

Parsons The New School for Design Continuing Education – SPACE
Using Visual Thinking for Business PCID1320_X1_Sp15 Online
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By appointment in Canvas calendar

Course Description:

Learn to assess your creative and technical strengths, and gather visual data and articulate a vision for your business. In this class, you are introduced to visual thinking as an assessment methodology, principles of generative thinking and analyzing and synthesizing as well as have opportunities to develop these capacities.

Keep in mind that all business involves human interaction. You explore the use of soft skills, such as studying eye modes, body language and conversational cues to round out your investigative process. Also learn to negotiate artfully, create visual mind maps and practice social and professional networking skills. An active online exchange among class members includes research and exercises that focus on radiant thinking, office management, print and web portfolios and presentation skills.

Weekly assignments are supplemented with critiques and the sharing of successful art/design portfolios as well as links to relevant business articles and resources.

Course Schedule:

1. Mind map personal attributes, and business vision and benefits
2. Observation and interpretation of body language
3. Cash Management for taxes and project estimates
4. Weekly videoconferences and collaboration with fellow colleagues
5. Valuable resources for each assignment

WEEK 1

- Introduction, Syllabus Review
- Radiant Thinking principles
- Mind Mapping Vision, Service ...
- Eye Modes -Negotiation Skills

Assignment:

- 1-"Mind Mapping", select article title "Note Taking", read and review video, then explore menus/tools from tutorial
 - 2-Design a map of your purpose, vision, philosophy, market, etc.
 - 3-Design a second map of your personal story: strengths, differences, service, skills, inspirations, affiliations
 - 4- Review eye mode chart in curriculum, Observe interactions throughout the week
- Readings/Links in Canvas Module on mind mapping and negotiation

Course Objectives

1. Design maps of business vision, service/benefits, personal attributes
2. To observe and document 3 critical elements in dialogue with others
3. To articulate business concepts, philosophy and benefit to others
4. To create a succinct project estimate mind map
5. To learn the principles of image optimization and formatting
6. To refine existing website and/or blog - aligning images with text

Learning Outcomes

By the successful completion of this course, you will be able to:

1. Generate new ideas and streamline thought process with mind mapping/radiant thinking
2. Utilize accessing cues & interpret non-verbal communication
3. Succinctly communicate the Why, What & How of your business
4. Responsible and efficient managing cash flow and more self-assured communicating business procedures
5. Edit, color correct, crop & format your designs and images
6. Visually present your business with the highest visual standard

Final

- 4 individual Mind Map PDF'S – Vision, Attributes, Business, Estimate
- Web and/or Blog URL – completed
- Written documentation - PDF or audio/video of your interactions and observations on body language
- Web and/or Blog URL – revised

Final Grade Evaluation

The midterm evaluation, as well as individual reviews will clarify areas that are strong, as well as needing attention. If a negative evaluation is made, then the student is required to schedule an appointment with the academic advisor to discuss the problems cited in the evaluation. The mid term and final grade are based on a proportional evaluation of all assignments

Grade Calculation

6 Assignments 30%
Weekly Conferences 30%
Weekly Collaboration 30%
Final Project 10%
TOTAL 100%

Evaluation and Grading:

- Grading is based on your intention, conceptual strength of work, development, communication, execution and presentation
- Attendance, group participation and integrity throughout the semester are important factors, and students must be conscious to submit their completed work as scheduled by the syllabus.
- There are reviews in your weekly Canvas conference, and any student not attending a review for the week, without prior notice via "Canvas" inbox will be marked absent. Tardiness for 2 conferences is considered an absence and a student with two absences will be assigned a failing grade.

Responsibility

- Each week there are specific objectives and the growth of your business and the course is commensurate to your commitment with each assignment. The creative process, collaboration as well as the completion of each assignment are carefully reviewed.
- I know there are unforeseen circumstances, so please contact me with any obstacles, schedule conflicts or illness. Failure to prepare and complete any assignment will jeopardize your successful completion of this course.

Participation - Canvas Conferences

- I will be available for 30-minute weekly Canvas conferences per person. See the Canvas scheduler tab for setting an appointment and Announcement on how to sign in and participate
- Please have all questions prepared and all platforms, tools and assignments opened on your desktop prior to each conference session, so our time online is more productive.
- View Canvas for announcements, discussions, assignments and resources

Special Grade Status

- Temporary Incomplete - indicates failure to complete assigned work.
- Official Withdrawal - by petition to the Registrar's office, credit students may withdraw from their credit registration without penalty after the drop deadline.

Resources

1. Essential Guide to Neuro Linguistic Programming - Tom Hoobyar/Tom Dotz
2. Start With Why – Simon Sinek
3. Secrets of Power Negotiating - Roger Dawson
4. Worth Every Penny – Sarah Petty and Erin Verbeck
5. Business Model Generation (BMG) – Alexander Osterwalder & Yves Pigneur

Financial

1. Prof. practices for Interior Designers - Christine Piotrowski
2. Business & Legal Forms for Interior Designers – Tad Crawford
3. How to start a Home based ID business – Suzanne De Walt
4. Launch- To sell almost anything online – Jeff Walker
5. A compendium of strategies in Architecture - Andy Pressman
6. The Ethical Architect- Tom Spector
7. The Architect's Studio Companion – Edward Allen
8. The Codes Guidebook for Interiors – Sharon Harmon

Reference

1. Contemporary World Interiors – Susan Yelavich
2. Tailoring the Green Suit – *Dan Smolen*
3. Painting as a Pastime – Winston Churchill
4. How Art made the World - Nigel Spivey
5. Innovators Shaping our Creative Future – Thames and Hudson