You are invited to participate in a DESIGN CHALLENGE! A team of innovation fellows will lead the workshop and challenge you to work in an interdisciplinary team to find the best way to showcase the positive changes that School of Human Ecology makes in the world.

No design experience is necessary! Come share your ideas and see them implemented. Gain valuable professional experience!

Friday, November 13th, 2015
9:30am-2:30pm
Nancy Nicholas Hall, Wisconsin Idea Room (1199)
(Morning coffee & lunch provided)

Email us to sign up:
bzhou253@wisc.edu
(include your name & dept.)

Register now! (Registration end on Nov. 1)
https://sohe.wisc.edu/events/onesohe21-design-challenge

Friday, November 13th, 2015
9:30am-2:30pm
Nancy Nicholas Hall
(Morning coffee & lunch provided)
OneSoHE21 Design Challenge
Display the impact of SoHE faculty & graduate students
Friday, November 13th, 2015

Event Description

The Design Project Goal
The goal is to create a design for showcasing the creative scholarship, teaching, and outreach of SoHE faculty and graduate students using pre-identified spaces in Nancy Nicholas Hall. The display will present a unified vision of “OneSoHE21” and accommodate work products including, but not limited to, books, journal articles, and visual exhibitions. The installation will present a coherent story about how the four departments in the SoHE are creating a positive impact in Wisconsin and the world. The installation will be permanent, but the content must be changeable to accommodate the dynamic nature of the school and its contributions.

Faculty, staff, and students from across SoHE and the university will form teams. These teams will compete to build a display that reflects the unity of the school, while celebrating the specific contributions of the four SoHE departments. On the day of the competition, the participants will be grouped into interdisciplinary teams of 4-5 people. Teams will be guided through a step-by-step design thinking process in order to come up with a proposal for the installation. This workshop will be lead by an interdisciplinary team of Innovation Fellows from University of Wisconsin-Milwaukee. Participants do not need to have any prior design experience in order to join a team.

Schedule
1. Intro (9:30-10:00)
   1.1. Intro to people
   1.2. Intro to project

2. Session one (10:00-11:00)
   2.1. Epathize
      2.1.1. Observe and interview
      2.1.2. Create empathy map
      2.1.3. Create logical frameworks
      2.1.4. Create insights
   2.2. Define
      2.2.1. Identify needs
      2.2.2. Create opportunity areas

3. Session two (11:00-12:30)
   3.1. Ideate
      3.1.1. Brainstorm ideas X 50
      3.1.2. Post-it vote
   3.2. Low resolution prototypes X 3

4. Session three (12:30-1:30)
   4.1. Idea swap
   4.2. Final prototype
5. Session four (1:30-2:30)
5.1. Show, pitch, vote
5.2. Final review

6. Session five: Network!

**Design Requirements**

**Things to consider:**
What do people in SoHE research and teach? What are the outcomes of such efforts? What are themes that encompass all four departments (OneSoHE21 vision, mission & strategic plans document can be found: [https://sohe.wisc.edu/wordpress/wp-content/uploads/SoHE-Strategy.pdf](https://sohe.wisc.edu/wordpress/wp-content/uploads/SoHE-Strategy.pdf))?

Who are the major visitors who will benefit from this display?
What will the experience of the display be like for these viewers?
How will the new image and information be communicated?
How does the display space intersect with existing traffic patterns?
How is the space integrated into its surroundings?

**Contents to Display:**
- It must represent OneSoHE 21 -- including all departments and their unique contributions to the whole.
- The design must include space for at least one work from each faculty member and allow for future expansion/growth of the faculty (see appendix I for a complete list of SoHE faculty).
- The design must allow for a wide variety of media: books, articles, posters, representations of extension work, innovative class techniques, creative scholarship, websites, and more (actual examples will be distributed on site)
- The design MAY represent the contributions of retired faculty.
- The design MAY represent the contributions of students, particularly graduate students.

**Installation Requirements:**
- The infrastructure should be permanent, but the content should be changeable.
- It cannot involve nailing things into the walls and later moving them, thereby leaving nail holes, or other actions that will hurt the building.
- It must be free of maintenance (e.g. no dusting).
- It must minimize the potential for vandalism and theft.
- There are 3 location options: teams can opt to use one, two, or all three in their designs.
**Installation Spaces:**

Space I: 2nd floor outside the collaborative learning hall (see appendix II for scaled plan and elevation views)

Space II: 1st floor outside the gallery toward the collection room (see appendix II for scaled plan and elevation views)
Space III: Display case in the textile museum (see appendix II for scaled plan and elevation views)

**Design Considerations:**
It must be consistent with other building displays, signage, etc. in Nancy Nicholas Hall (compatible design theme throughout the building)