

# Makerspace & Design Thinking

9/28/22

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Creation & Innovation  
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# Class Overview

**Makerspace**

Tour and Overview

**Design Thinking**

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

**Empathy**

Gaining insights

**Discussion**

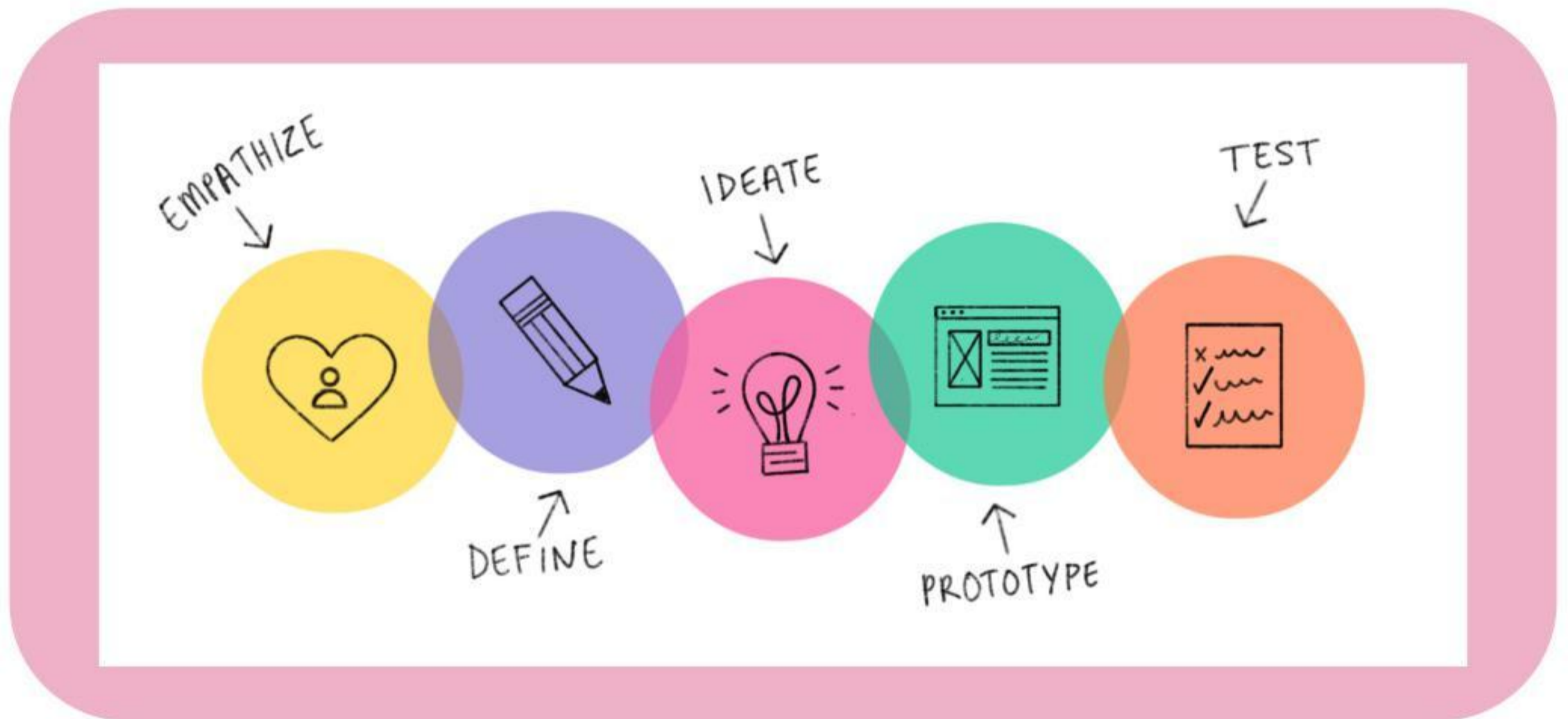
What we know about the LatinX community in the midwest - facts or assumptions?

**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

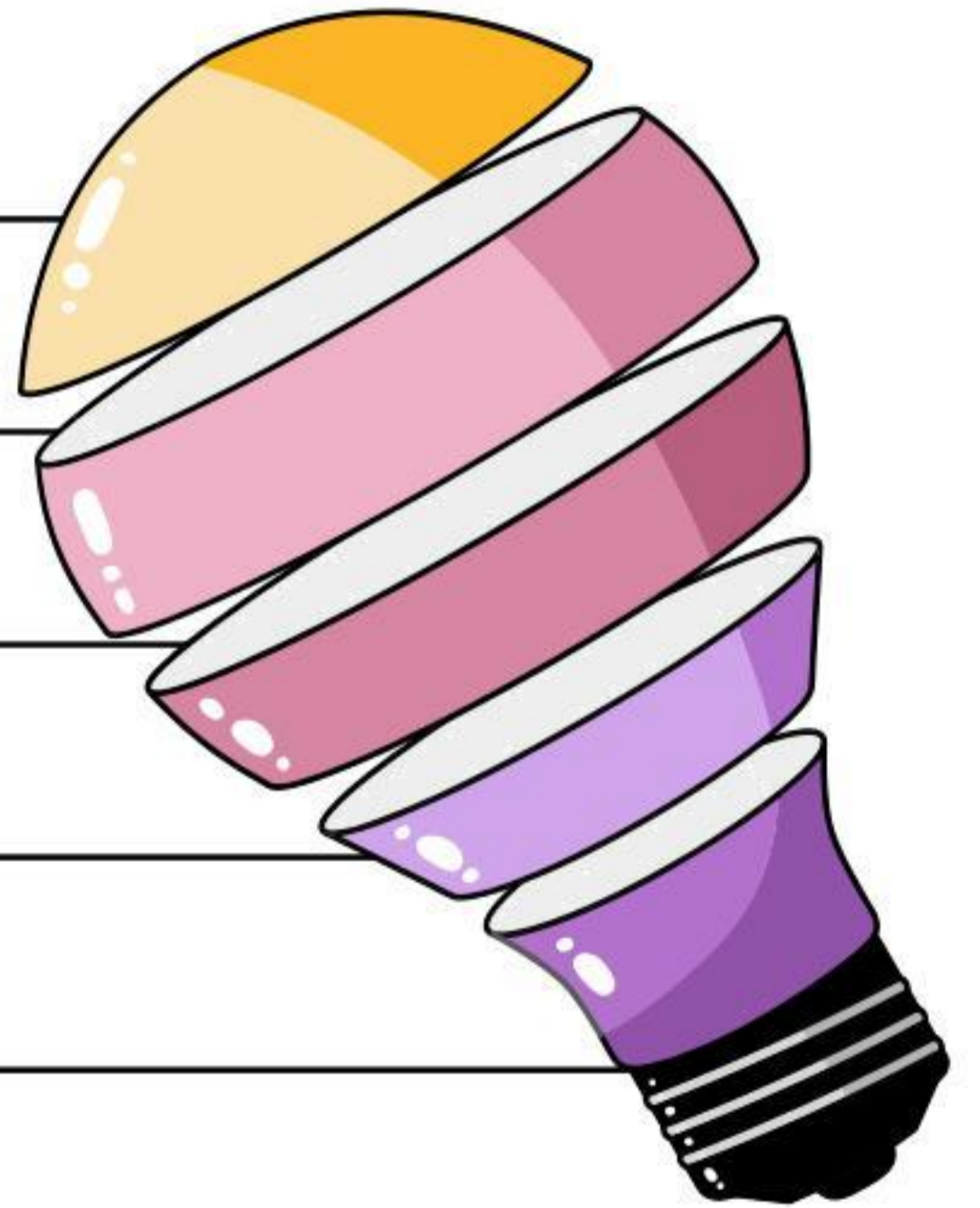
Bring ideas to life

Do it early and often!

Spurs your thinking

Get feedback early

Less mistakes later



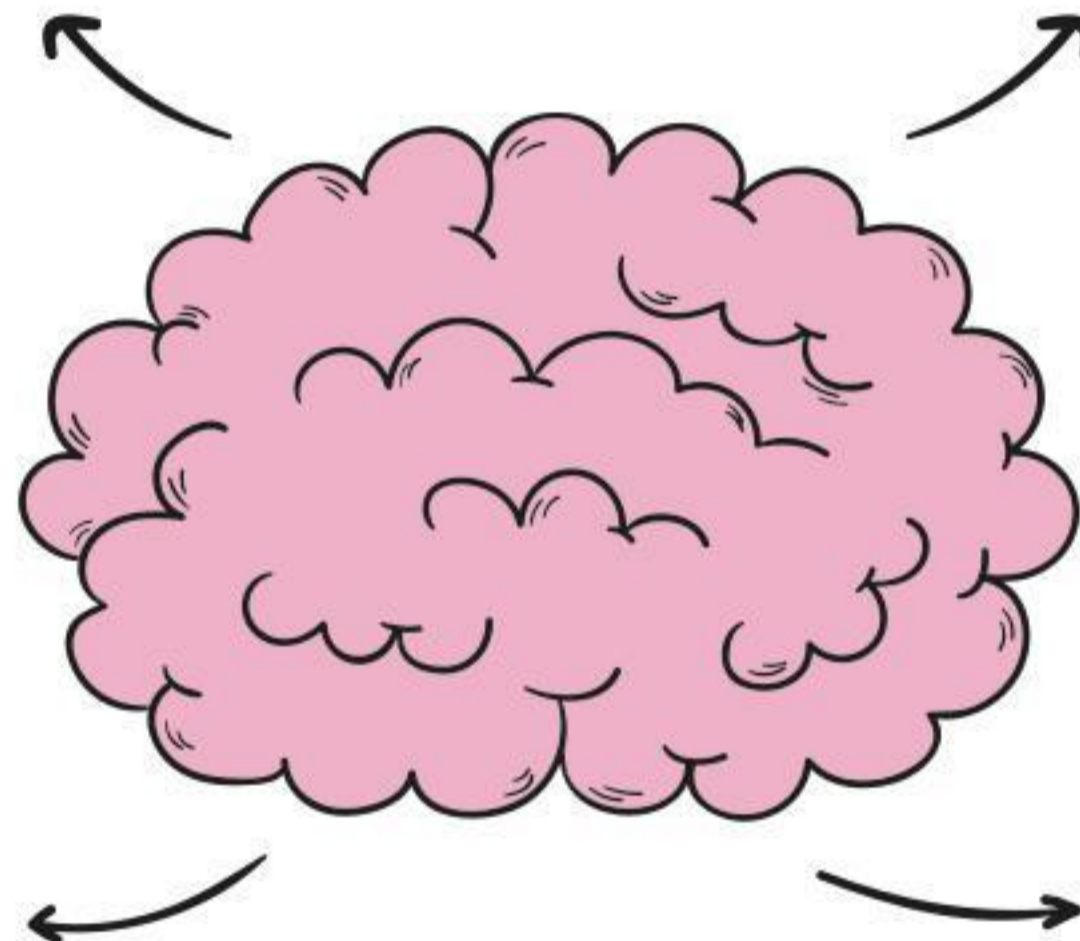
## Tips for Empathy Immersion

### 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?



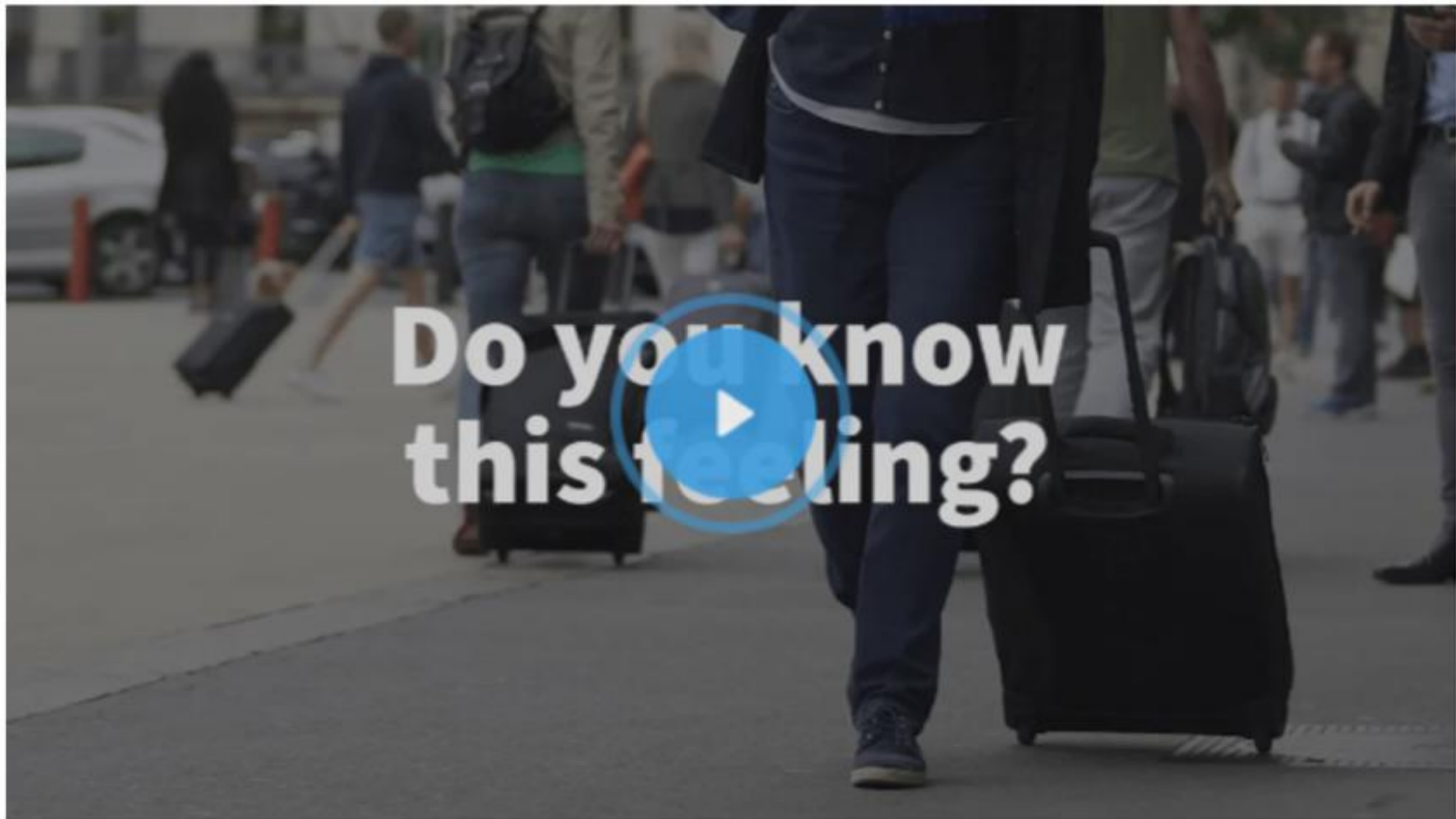
### Limit Yourself

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



Source: <https://www.interaction-design.org/literature/article/design-thinking-getting-started-with-empathy>



## Context is Key!



Source: <https://www.interaction-design.org/literature/article/design-thinking-getting-started-with-empathy>

## Reflect: Assumptions

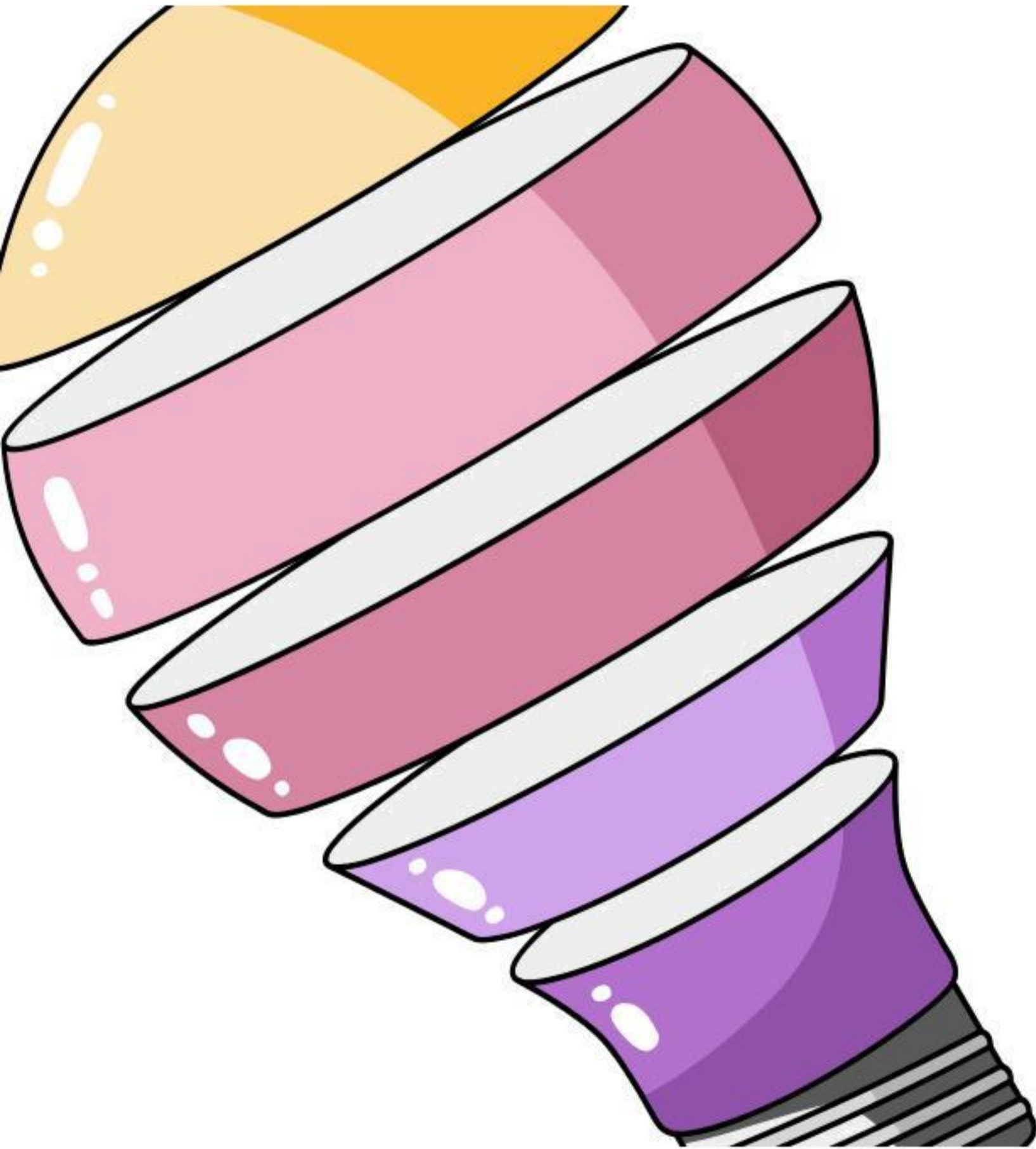


- Take about 3 minutes to write down 3-5 assumptions about the person you plan to interview.
- Some questions to answer with your assumptions:
  - What are some good things about being an immigrant or of Latin descent living in the Midwest?
  - What are the challenges for Latinx/a/o folks living in the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

## Discuss: Assumptions



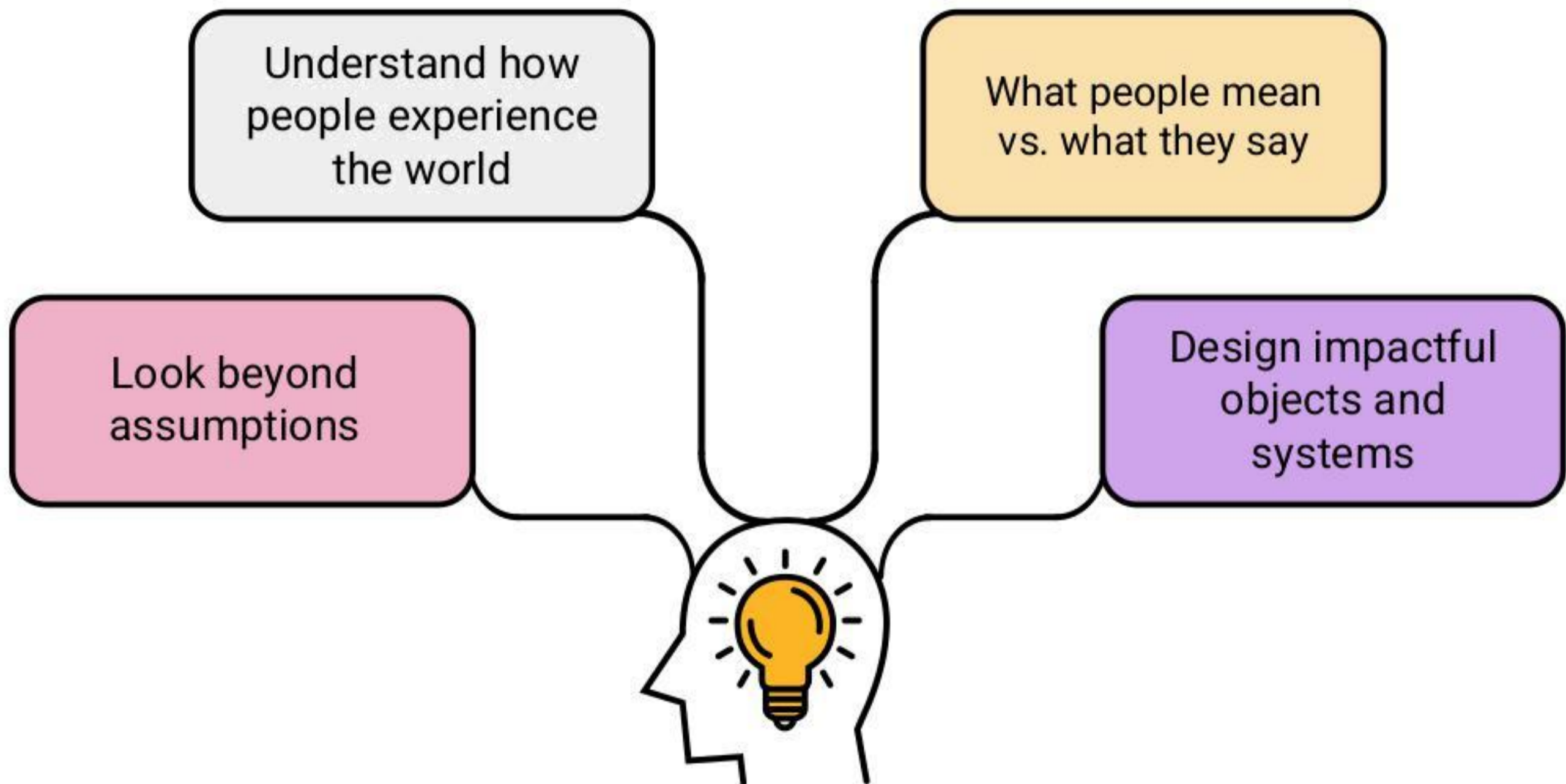
- Break into groups of 4. Share your assumptions with the group.
- Discuss:
  - What content from the class or your own life led to these assumptions?
  - How can you address these assumptions in your interview?
- Each group shares back with the class.



# Empathy Reflection & Creation

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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*



**NASA**

*Lettermark*

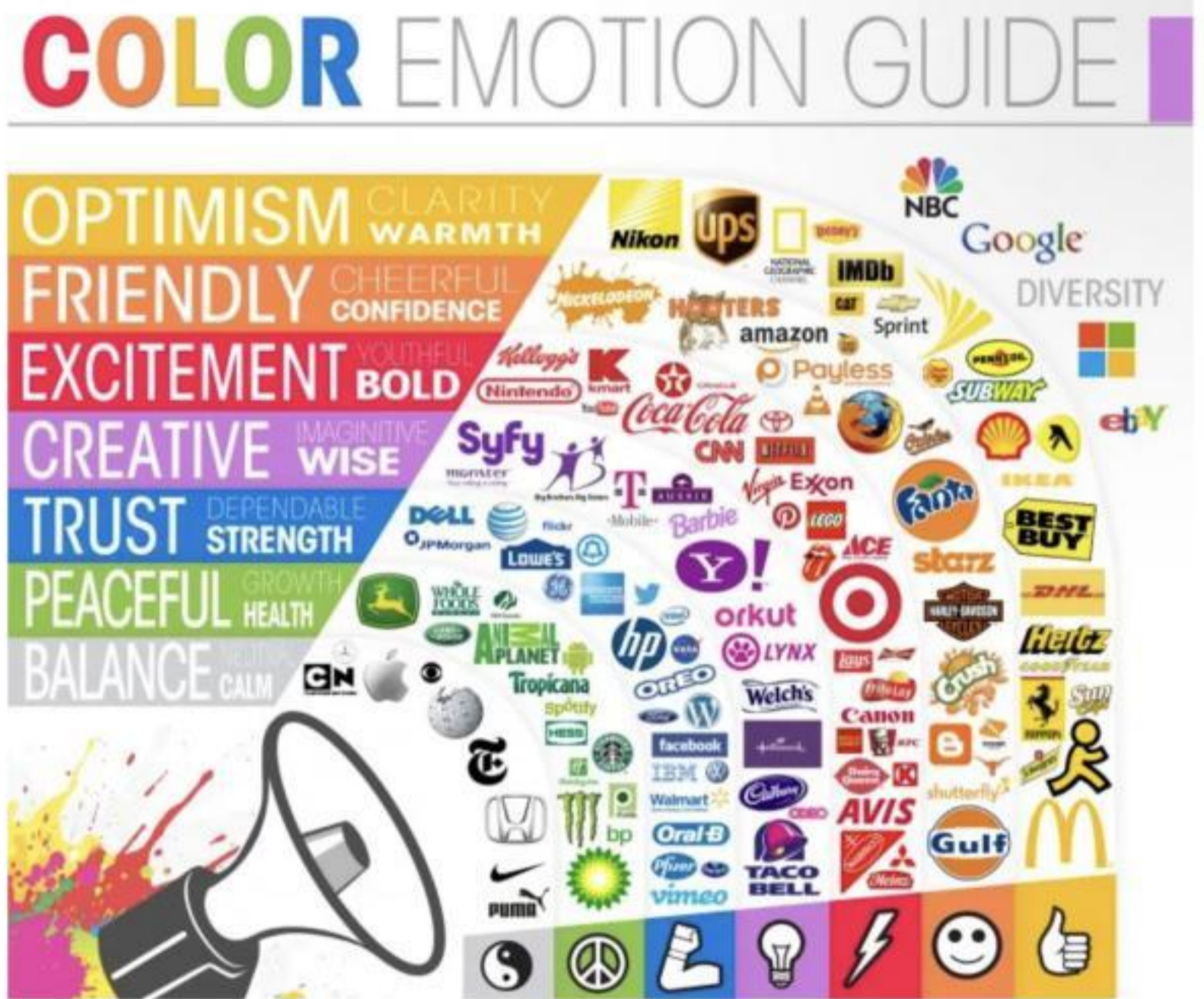


*Pictorial mark*

**Google**

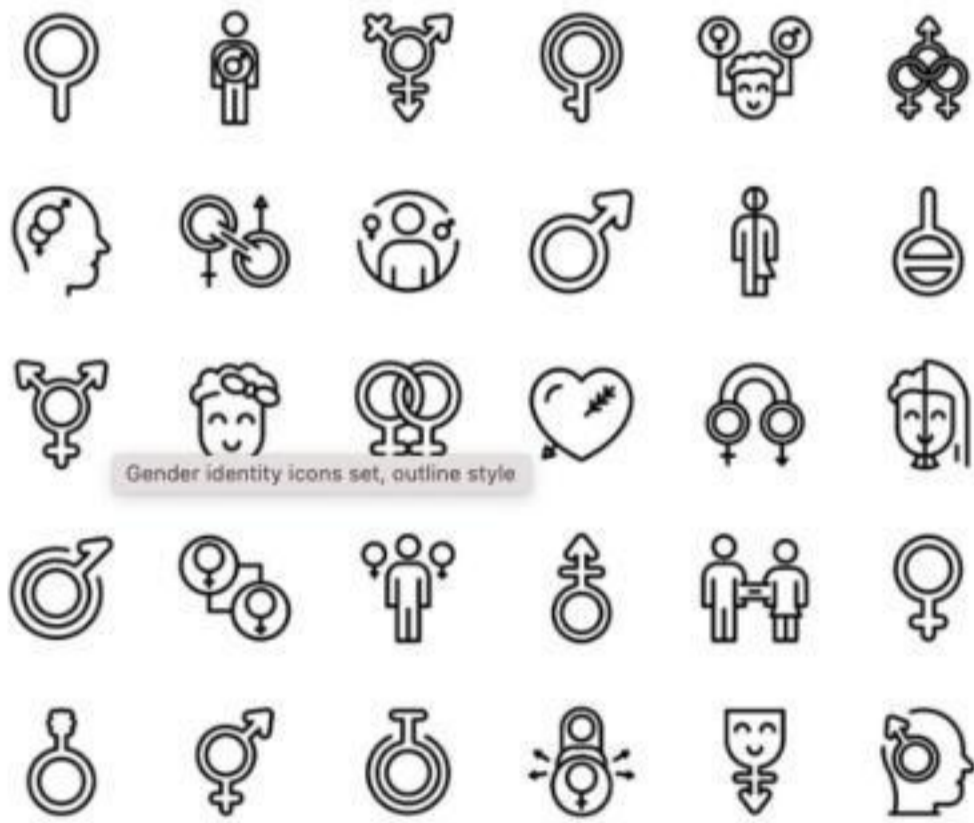
*Wordmark*

# Color Theory



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

# Icons Have Meaning



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

## Design: Empathy Logo

