs, and 1,000 databases (including over a million e-books, as well as streaming audio and video and image databases). Librarians with expertise in Business, Economics, Humanities, Science (STEM), and Social Sciences are available in-person and online to help. Services include:
 - One-to-one consultations to help you with your research projects

- Reference Desk hours for immediate help with finding and using resources
- Workshops throughout the semester on research strategies, special databases, academic integrity, and using citation tools.
- Visit the Library on the 4th floor, or go to shanghai.nyu.edu/library to learn more