Course Name (English)	SERVICE DESIGN FOR VISUAL COMMUNICATION `APPROVED`
Course Code	GDG626

MQF Credit	4

Course Description	This course is designed to let students acquired the needs of customers or participants, so that the design service is user-friendly, competitive and relevant to the customers. Students will be exposed to methodologies of fields such as ethnography and journalism to gather customer insights through interviews and by shadowing service users.

Transferable Skills	-Solution Provider -Systematically Inquisitive

Teaching Methodologies	Lectures, Studio, Field Trip, Case Study, Tutorial, Web Based Learning, Discussion, Presentation, Self-directed Learning, Role Play, Problem-based Learning

CLO		
	CLO1	To describe the use of service design method and tools
	CLO2	To enhance their skills in service design method and tools with advanced digital technology and business management disciplines
	CLO3	To analyse how design can transform the experience and value of service design, making them compelling to users, as well as attractive and profitable for the organisations that deliver them

Pre-Requisite Courses	No course recommendations

Topics
1. Introduction to service design and design thinking methodologies 1.1) N/A
2. Deep-dive on design research and how to conduct it 2.1) N/A
3. Using customer journey maps, personas and clustering to define a problem. 3.1) N/A
4. How to create and visualise great service concepts 4.1) N/A
5. Prototyping and testing for service design 5.1) N/A
6. Studio Study 1: Self-directed work/ prototype testing 6.1) N/A
7. Studio Study 2: Self-directed work/ prototype testing 7.1) N/A
8. Studio Study 3: Self-directed work/ prototype testing 8.1) N/A
9. Studio Study 4: Self-directed work/ prototype testing 9.1) N/A
10. Intro to implementing service design through blueprinting and business model design 10.1) N/A
11. Delivering service design through business model design and measuring service design 11.1) N/A
12. Studio Study 5: Self-directed work/ experiment/ presentation 12.1) N/A

13. Studio Study 6: Self-directed work/ experiment/ presentation
13.1) N/A

14. Studio Study 7: Self-directed work/ experiment/ presentation
14.1) N/A

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	n/a	30%	CLO1
	Assignment	n/a	30%	CLO2
	Final Project	n/a	40%	CLO3

Reading List	Recommended Text	Marc Stickdorn,Jakob Schneider 2012, *This is Service Design Thinking*, 1 Ed., Wiley [ISBN: 9781118156308]
		Alexander Osterwalder,Yves Pigneur,Gregory Bernarda,Alan Smith 2014, *Value Proposition Design*, 5 Ed., John Wiley & Sons [ISBN: 1118968050]
		Andrew Polaine,Lavrans Løvlie,Ben Reason, *Service Design*, 1933820330
		Tim Brown 2009, *Change by Design*, HarperBusiness [ISBN: 0061766089]
		Ben Reason,Lavrans Lvlie,Melvin Brand Flu 2015, *Service Design for Business*, John Wiley & Sons [ISBN: 1118988922]
		James Kalbach 2015, *Mapping Experiences*, O'Reilly Media [ISBN: 1491923539]
		Thomas Lockwood 2010, *Design Thinking*, Skyhorse Publishing, Inc. [ISBN: 1581156685]
		Nigel Cross 2011, *Design Thinking: Understanding How Designers Think and Work*, Berg Publishers [ISBN: 978184788636]
		Idris Mootee 2013, *Design Thinking for Strategic Innovation: What They Can't Teach You at Business or Design School*, 1 Ed., Wiley [ISBN: 978111862012]
		Michael Lewrick, Larry Leifer, and Jean-Paul Thommen 2020, *The Design Thinking Life Playbook: Empower Yourself, Embrace Change, and Visualize a Joyful Life*, Wiley [ISBN: 978111968224]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	