

University of Houston in collaboration with OCAD University

DESIGN FUTURES WORKSHOP & Summer Course

Designing the future to make better decisions today.

Welcome to the Design Futures Workshop and Summer Course!

Workshop Introduction

What if...

Rather than designing for today based on yesterday, what if we designed with the idea of tomorrow in mind? By imagining the future more clearly, will you design more strategically with foresight and long-term concerns? Will your organization be more durable and prepared for change? Can you become comfortable with accelerating uncertainty?

In 2050...

- how will people work, and where?
- how will you design buildings and build communities?
- what gadgets will you carry, what would they look like?
- what sports will you play or watch?
- how will we overcome global challenges like climate change, education, or food shortages?

In ***Design Futures***, you will explore the world of 2050 using futures tools and generate tangible scenarios and futures artifacts using design, creativity, and problem solving techniques. During the three-day intensive seminar and workshop, you will hear from industry and academic experts and engage in multiple hands-on design projects working individually and in teams. The capstone day will be spent in a design futures charrette creating places, things, organizations, and collective actions for 2050.

Registration information

Workshop June 6-8, 2013 at University of Houston and OCAD University

In Houston, practitioners and students from futures, strategic foresight, architecture and design in a three-day intensive workshop, Cameron Building Room 229.

Summer Course June 6 to July 11, 2013

Students continue with design futures projects and virtual classes till July 11th.

Design Futures Workshop Registration

- **Professionals:** <https://ceregister.uh.edu> under TECH 6397 Design Futures, cost: \$1,000 through May 31, \$1,350 after. Workshop runs June 6-8, 2013, Thursday-Saturday 9-5pm.
- **Students:** Graduate level course TECH 6397, regular tuition fees, 3 credit hours. Course runs June 6 to July 11, 2013, Workshop June 6-8, Virtual Class June 9-July 11 Th 5:30 – 8:30 CDT
- **Free online kickoff** and information session Th May 16, 5:30 CDT
<http://uh.adobeconnect.com/design> (register as a guest, no password)

Contact Graduate Assistant of Futures Studies April Koury alkoury@uh.edu for details.

Summer Course University of Houston

UH Course Number: Special Topics (TECH 6397)

Course Title: Design Futures

Semester: Summer 2013

UH Course Location: Cameron 229

UH Instructor: Cindy Frewen, Peter Bishop (program director)

Office Hours: by appointment, online

Email: cfrewen@uh.edu; p.bishop@uh.edu

Phone: 913-961-1702, 281-433-4160

Prerequisites: None

Course schedule –

- Kickoff meeting (on campus and online), May 16, 5:30 pm CDT
- Pre-readings and instructional sessions (on campus and online), May 17-June 5
- Design workshop (Cameron 229), June 6-8
- Design teamwork and weekly Th eves online, June 9-July 10
- Project presentations (on campus and online), July 11

The Futures Studies program at the University of Houston is offering a special course in Summer 2013 entitled Design Futures. Its overall purpose is to explore and integrate two perspectives for influencing the future – design thinking and futures studies. It is planned as an elective for graduate students and excellent upper level undergraduate students in good standing in any UH program.

Day 1 Design Futures

Design Futures marries futures methods with the design process to anticipate and materialize alternative futures and tangible speculative worlds.

Topics and tools: Anticipatory systems, complexity, creative problem solving, creativity and innovation, design fictions and design futures, generating tangible future scenarios, and learning to design futures artifacts, collective actions, places, and organizational models using a design futures process, Three Horizon Scenarios.

Thursday morning

8:30 to 9:00 Coffee and conversation

9:00 to 10:30 Introductions and Card Game

Pairs, small groups

Design Futures/ Design Process
Readings: Raford 2012, Sterling 2009, 2012,
Inayatullah 2007

Cindy Frewen

10:45 to 11:45 Design Futures/ Research

Readings: Van Alstyne 2010, Thackara 2005,
Sterling 2009, 2012

Greg Van Alstyne

Creative Design Process Insights
Readings: Brown 2008, Farson 2008,
Koberg 1972

Rives Taylor

Lunch

Thursday afternoon

12:15 to 2:30 Three Horizons Scenarios

Reading: Curry 2008, Gregory, et al

Andrew Curry

Creativity, Imagination, and Novelty
Readings: Koberg 1972, Kelley 2001, Senge

Cindy Frewen
3 teams at each site

2:30 to 5:00

Strategic Design
Reading: Zimbardo 1999

Todd Gentzel

Design Futures Tools

Greg Van Alstyne

Open Space Dialogues

Group

Wrap up

Day 2 Futures Thinking

Strategic foresight to anticipate possible opportunities and disruption. How to build design futures into your business practices.

Topics and tools:, ethical design principles, reframing issues, scenarios and innovation in 2050, big complex systems strategies and design futures outlook.

Friday Morning

8:30 to 9:00 Coffee and conversation

9:00 to 10:15 Intro
Futures Thinking and Tools
Readings: Bishop 2010, 2011
Cindy Frewen
Peter Bishop

2050 Scanning Context
Arup 2013, See resources
Small groups, each site

10:30 to noon Design Futures Outlook
Readings: Cramer 2013
Jim Cramer

Anticipatory Systems, Complexity
Readings: Bishop 2010, 2011
Peter Bishop
Jeremy Bowes

Reflections
Group

Lunch

Friday Afternoon

1:00 to 2:30 Big Complex Systems
Reading TBD
Todd Gentzel

2050 Context
Teams across sites

Ethical Design
Readings: Resilience ([Part 1](#), [Part 2](#), [Part 3](#))
McDonough 2002
Rives Taylor

2:45 to 5:00 Creativity and Reframing
Readings: Michalko 2000, Senge 1990
Individuals

Design Futures Practice
Reading: Cramer 2013, Farson 2008
Jim Cramer

Reflections and look to DF Charrette



Day 3 Design Futures Charrette

Materializing scenarios, innovations, and models for 2050, design review with industry experts, debrief and reflections to carry forward.

Tools and topics: Generating tangible futures, how to use design futures in business, community, and design projects

Saturday morning

8:30 to 9:00 Coffee and conversation

9:00 to 11:00 Introduction

Cindy Frewen
Greg Van Alstyne
Peter Bishop

Design Futures Charrette

DF teams

Lunch

Saturday Afternoon

1:00 to 2:45 Design Jury
Presentations

DF Teams
Faculty/Jury

Recaps

3:00 to 5:00 Final Instructions

Cindy Frewen
Greg Van Alstyne
Peter Bishop

Reflections

Group

Closing Comments

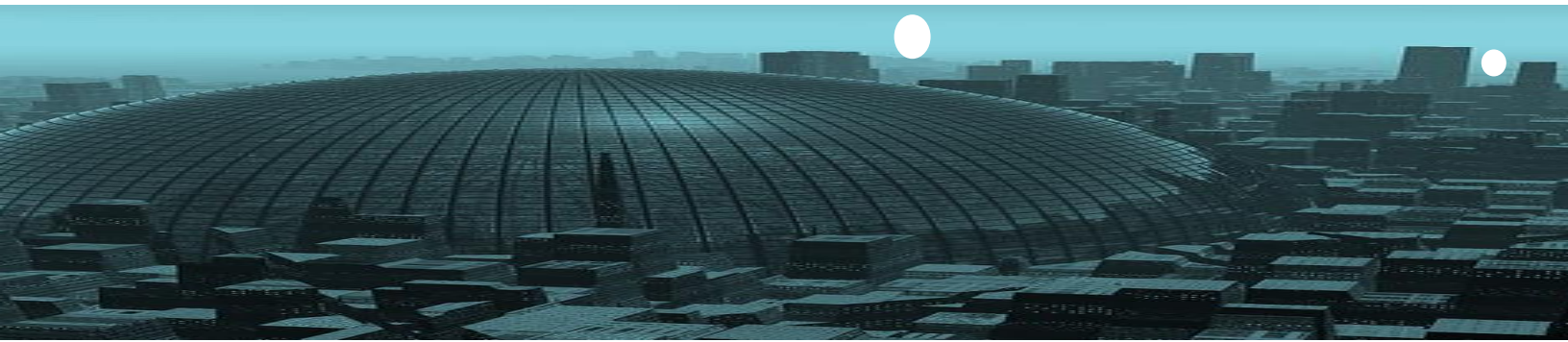
Faculty

Sending off

Cindy Frewen
Greg Van Alstyne
Peter Bishop

Completion of Design Futures Workshop on campus

Professionals, Students, and Faculty are welcome to join us July 20 or 21 for a Celebration in Chicago.



Design Futures Workshop Faculty

University of Houston



Dr Cindy Frewen, FAIA, UH, teaches at the University of Houston graduate program in Futures Studies, consults with cities and organizations on future cities and organizations, and writes a column for *The Kansas City Star*. Her projects include Kansas City downtown civic center, Ilus Davis Park/Civic Mall, City Hall Addition, and KC Police Department master planning. Cindy has worked with Urban Land Institute, Nelson-Atkins Museum, IBM, Innovaro, and UNESCO, chairs the Association of Professional Futurists, and instructs the course for UH.



Dr Peter Bishop, UH, is an Associate Professor of Strategic Foresight, Director of the graduate program in Futures Studies at the University of Houston, and co-author of *Thinking about the Future: Guidelines for Strategic Foresight* and *Teaching about the Future: The Basics of Foresight Education*. He delivers keynote addresses, and conducts seminars on the future for business, government and not-for-profit organizations, and is a founding member of APF.

OCAD University



Greg Van Alstyne, OCAD U, Director of Research, is a futurist, design educator and creative director with twenty-five years of experience in communication and experience design, art direction, and design strategy. Previously Greg was the inaugural director of the Institute without Boundaries, established by Bruce Mau Design and directed the conception, development and production of *Massive Change: The Future of Global Design*. Greg instructs the course for OCAD.



Jeremy Bowes, Professor of Design at OCAD University, teaches environmental design, leads the SystemCity research group at sLab, and co-teaches Systems in the Strategic Foresight and Innovation Program. With 35 years of experience as an interior and architectural designer, he has developed film and television studios, interior and architectural design, exhibits, furniture, urban infill, cottage and residential projects, with a focus on sustainable methods, systems and materials.

Industry Experts



Jim Cramer, Greenways Partnership and Design Futures Council, researches, consults, and gives seminars for leading professional firms around the world. He is the author of several hundred articles and several books, including the critically acclaimed *Design Plus Enterprise: Seeking a New Reality in Architecture*. He is co-author of *How Firms Succeed: A Field Guide to Management Solutions*, editor of the *Almanac of Architecture and Design*, and former CEO of the American Institute of Architects.



Todd Gentzel, is a Chief Strategist at Yaffe Deutser, a Houston-based management consulting firm that specializes in strategy, organizational alignment and demand generation. His sector experience includes healthcare, education, retail, aviation, energy, technology, industrial services and not-for-profit.



Rives Taylor, FAIA, Gensler, is a sustainable design leader with more than 25 years experience in institutional and commercial architecture. He spent 18 years focusing on strategic planning, programming, and sustainable design. Rives casts a wide net in elevating both the why and how of sustainable design, including students, faculty, professionals, public officials and the general public.

Summer Course June 6 to July 11, 2013

Design Futures

UH Course: Special Topics (TECH 6397)

Thursdays 5:30 pm to 8:30 pm CDT, Adobe Connect at UH, Canvas at OCAD U

May 16 Introduction to Design Futures Workshop and Summer Course
(Optional attendance)

Workshop June 6 – 8, 2013 Thursday, Friday, Saturday 9:00 am to 5:00 pm at University of Houston and OCAD University, required onsite attendance.

June 13 Design Development
How to frame a design futures project
Working in virtual teams
Elevating the range of outcomes
Submit: 2 Project Teams interim presentations
Readings: Senge 1990 “Shared Vision” and “Team Learning”

June 20 Design Futures in Research, Greg Van Alstyne
How to write a good research question
Design Futures Project Reviews
Submit: 2 Project Teams interim presentations
Submit Midterm Design Futures Workshop and Charrette Reflection Essays

June 27 Design Futures in Use, Cindy Frewen
Presentational skills
Communications
Design Futures Project Reviews
Submit: 2 Project Teams interim presentations
Submit Midterm Reading Reflections

July 2 Synthesizing Futures and Design Processes
Mental time travel, 2050
Final presentation q and a

July 11 Final Presentations

July 20 or 21 Celebration in Chicago for Students, Professionals, and Faculty

Design Futures Readings

Required for summer course	Optional
1. Design Futures	
<p>a. Raford, Noah, 2012. "From Design Fiction to Experiential Futures"</p> <p>b. Van Alstyne, Greg, 2010. "How We Learned to Pluralize the Future: Foresight Scenarios as Design Thinking." In <u>Creating Desired Futures: How Design Thinking Innovates Business</u>.</p> <p>c. Bleecker, Julius, 2009. "Design Fiction"</p> <p>d. Sterling, Bruce, 2012. "An Essay on the New Aesthetic." <i>Wired</i></p>	<p>e. Johnson, Brian David, 2011. <u>Science Fiction Prototyping: Designing the Future with Science Fiction</u>.</p> <p>f. Shedroff, Nathan, and Christopher Noessel. 2012. <u>Make It So: Interaction Design Lessons from Science Fiction</u></p> <p>g. Sterling, Bruce, 2009, "Design Fiction"</p>
2. Design thinking, design process, creative problem solving	
<p>a. Brown, Tim, 2008. "Design Thinking." HBR</p> <p>b. Farson, Richard, 2008. <u>The Power of Design (Meta-design: applying design to big problems) (Ch1, 2, 3, 6,7,11, 21)</u></p> <p>c. Kelley, Tom, 2001. <u>The Art of Innovation "Innovation" and "Hot Groups"</u></p>	<p>d. Brown, Tim, 2009. "Change by Design"</p> <p>e. Kelley, Tom, 2001. <u>The Art of Innovation (read book if you want to more on innovation)</u></p> <p>f. Thackara, John, 2005. <u>In the Bubble : Designing in a Complex World.</u> Ch10 Flow</p>
3. Creativity, Visioning, Teamwork	
<p>a. *Koberg and Bagnall, 1972. <u>The Universal Traveler</u> (book)</p> <p>b. Senge, 1990. <u>The Fifth Discipline</u>, "Mental Models", "Visioning", "Team Learning"</p> <p>c. Michalko, Michael, 2000. "Four Steps Toward Creative Thinking" <i>The Futurist</i></p>	<p>d. Gray, David, Sunni Brown, and James Macanufo. 2010. <u>Gamestorming: A Playbook for Innovators, Rulebreakers, and Changemakers</u>.</p> <p>e. Senge, et al, <u>The Fifth Discipline Field Book</u>,</p> <p>f. Sutton, 2001. "The Weird Rules of Creativity"</p>
4. Futures thinking	
<p>a. Bishop, Peter, 2010. "Futures framework"</p> <p>b. Bishop, Peter, 2011. "Anticipatory futures"</p> <p>c. Curry, Andrew and Anthony Hodgson, 2008. "Seeing in Multiple Horizons: Connecting Futures to Strategy," <i>Journal of Futures Studies</i></p> <p>d. Gregory, Erika, Gerald Harris, and Jay Ogilvy, nd. "After the Scenarios, Then What? Strategic Conversation, Early Indicators, and</p>	<p>f. Bezold, Clem, 2009. "Aspirational Futures", <i>Journal of Futures Studies</i></p> <p>g. Dator, Jim, 1994, "Surfing the Tsunamis of Change"</p> <p>h. Tibbs, Hardin, 1994. "Making the Future Visible" (future landscape)</p> <p>i. Gordon, Adam, 2008. <u>Future Savvy</u>, Ch8 "Systems"</p> <p>j. Zimbardo, Philip & John Boyd, 1999. "Putting</p>

<p>the Art of Communication Scenarios.”</p> <p>e. Inayatullah, Sohail, 2007. “Six Pillars: Futures Thinking for Transforming,” <i>Foresight</i></p>	<p>Time in Perspective.” (esp intro, discussion and conclusions)</p>
<p>5. 2050</p>	
<p>a. Arup Foresight, 2013. “It’s Alive: Can You Imagine the Urban Building of the Future” (a design futures case study)</p>	<p>a. Canada Energy Report</p> <p>b. Randers, Jorgen, 2012. <u>2052: A Global Forecast for the Next Forty Years.</u></p> <p>c. <i>The Economist</i>, 2012. <u>Megachange 2050</u></p> <p>d. Smith, Laurence, 2011. <u>The World in 2050</u></p>
<p>6. Design futures resources, content, mindsets, inspiration</p>	
<p>a. Cramer, Jim, 2013. “<u>It’s Better</u> to be a Perpetrator than a Victim of Change.” <i>Design Intelligence</i></p> <p>b. <i>Metropolis</i>, 2013. Resilience, (Part 1, Part 2, Part 3).</p>	<p>g. Farson, Richard, 2008. <u>The Power of Design</u> (On professions, experts: PtVI Shooting ourselves in the foot.)</p> <p>c. McDonough, William & Michael Braungart, 2002. <u>Cradle to Cradle.</u></p> <p>d. Antonelli, Paola, 2008. <u>Design and the Elastic Mind.</u> (Recent MoMA exhibition of speculative/critical design)</p> <p>e. Berger, Warren, 2009. <u>Glimmer: How Design Can Transform Your Life, and Maybe Even the World</u></p> <p>f. Alexander, Christopher, 1979. <u>The Timeless Way of Building</u> (Design embedded as cultural knowledge)</p> <p>g. Benyus, Janine, 1997. <u>Biomimicry: Innovation inspired by nature</u> (Groundbreaking text)</p> <p>h. Orr, David, 2004. <u>The Nature of Design</u> (Essential ecological design text)</p> <p>i. Mau, Bruce, Jennifer Leonard, and Institute without Boundaries, 2004. <u>Massive Change.</u></p> <p>j. Steffen, Alex, 2008. <u>Worldchanging: A User’s Guide for the 21st Century.</u> (Essays on Design, Building, Community, Cities, Planet)</p> <p>k. Papanek, Victor, 1984. <u>Design for the Real World</u> (Classic about design ethics by an industrial designer)</p> <p>l. Sterling, Bruce, 2005. <u>Shaping Things.</u> (Bridging things and futures)</p>

*[Universal Traveler](#) is the only full book. Others are online via links or posted on google docs.