

Design for Policy and Collaborative Governance

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Design for Policy and Governance can be defined as the process of systematically developing effective user-centered policies based on collaborative strategies and methodology. This course introduces students to the theoretical and practical approach of the design process as a means to facilitate both innovative policy and collaborative governance.

OVERVIEW

Objectives

The culmination of our texts by Bason, Goldsmith, Hanington, Papanek, and Manzini yield the following objectives for this class:

1. Introduce and define the concept of design in the context of policy and governance.
2. Learn and apply existing methods of design research on the policy process.
3. Understand the relationship between policy and design through user-centered design.

ASSIGNMENTS

Viewpoint Exercises (10% of final grade)

Prior to our Tuesday class, each week you will have an assigned topic where you are to respond in 250 words or less. Your will be used for discussion at the start of class. Each Viewpoint Exercise will include specific directions for that week as assigned. These assignments will be graded as complete/incomplete each week.

Sketch Exercises (20% of final grade)

At the end of our Thursday class each week you will be required to submit one sketch of a design for policy and governance issue presented by the instructor using design research methods. The purpose of this assignment is to develop advanced strategic visualization techniques in problem solving. Refer to the Hanington text, *Universal Methods of Design*, for reference. Each Sketch Exercise will include specific directions for that week. These assignments will be graded out of 10 possible points each week.

Case Studies (30% of final grade)

Throughout the semester you will be assigned three in-class case studies examining the relationship between design and public policy. You will work in groups using design research methods to answer a set of questions surrounding the scenario laid out in each case study. These assignments will be graded out of 100 possible points each week.

Final Project (40% of final grade)

For your final project you will research one policy issue in need of innovation via design research concepts. Your policy issue will be based in the local Greater Rochester Area and be connected to a policy mentor of your choosing. The project will consist of four major components. Each component will be graded out of 100 possible points. Overall, your final project will include:

- (1) Topic (5%) – First, you will choose an evidence-based policy issue to focus on that seeks to resolve a wicked problem. (See “Final Project Outline” document for complete instructions.)
- (2) Outline (10%) – Next, you will define parameters and goals for your research. (See “Final Project Outline” document for complete instructions.)
- (3) Research (10%) – Next, you will develop research based on the teachings from our texts. (See “Final Project Research” document for complete instructions.)
- (4) Paper (10%) – Your final paper will provide the findings of your research and deliver a persuasive case for a policy solution along with your final recommendation for action. (See “Final Project Paper” document for complete instructions.)

(5) Presentation (5%) – Finally, you will present your work in its entirety in the form of a brief yet compelling story before your peers. (See “Final Project Presentation” document for complete instructions.)

Grading

Any assignment that is turned in late will receive a grade of 0 unless prior special arrangements have been made. A = 93-100, A- = 90-92.99, B+ = 87-89.99, B = 84-86.99, B- = 80-83.99, C+ = 77-77.99, C = 74-76.99, C- = 70-73.99, F = 69.99 and below.

CALENDAR

Role of Lecture & Studio

Each week you will have two classes, Tuesday and Thursday. Our Tuesday class will focus on the readings assigned for that week and will serve as a lecture. Our Thursday class will serve as an interactive studio day where student will work together engaging in design research methods. By working with local community organizations, studios will build taxonomy of framing a question by providing one real world problem set where each group will develop a system or process to solve the same singular problem.

Wk 1 | INTRODUCTION

Lecture – 01/14	Studio – 01/16
<p><i>Reading</i></p> <ul style="list-style-type: none"> • Syllabus • Colebatch - The idea of policy design: Intention, process, outcome, meaning and validity • Howlett - Policy Design: What, Who, How, and Why? • Dryzek & Ripley - The Ambitions of Policy Design • Johnson & Cook - Policy Design: a new area of design research and practice <p><i>Listening</i></p> <ul style="list-style-type: none"> • Scratching the Surface podcast Ep. 135, Marco Steinberg 	<p><i>Assignment</i></p> <ul style="list-style-type: none"> • Problem Set 1

Wk 2 |

Lecture – 01/21	Studio – 01/23
<p><i>Reading</i></p> <ul style="list-style-type: none"> • Brown - Design Thinking • Buchanan - Wicked Problems in Design Thinking • Cross - Designerly Ways of Knowing • Mintrom - Design Thinking in Policymaking Processes 	<p><i>Assignment</i></p> <ul style="list-style-type: none"> • Problem Set 2

Wk 3 |

Lecture – 01/28	Studio – 01/30
<i>Reading</i> <ul style="list-style-type: none"> • Design for Policy - Introduction & Section 1 <i>Assignment</i> <ul style="list-style-type: none"> • None 	<i>Assignment</i> <ul style="list-style-type: none"> • Problem Set 3

Wk 4 |

Lecture – 02/04	Studio – 02/06
<i>Reading</i> <ul style="list-style-type: none"> • Design for Policy - Section 2 <i>Assignment</i> <ul style="list-style-type: none"> • None 	<i>Assignment</i> <ul style="list-style-type: none"> • Problem Set 4

Wk 5 |

Lecture – 02/11	Studio – 02/13
<i>Reading</i> <ul style="list-style-type: none"> • Design for Policy - Section 3 <i>Assignment</i> <ul style="list-style-type: none"> • None 	<i>Assignment</i> <ul style="list-style-type: none"> • Problem Set 5

Wk 6 | CASE STUDY I & FINAL PROJECT WORKSHOP I

Case Study – 02/18	Workshop – 02/20
<i>Reading</i> <ul style="list-style-type: none"> • Review Problem Sets 1-5 <i>Assignment</i> <ul style="list-style-type: none"> • Case Study I 	<i>Assignment</i> <ul style="list-style-type: none"> • None

Wk 7 |

Lecture – 02/25	Studio – 02/27
<i>Reading</i> <ul style="list-style-type: none"> • Design for the Real World - Ch. 1-6 • Kimball - Design in the Time of Policy Problems <i>Assignment</i> <ul style="list-style-type: none"> • Design for Policy and Governance Topic 	<i>Assignment</i> <ul style="list-style-type: none"> • Problem Set 6

Wk 8 |

Lecture – 03/03	Studio – 03/05
<i>Reading</i>	<i>Assignment</i>

<ul style="list-style-type: none"> • Design for the Real World - Ch. 6-12 • Chen - Social Design: An Introduction <p><i>Assignment</i></p> <ul style="list-style-type: none"> • None 	<ul style="list-style-type: none"> • Problem Set 7
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Wk 9 I

Lecture – 03/10	Studio – 03/12
<p><i>Reading</i></p> <ul style="list-style-type: none"> • Design, When Everybody Designs - Ch. 1-5 • Cooper - Can Design Be Participatory? <p><i>Assignment</i></p> <ul style="list-style-type: none"> • None 	<p><i>Assignment</i></p> <ul style="list-style-type: none"> • Problem Set 8

Wk 10 I

Lecture – 03/17	Studio – 03/19
<p><i>Reading</i></p> <ul style="list-style-type: none"> • Design, When Everybody Designs - Ch. 6-10 • Mortati - Researching Design Policy Ecosystems in Europe <p><i>Assignment</i></p> <ul style="list-style-type: none"> • None 	<p><i>Assignment</i></p> <ul style="list-style-type: none"> • Problem Set 9

Wk 11 I CASE STUDY II & FINAL PROJECT WORKSHOP II

Case Study – 03/24	Workshop – 03/26
<p><i>Reading</i></p> <ul style="list-style-type: none"> • Review Problem Sets 6-9 <p><i>Assignment</i></p> <ul style="list-style-type: none"> • Case Study II 	<p><i>Assignment</i></p> <ul style="list-style-type: none"> • None

Wk 12 I

Lecture – 03/31	Studio – 04/02
<p><i>Reading</i></p> <ul style="list-style-type: none"> • A New City O/S - Ch. 1-3 • McGann - The Rise of Public Sector Innovation Labs • Antonelli - On Governing by Design <p><i>Assignment</i></p> <ul style="list-style-type: none"> • Design for Policy and Governance Outline 	<p><i>Assignment</i></p> <ul style="list-style-type: none"> • Problem Set 10

Wk 13 I

Lecture – 04/07	Studio – 04/09
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<i>Reading</i> <ul style="list-style-type: none"> • A New City O/S – Ch. 4-5 • Hoppe - Heuristics for practitioners of policy design: Rules-of-thumb for structuring unstructured problems • Bali, Capano & Ramesh - Anticipating and designing for policy effectiveness <i>Assignment</i> <ul style="list-style-type: none"> • None 	<i>Assignment</i> <ul style="list-style-type: none"> • Problem Set 11
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Wk 14 I

Lecture – 04/14	Studio – 04/16
<i>Reading</i> <ul style="list-style-type: none"> • A New City O/S – Ch. 6-7 • Turnbull - Policy design: Its enduring appeal in a complex world and how to think it differently • Bonsiepe - Design and Democracy <i>Assignment</i> <ul style="list-style-type: none"> • None 	<i>Assignment</i> <ul style="list-style-type: none"> • Problem Set 12

Wk 15 I CASE STUDY III & FINAL PROJECT WORKSHOP III

Case Study – 04/21	Workshop – 04/23
<i>Reading</i> <ul style="list-style-type: none"> • None <i>Assignment</i> <ul style="list-style-type: none"> • Case Study III 	<i>Assignment</i> <ul style="list-style-type: none"> • None

Wk 16 I FINAL PROJECT WORKSHOP IV & PRESENTATIONS

Workshop – 04/28	Presentations – 04/30
<i>Reading</i> <ul style="list-style-type: none"> • TBD <i>Assignment</i> <ul style="list-style-type: none"> • Design for Policy and Governance Research Paper 	<i>Assignment</i> <ul style="list-style-type: none"> • In-Class Presentation

POLICIES

Expectations

This course is a hybrid class conducted jointly by the RIT College of Liberal Arts and the RIT School of Design. Students are expected to come to class each week prepared to initiate and

participate in class discussion. Since this is a 3-credit hour course, our rule-of-thumb is 2 to 3 hours per week outside the classroom for every credit hour per week in the classroom, or 6–9 hours per week. This syllabus is subject to change with improvements if needed.

Communication

If a student has any questions or comments about the course or the curriculum they should be submitted to the Professor first through the course website email system. This will allow for a record of communication and provide for timely feedback. Correspondence will be returned within 24 hrs. if not sooner. It is incumbent upon the students to monitor their own correspondence. Mid-semester meetings with each student to discuss progress are available upon request. I am available for office hours by request.

Attendance

Unless alternative arrangements have been set prior to the start of the semester, students are expected to attend every class. With proper documentation students are allowed two absences throughout the semester, one Tuesday and one Thursday only. Documentation of the absence must be approved by the professor prior to the absence. The instructor reserves the right to assign a failing grade to any student who misses more than two classes without communication.

Required Texts

- Bason, C. Design for Policy. 2014. Routledge. ISBN-13: 978-1472413529
- Goldsmith, S. A New City O/S. 2017. Brookings Institution Press. ISBN-13: 978-0815732860
- Hanington, B. Universal Methods of Design. 2012. Rockport Publishers. ISBN-13: 978-1592537563
- Papanek, V. Design for the Real World. 2015. Chicago Review Press. ISBN-13: 978-0897331531
- Manzini, E. Design, When Everybody Designs. 2015. MIT Press. ISBN-13: 978-0262028608

Required Tools

- Sketch notebook, pen, pencil, eraser, 5-10 Post-it Notes pads

Academic Integrity

As an institution of higher learning, RIT expects students to behave honestly and ethically at all times, especially when submitting work for evaluation in conjunction with any course or degree requirement. The College of Liberal Arts and the School of Design encourages all students to become familiar with the [RIT Honor Code](#) and with [RIT's Academic Integrity Policy](#).

Accommodations

RIT is committed to providing reasonable accommodations to students with disabilities. If you would like to request accommodations such as special seating or testing modifications due to a disability, please contact the Disability Services Office. It is located in the Student Alumni Union, Room 1150; the Web site is www.rit.edu/dso. After you receive accommodation approval, it is imperative that you see me during office hours so that we can work out whatever arrangement is necessary.