

Makerspace & Design Thinking

9/28/22

Sarah Nagle

Creation & Innovation

Services Librarian

Class Overview

Makerspace

Tour and Overview

**Design
Thinking**

What is it? Why do we use it? What are the steps?

Empathy

Gaining insights

Discussion

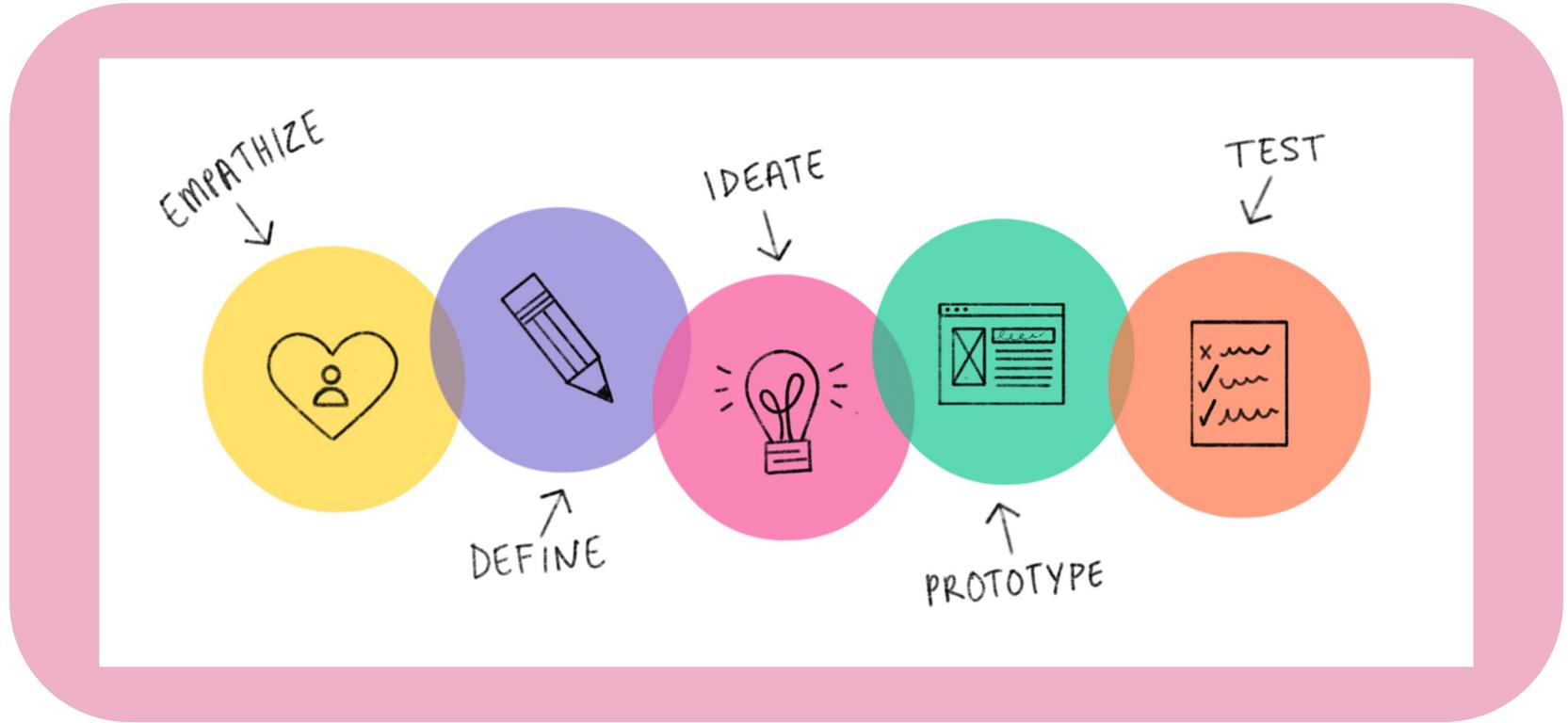
What we know about the LatinX community in the midwest - facts or assumptions?

Create

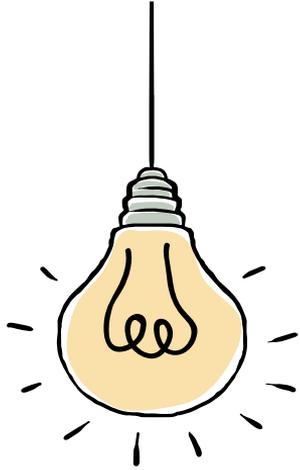
Logo button



Design Thinking Process

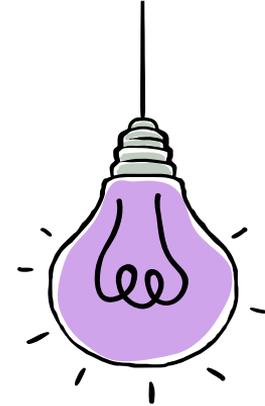


Divergent vs. Convergent Thinking



Divergent Thinking - Ideation

- Quantity over quality! Don't hold back - anything goes.
- Throwing out as many ideas as possible in a set period of time.



Convergent Thinking - Decide

- Grouping, voting, clustering
- Narrow down ideas
- Eventually decide on 1 - 3 for prototyping

Prototyping

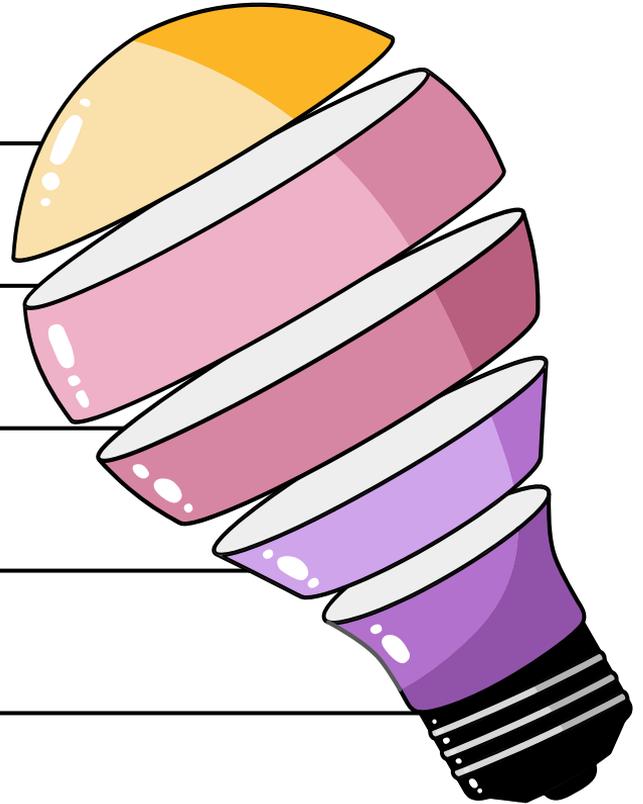
Bring ideas to life

Do it early and often!

Spurs your thinking

Get feedback early

Less mistakes later



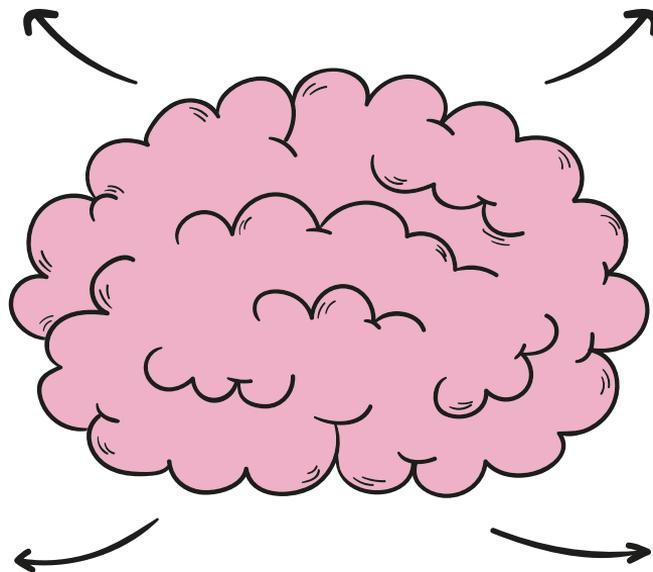
Tips for Empathy Immersion

Change your Perspective

Can you alter your perspective to better relate to someone with different experiences or viewpoints?

Do it Yourself

Have you personally experienced what you're learning about? If not, can you try to understand what it might feel like?



Limit Yourself

Consider who you're designing for and any aspect of their experience that you might take for granted. What happens when you take that ability away from yourself?

Analogous Experience

Is there a quality of the experience that you can experience analogously?

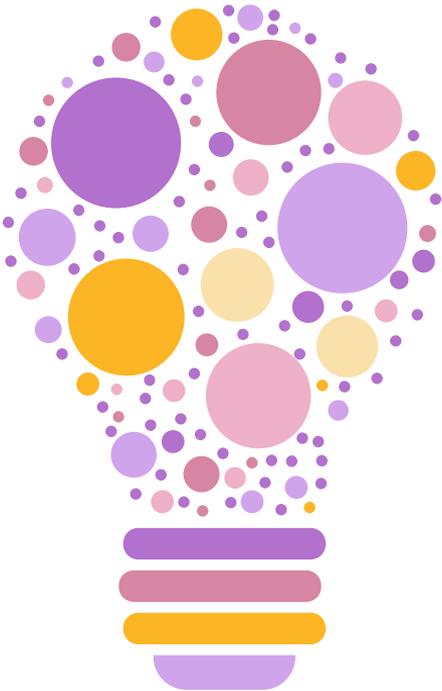
The Power of Empathy



Context is Key!

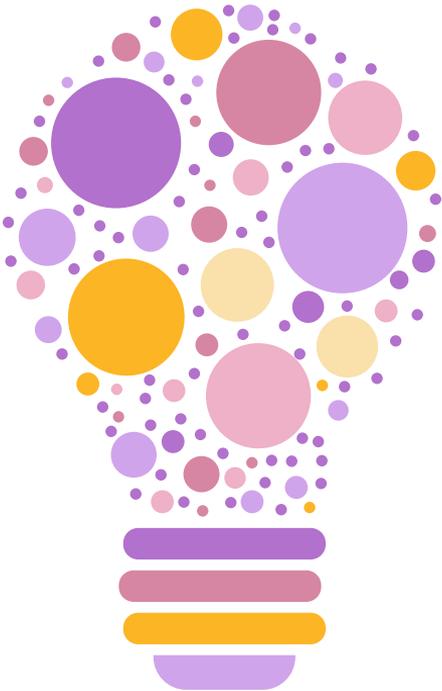


Reflect: Assumptions

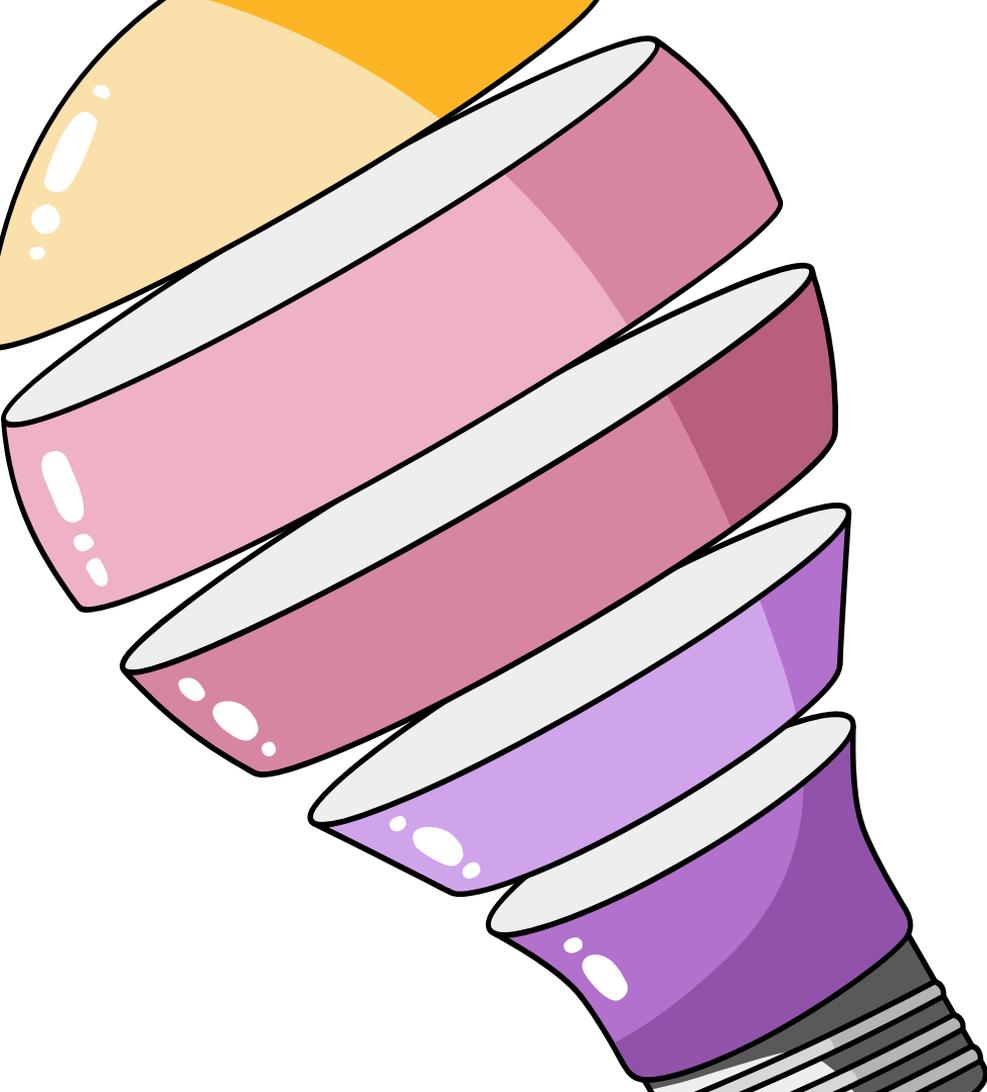


- Take about 3 minutes to write down 3-5 assumptions about the person you plan to interview.
- Some questions to answer with your assumptions:
 - What are some good things about being an immigrant or of Latin descent living in the Midwest?
 - What are the challenges for Latinx/a/o folks living in the Midwest?
 - How are Latinx/a/o folks represented in pop culture? In what ways can that representation be problematic?

Discuss: Assumptions



- Break into groups of 4. Share your assumptions with the group.
- Discuss:
 - What content from the class or your own life led to these assumptions?
 - How can you address these assumptions in your interview?
- Each group shares back with the class.



Empathy Reflection & Creation

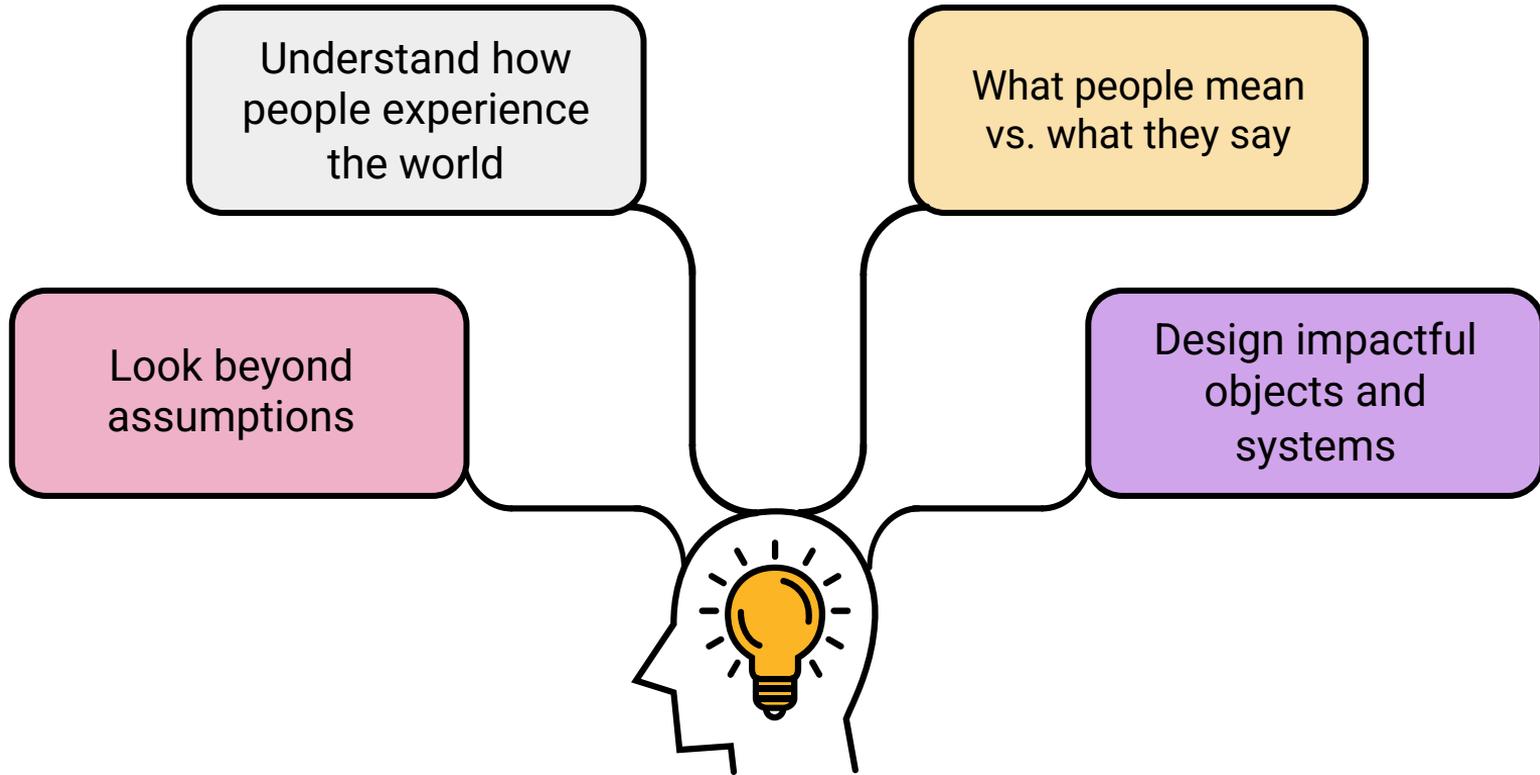
11/9/22

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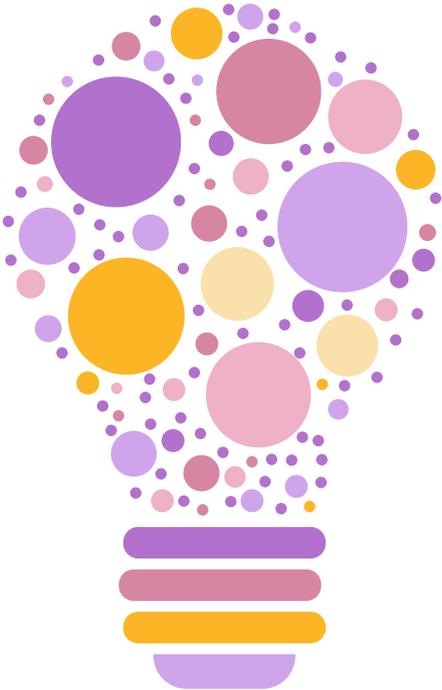
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Refresher - Why Empathy?

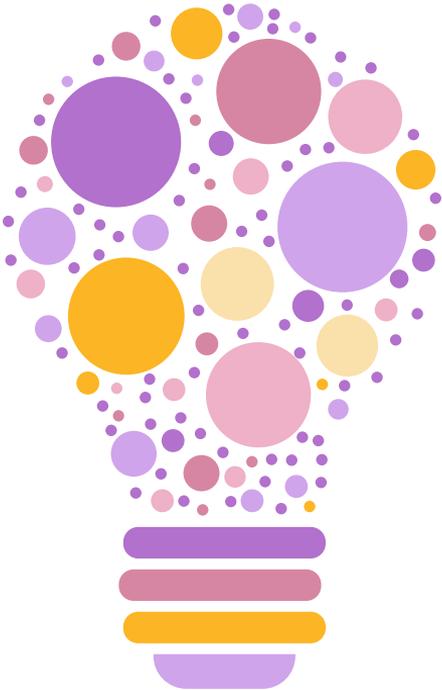


Reflect: Empathy Interviews vs. Assumptions



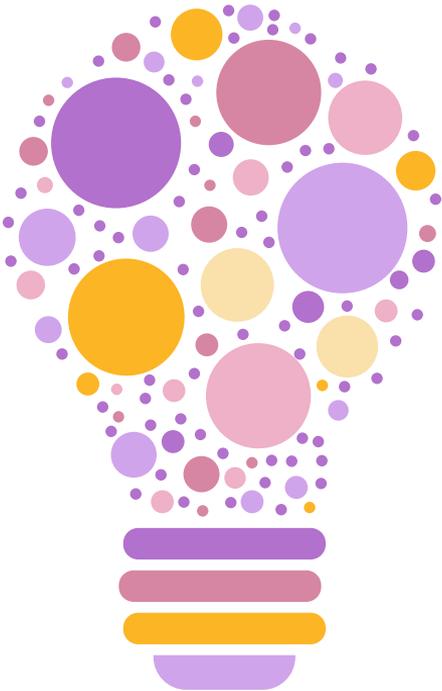
- Take about 5 minutes to reflect on the empathy process and your insights gained.
- Some questions to answer:
 - In what way were your assumptions challenged?
 - Were any of your assumptions correct?
 - What were the important insights you gained from your interview?
 - What was most surprising to you?
 - How did this process change your own worldview?

Discuss: Empathy Insights



- Break into groups of 4. Share your insights with the group.
- Discuss:
 - What are the most important insights gained?
 - Why are these insights important to you?

Share Back: Empathy Insights



- Each group shares back with the class
- As a class, we discuss common themes

Types of Logos

Abstract mark



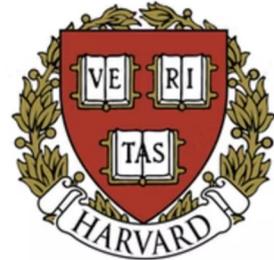
Mascot logo



Combination mark



Emblem logo



Lettermark



Pictorial mark



Wordmark

Color Theory



COLOR EMOTION GUIDE

OPTIMISM	CLARITY	WARMTH
FRIENDLY	CHEERFUL	CONFIDENCE
EXCITEMENT	YOUTHFUL	BOLD
CREATIVE	IMAGINATIVE	WISE
TRUST	DEPENDABLE	STRENGTH
PEACEFUL	GROWTH	HEALTH
BALANCE	NEUTRAL	CALM

A collection of logos and icons representing various brands and concepts associated with the colors. Brands include Nikon, UPS, NBC, Google, Amazon, Sprint, eBay, Best Buy, Target, McDonald's, and many others. At the bottom, there are icons for Yin-Yang, Peace, Strength, Idea, Energy, Happiness, and Like.

Sources: <https://www.creativeblog.com/branding/choose-colour-logo-design-8133973>, <https://thelogoagency.net/psychology-of-color-in-logo-design/>

Icons Have Meaning



<https://fonts.google.com/icons?selected=Material+Icons>

Design: Empathy Logo

