

Spring Design Pop-Up Class: Design Thinking in Food Innovation : “Design Your Meal Experiences!”

- Learn relevant theories and methods of design thinking process
- Explore how to apply design thinking in food innovation

Time: 4/27 – 6/1/ Mon 3:15-4:45pm

Place: Center for Design Research (Downstairs), 424 Panama Mall (Bldg 560)

| Week / Date | Topics |
|--------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 / April 27 | Introduction, Team building, Overview of Food Innovation <ul style="list-style-type: none">• Guest Speaker: Chef Christopher Lee |
| 2 / May 4 | Needfinding <ul style="list-style-type: none">• Empathy + Observation Exercises• Human-Centered Design Methodology• Guest Speaker: Experience Designer |
| 3 / May 11 | Visual Storytelling <ul style="list-style-type: none">• Sketching a meal journey map• Guest Speaker: Visual Artist |
| 4 / May 18 | Design Requirements <ul style="list-style-type: none">• Ambience, Music, Spaces, Menu, etc• Guest Speaker: Restaurant Architect |
| 5 / May 25* | Prototyping of Meals <ul style="list-style-type: none">• Prototype the concepts of meals and re-iterate them• Guest Speaker: Experience Designer |
| 6 / June 1 | Final Showcase <ul style="list-style-type: none">• Live demo of your food design to the judges (chefs, investors, winemakers, visual artists, etc.) |

Subject to change

** Memorial Day: We will discuss whether we will change the date at the first class*

Course Description

This is a project based learning seminar. The students will have an opportunity to showcase their meal concepts to industry experts (winemakers, chefs, potential food invests, food artists, etc).