Design Thinking

BUSF -- SHU 211 (4 Credits)
Session I  Summer 2019

Instructor: Yanyue Yuan, Leon Lu, Nimrah Syed
Course Description

This PCI Summer Course Fulfills IMA Elective Art & Design (No prerequisite.)

Abu Dhabi Students: This course counts for Design Minor (Design Thinking) or Economics (Breadth Electives) or Economics (Entrepreneurship & Finance Track) or Interactive Media (Media & Design Thinking Electives) or Pre-Professional Courses (Business and Organizational Studies).

Design Thinking is a theoretical, methodological and practical framework that has the potential of bringing about socially responsible innovation. Critical thinking, teamwork, and empathy are the three pillars of this course. This course sharpens both critical thinking and hands-on ability. It requires students to step out of their comfort zone and to examine and challenge their own assumptions. There will be both group and individual coursework as well as reading responses, work in progress documentation and a final ‘Kickstarter-esque' project presentation.

This course will introduce the core concept and toolkits of design thinking as the foundation of innovative thinking and practices. Students will create, explore and develop concepts for digital products, services and experiences which will be analyzed through a variety of generative and evaluative approaches. The course will be delivered in a studio setup with in-class design workshops which will be partially student lead and partially instructor driven. Students will also have opportunities to visit makerspace and social enterprises in Shanghai and receive feedback on their project from designers and start-up leaders.
Eligibility & Selection/Application Instructions:

Enrollment is open to undergraduates who have completed at least 1 year of full-time undergraduate study by the time they begin the program.

- **NYU Shanghai students** can select courses on Albert and do NOT need to fill out an application for summer session. They should contact their academic advisors for registration clearance beforehand.

- **NYU New York and NYU Abu Dhabi students:** [Login to the application here](#) with your netID and password. Select "Summer 2019."

- **Visiting students (Non-NYU) from other accredited universities:** Create an application ID through the [online application](#). Please also send an official undergraduate transcript (in English) to shanghai.summer@nyu.edu (a scanned copy) OR NYU Shanghai Summer Program 14 East 4th Street, Suite 3003, New York, NY 10012 (a hard copy).
Important Dates

For NYU Shanghai Undergraduates

- Relevant features available on Albert: Jan. 11, 2019
- Online registration begins: 9:00 a.m. EST, Feb. 11, 2019

For Undergraduates from NYU New York, NYU Abu Dhabi, or External Universities

- Priority Deadline: Feb. 3, 2019
- Regular Deadline: March 3, 2019
Questions?

- **Website:**
  - https://shanghai.nyu.edu/study-away/summer-courses (All summer courses)
  - http://creativityandinnovation.shanghai.nyu.edu/highlighted-courses (PCI summer courses only)

- **Email:**
  - shanghai.summer@nyu.edu (All summer courses)
  - creativity.innovation@nyu.edu (PCI summer courses only)

- **Phone:** +86 021 2059-5891 (Mon. - Fri., 9:00 - 17:00 EST)
- **Facebook:** @pcinyush
- **WeChat:** NYUSHPCI