HUMAN CENTERED DESIGN IN LONDON

INFORMATION SESSION

Dr Brock Craft
Dr. Tyler Fox
Your program leaders are also your teachers. We have extensive experience in study abroad and in the Human Centered Design Community in London and the EU.

1. **DR BROCK CRAFT**
   Director BS, HCDE
   PROGRAM DIRECTOR

2. **DR TYLER FOX**
   Director, MS HCDE
   PROGRAM DIRECTOR

3. **DR JOHN FASS**
   Director, MS User Experience
   London College of Communication
   LOCATION CO-DIRECTOR

3. **OS KEYES**
   PhD Student HCDE
   TEACHING ASSISTANT
**Program Goals and Activities**

We will explore design theory and practice for the urban context, using London as our classroom.

1. **LONDON AS FIELD SITE**
   - London will be a field site for a Design Outcome. What that means will come into focus as we assemble the participants and opportunities. This will be an intensive intellectual and creative experience.

2. **INVITED TALKS**
   - We have engaged three guest speakers from the UX/UI and Design industry in London.

3. **SITE VISITS**
   - Site visits are planned to unique locations that reveal the design of urban systems. The sites include the Design Museum, Transport for London Museum, Bletchley Park, Victoria & Albert Museum.

4. **DESIGN WORK**
   - The end goal is to actually undertake some design work while we are there. This will be a making experience. How that manifests will evolve during the program.

5. **LONDON DESIGN FESTIVAL**
   - The program culminates on the London Design Festival. Participants will relate exhibits of their choice to their design work.
Key Dates

Preparation Phase

Make sure to keep these dates in mind
We will notify you of any changes

- **Feb 1:** Information Session
- **Feb 15:** Applications Due, Scholarship Applications due
- **Feb 27:** Admissions Decision and Notifications
- **March 6:** Selected students commit to program within one week of acceptance
- **Spring Quarter:** Bi weekly seminar sessions (2-credits) to plan for the trip
Key Dates

Learning Phase

Key activities during the program

Summer

August 5


Aug 31

Pre-departure Meeting

Research and Design Weeks 1 and 2

Sept 8-14

Sep 14-22

London Design Festival 2019

Departure
THE CITY OF LONDON WILL BE YOUR FIELD RESEARCH SITE

You will conduct fieldwork in the city, investigating the urban context as the basis for designed concepts and artifacts.
WHERE COMPUTERS WON THE WAR

(the big one, that is)
Group Tour and Day Trip
45 minutes north of London,
included in the program.

BLETCHLEY PARK
EXCURSION
London Design Festival

The Leading European Design Showcase
September 14th-22nd

Global Audience
In 2018, the Festival welcomed a record-breaking 450,000 individual visitors from over 75 countries.

Hundreds of exhibits
Free Design-related events throughout the city. Exhibitions, parties, open studios, gallery walks, showings — and more!

All Domains of Design
The festival features all kinds of Design work from UI and UX, to Graphic Design, Interiors, Product Design, Textiles, and Furniture to name a few.
The program is all-inclusive but you are responsible for being prepared and miscellaneous expenses.

What your fees cover:

- Accommodation is included
- Transit pass is included
  - Travel and fees for planned excisions included
- Three group meals included
  - Flights, visa costs, and food not included
Questions and answers

If you have further questions you can email us at:  
bcraft@uw.edu or foxt@uw.edu