

VCIM-2372: INTERACTIVE MEDIA I - DESIGN THINKING

Cuyahoga Community College

Viewing: VCIM-2372 : Interactive Media I - Design Thinking

Board of Trustees:

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Academic Term:

Fall 2023

Subject Code

VCIM - VC-Interactive Media

Course Number:

2372

Title:

Interactive Media I - Design Thinking

Catalog Description:

Introduction to design thinking, a methodology for solving problems. Learn about design thinking and storytelling through the creation of interactive media projects. Create interactive experiences from different perspectives and understand how storytelling can help build an excellent experience from the start.

Credit Hour(s):

3

Lecture Hour(s):

2

Lab Hour(s):

3

Requisites

Prerequisite and Corequisite

VC-1431 Vector Graphics.

Outcomes

Course Outcome(s):

Explain design thinking and how it can be applied to an interactive design project.

Objective(s):

- a. Define each of the design thinking steps: empathize, define, ideate, prototype, and test.
- b. Identify how each design thinking step can fit into an interactive media project from start to finish.
- c. Employ design thinking in each assigned project.

Course Outcome(s):

Implement linear and non-linear story telling concepts as they apply to user experience.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):

- a. Describe basic storytelling concepts for both linear and non-linear storytelling methods.
- b. Examine different ways to implement storytelling through instructional experiences, user journey mapping, and different aspects of game design.
- c. Build interactive experiences using a variety of media, testing for accessibility.

Course Outcome(s):

Create an interactive storytelling experience for an audience that is different from yourself.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):

- a. Apply empathy with an audience that is different from yourself, identify a storytelling or instructional interactive experience that you create.
- b. Consult a representative from this audience on your project to gain new knowledge of the interests, obstacles, and strengths of your audience.
- c. Invent your experience and test it with your representative audience and those outside your audience.

Methods of Evaluation:

- a. Projects and assignments
- b. Tests, quizzes and exams
- c. Class participation
- d. Lab and field activities
- e. Oral and written reports

Course Content Outline:

- a. Design thinking
 - i. Define the different steps in the design thinking process: empathy, define, ideate, prototype, and test
 - ii. Explain how to put the process into action and how it applies to a sample short project
 - iii. Apply radical collaboration to create an inclusive and participatory environment
- b. Story telling
 - i. Linear
 - 1. Describe basic storytelling concepts: beginning, middle, end
 - 2. Identify a linear storytelling example
 - 3. Apply this concept to a project
 - ii. Non-linear
 - 1. Describe basic storytelling concepts: flashback, foreshadowing, parallel, subplot, alternate ending
 - 2. Identify non-linear storytelling example
 - 3. Apply this concept to a project
 - iii. Compare/contrast the differences between the two types of storytelling and the different applications of both within interactive media
- c. Instructional design
 - i. Define instructional design
 - ii. Review a variety of examples that incorporate storytelling:
 - 1. Game design, (interactive novels, how-to at beginning of a new game)
 - 2. User journey mapping, (everyday user journey in real life)
 - 3. Universal design, (international kiosk at the airport)
 - 4. Investigate best practices for instructional design
- d. Media
 - i. Discuss a variety of interactive media types
 - ii. Identify the required production tools and software resources
 - iii. Make use of the software available to implement interactive media projects
- e. Linear Story Telling Project

- i. Outline for a design thinking process to be followed
- ii. Apply the design thinking process
- iii. Post-mortem – review what went well and what could have been done better, apply it to the next project
- f. Non-Linear story telling project
 - i. Outline for a design thinking process to be followed
 - ii. Apply the design thinking process
 - iii. Post-mortem – review what went well and what could have been done better, apply it to the next project\
- g. Empathize project
 - i. Outline for a design thinking process to be followed
 - ii. Apply the design thinking process
 - iii. Post-mortem – review what went well and what could have been done better for this project and the class experience

Resources

Michael Lewrick, Patrick Link, Larry Leifer . *The Design Thinking Toolbox: A Guide to Mastering the Most Popular and Valuable Innovation Methods*. 1st. Wiley, 2020.

David Lee. *Design Thinking in the Classroom: Easy-to-Use Teaching Tools to Foster Creativity, Encourage Innovation, and Unleash Potential in Every Student* . Ulysses, 2022.

Kelly McErlean. *Interactive Narratives and Transmedia Storytelling: Creating Immersive Stories Across New Media Platforms*. 1st. 2018.

Jeff Patton. *User Story Mapping: Discover the Whole Story, Build the Right Product*. 1st. O'Reilly Media, 2014.

Donna Lichaw. *The User's Journey: Storymapping Products That People Love*. Rosenfeld Media, 2016.

Resources Other

Ideo.org - Field Guide to Human-Centered Design (https://www.designkit.org/resources/1/?utm_medium=ApproachPage&utm_source=www.ideo.org&utm_campaign=FGButton)

Design Thinking 101 - nngroup.com (<https://www.nngroup.com/articles/design-thinking/>)

NYU - Storytelling and Learning (<https://www.nyu.edu/faculty/teaching-and-learning-resources/strategies-for-teaching-with-tech/storytelling-teching-and-learning.html>)

Top of page

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