



# HUMAN CENTERED DESIGN IN LONDON

## INFORMATION SESSION

Dr Brock Craft  
Dr. Tyler Fox



# Program(me) Leadership

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 visit are planned to unique locations that reveal the design of urban systems. The sites include the Design Museum, Transport for London Museum, Bletchely 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.

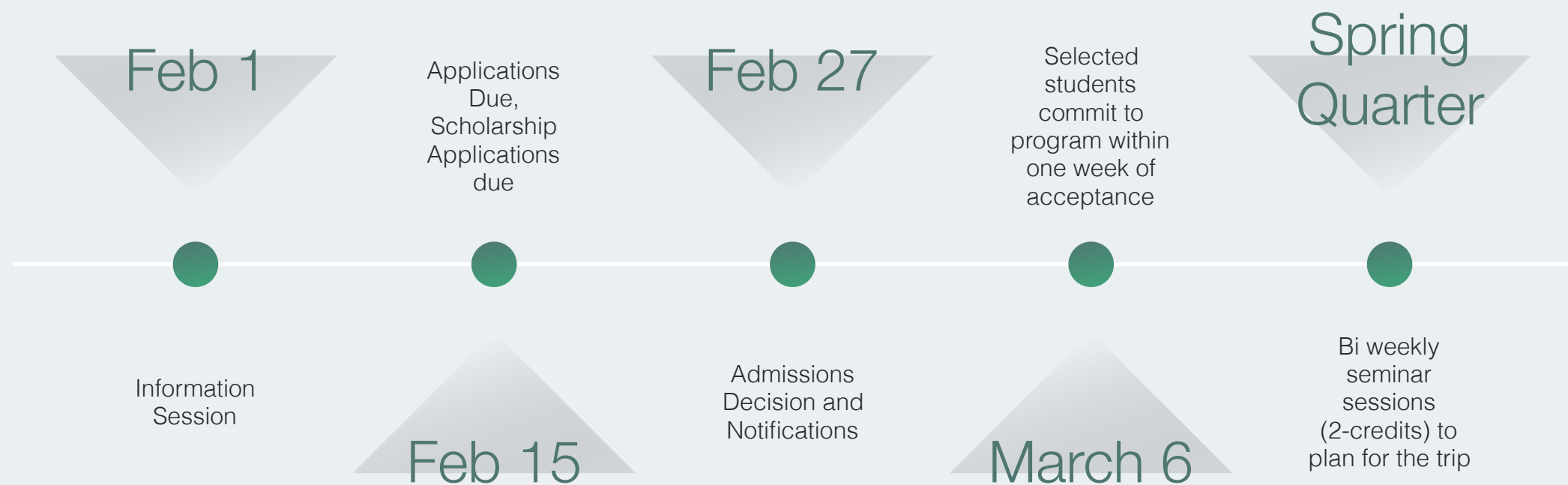
**5**

## **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

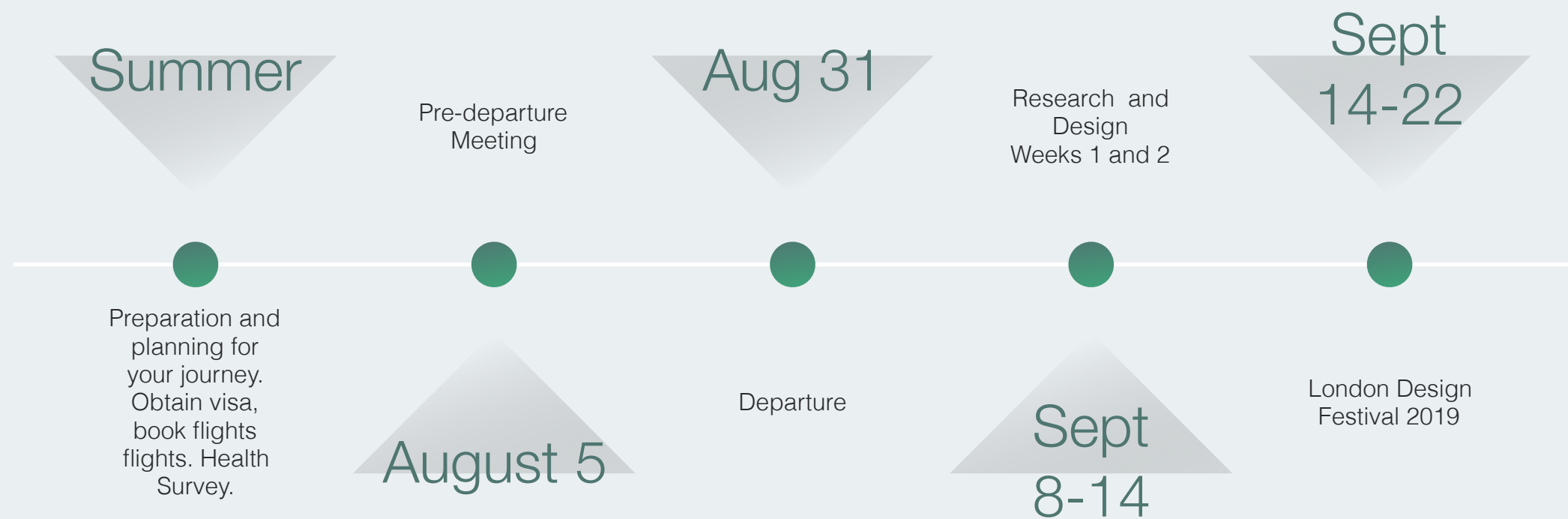
Make sure to keep these dates in mind  
We will notify you of any changes





# Key Dates Learning Phase

Key activities during the program







# URBAN RESEARCH & DESIGN

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.



# BLETCHLEY PARK EXCURSION

WHERE  
COMPUTERS  
WON THE WAR

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



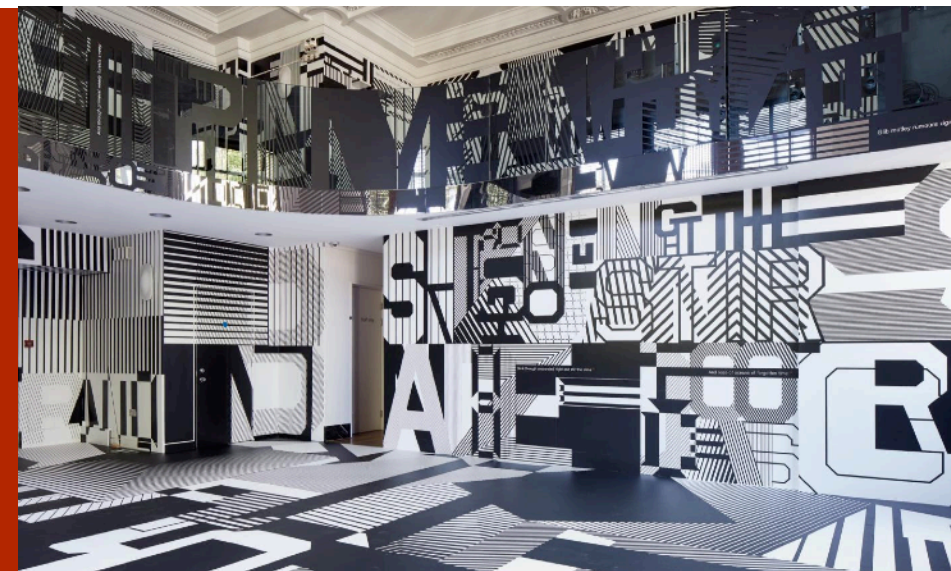
# London Design Festival

The Leading European Design Showcase  
September 14th-22nd



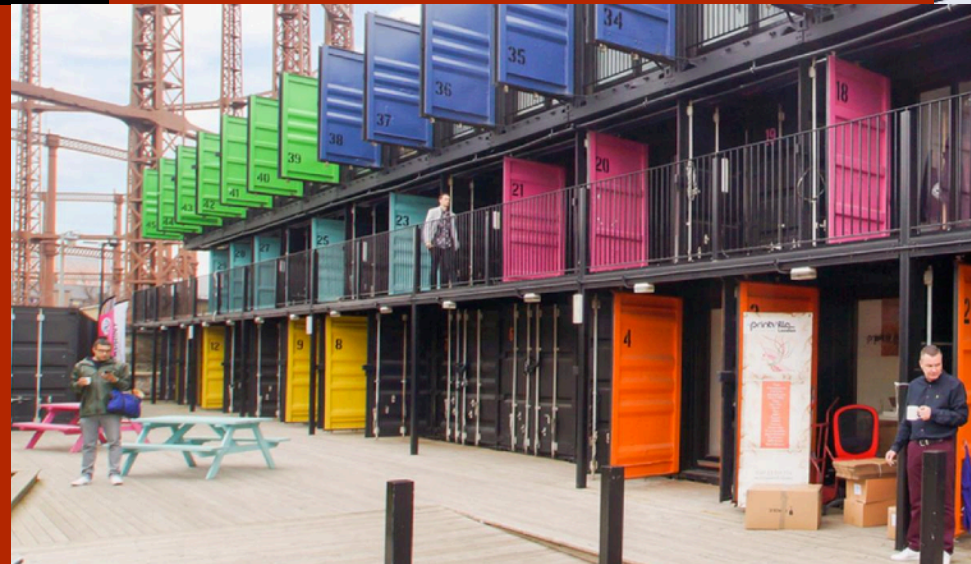
## Global Audience

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.



A photograph of a row of red telephone booths on a city street. The booths are made of red-painted metal with glass panels. The word 'TELEPHONE' is visible on the top of each booth. The background shows a light-colored stone building with windows.

# Practical Info

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 excursions included
- Three group meals included
- Flights, visa costs, and food not included

# Questions and answers

A person is holding a camera up to their eye, framing a cityscape through the lens. The scene is set against a bright, hazy sky with soft clouds, suggesting a sunset or sunrise. The city buildings are visible through the camera's viewfinder, and the person's hands are seen holding the camera. The overall mood is contemplative and artistic.

If you have further questions you can email us at:  
[bcraft@uw.edu](mailto:bcraft@uw.edu) or [foxt@uw.edu](mailto:foxt@uw.edu)