



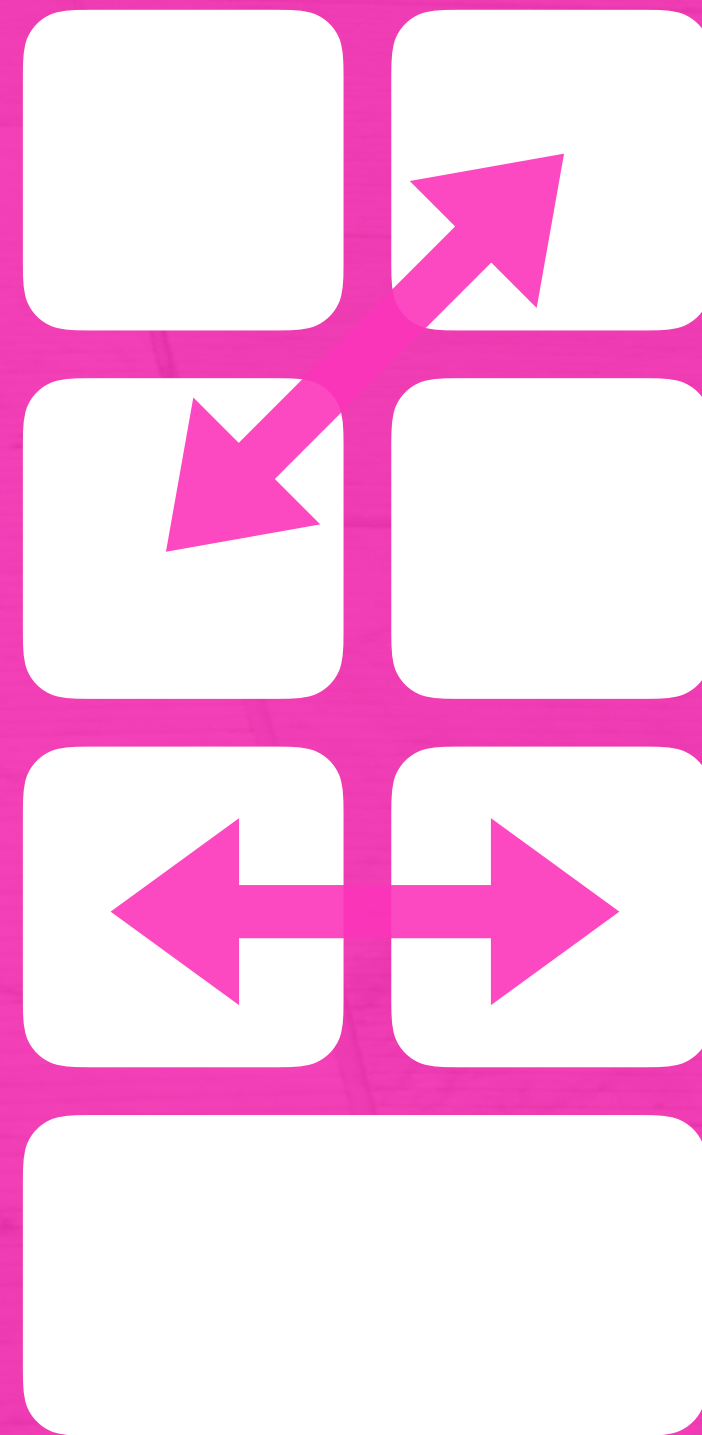
# THE INTEGRATED DESIGN STUDIO

as an Approach to Transdisciplinary Design Learning

**COLIN M. GRAY**, PAUL PARSONS, & AUSTIN L. TOOMBS, *PURDUE UNIVERSITY*

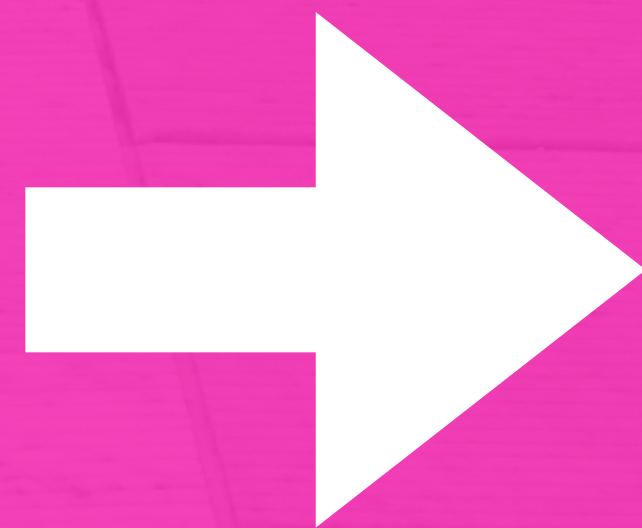
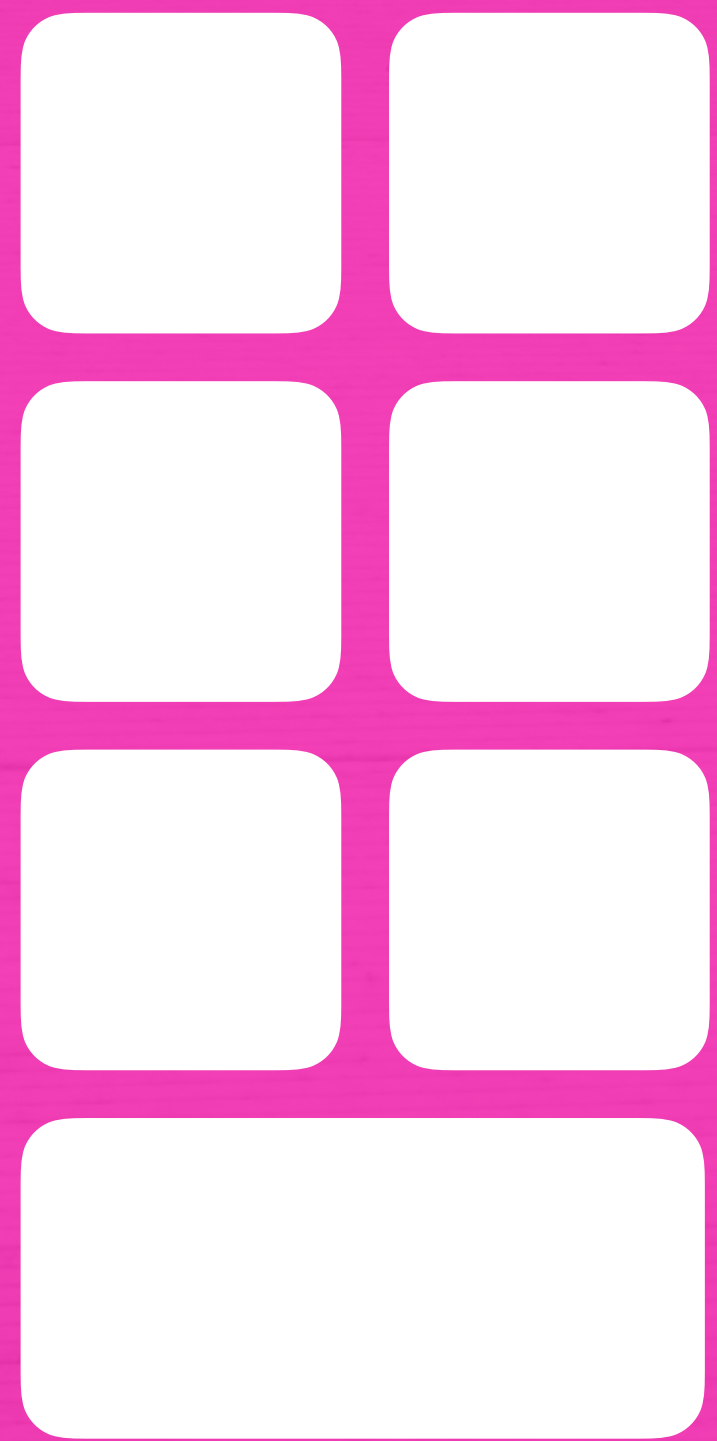


# UNINTEGRATED

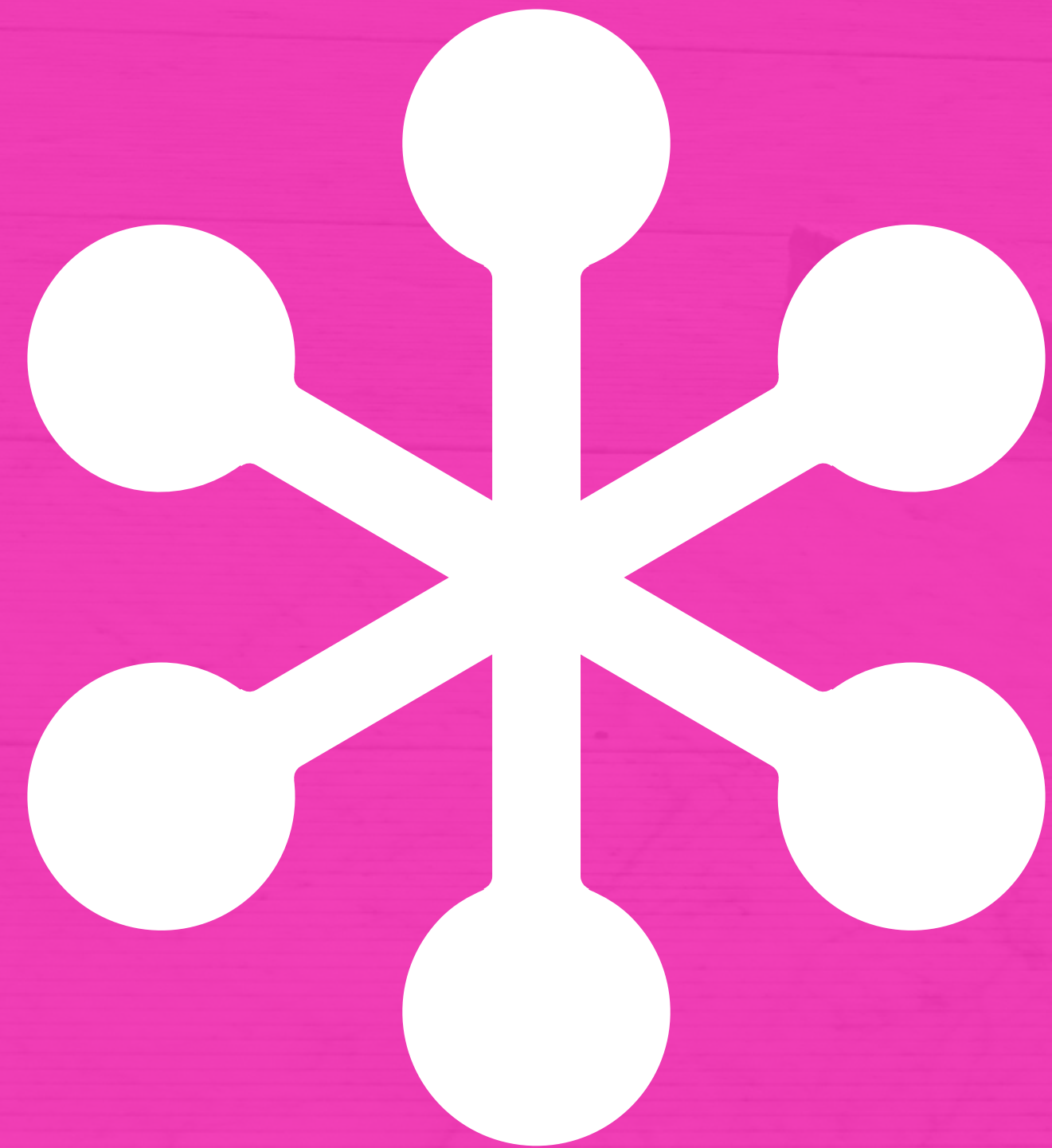




**UNINTEGRATED**



**INTEGRATED**





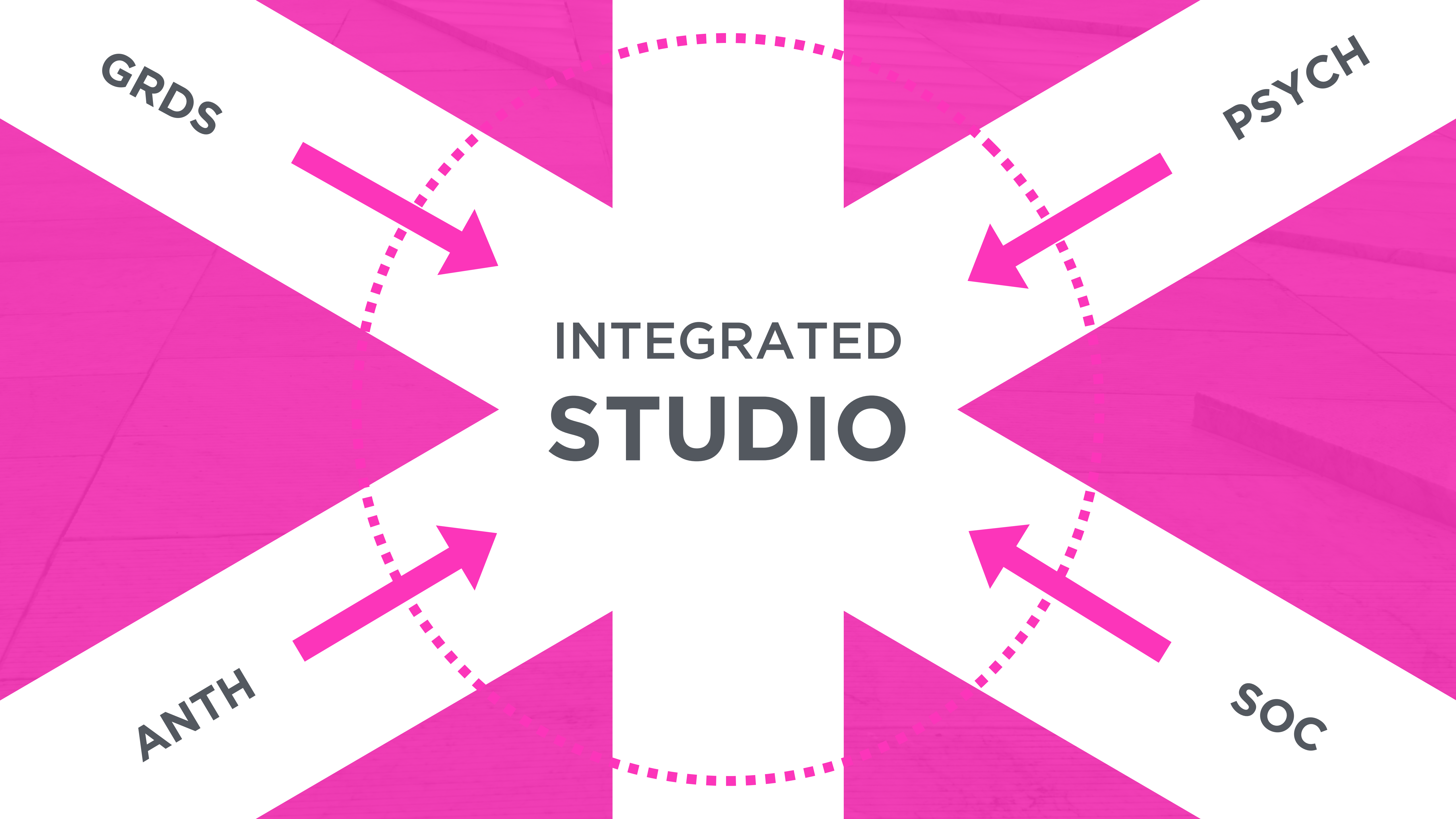
**GRDS**

**PSYCH**

**INTEGRATED  
STUDIO**

**ANTH**

**SOC**







**OUR GOAL**

**MULTIPLE STRANDS  
OF LEARNING**





# OUR GOAL

**MULTIPLE STRANDS  
OF LEARNING**  
*EXPERIENCED  
OVER TIME*



FRESHMAN

SOPHOMORE

JUNIOR

SENIOR

FA

SP

FA

SP

FA

SP

FA

SP

LEARNING  
STUDIOS

LS1  
FOUNDATIONS

LS2  
SCREEN

LS3  
CROSS-CHANNEL

LS4  
STRATEGY

LS5  
SPECIALIZATION

DEPARTMENT  
CAPSTONE

EXPERIENCE  
STUDIOS

ES

ES

ES

ES

ES

FRESHMAN

SOPHOMORE

JUNIOR

SP

FA

SP

FA

SP

LS1

FOUNDATIONS

LS2

SCREEN

LS3

CROSS-CHANNEL

LS4

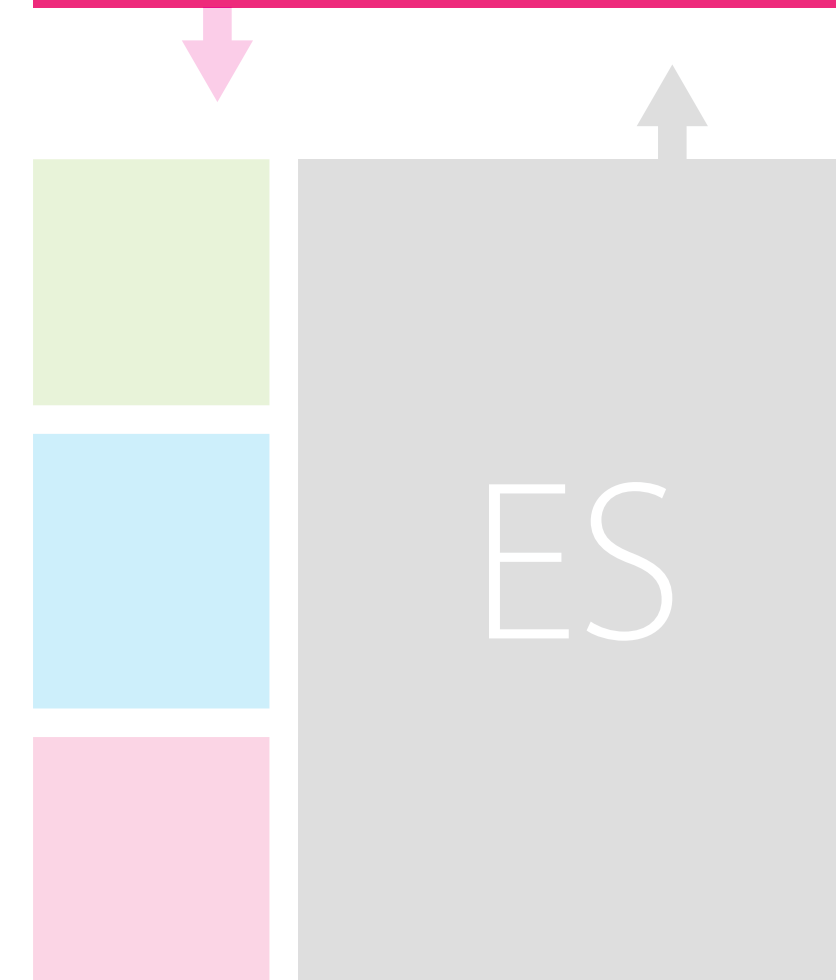
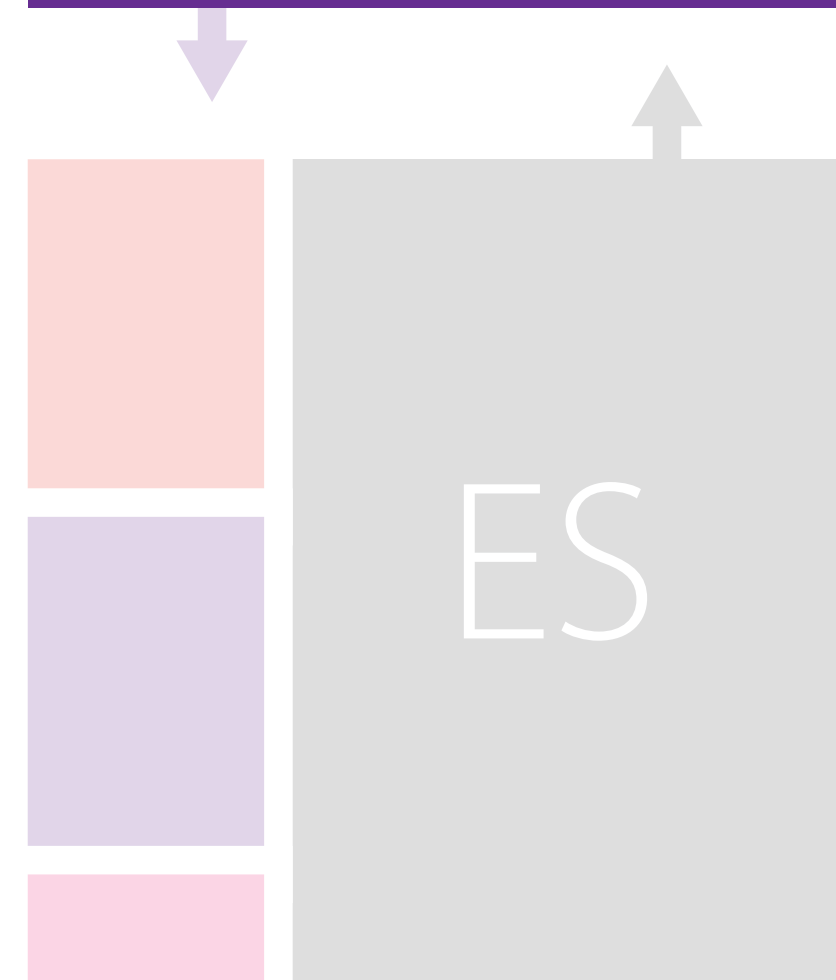
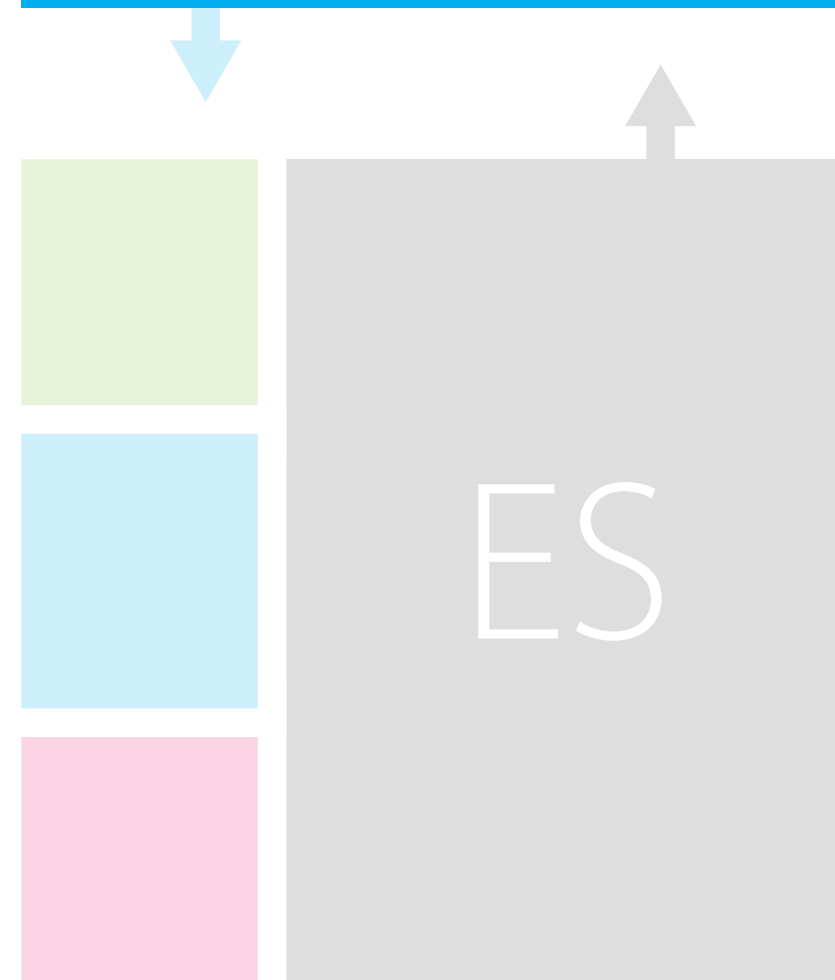
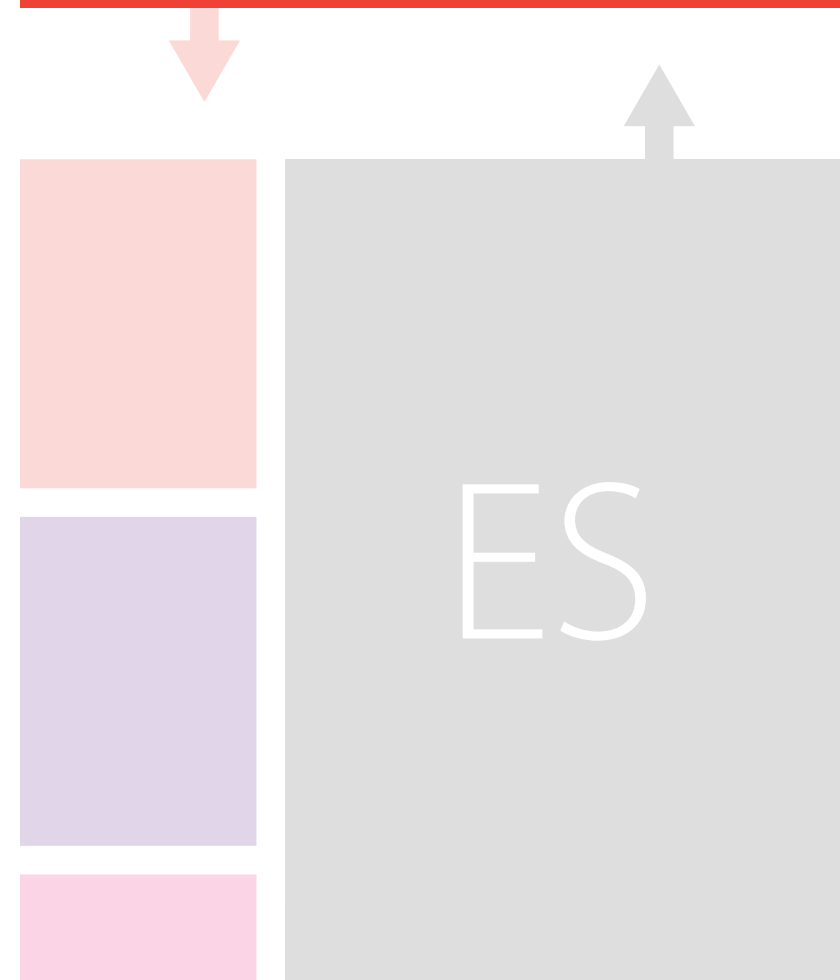
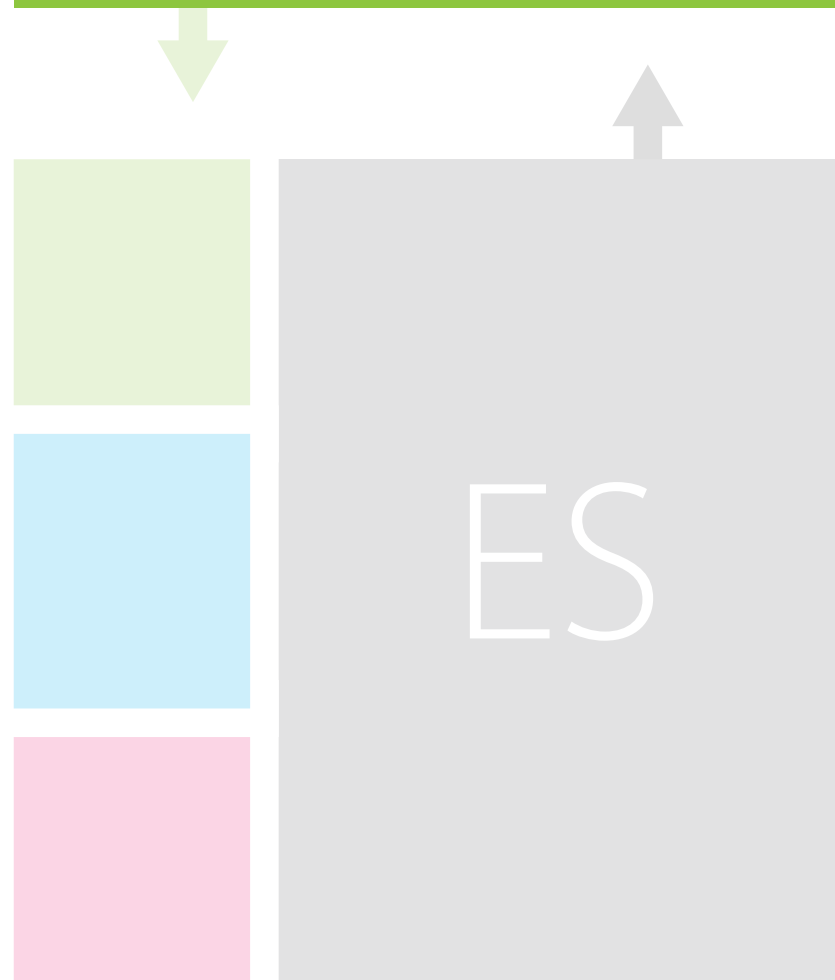
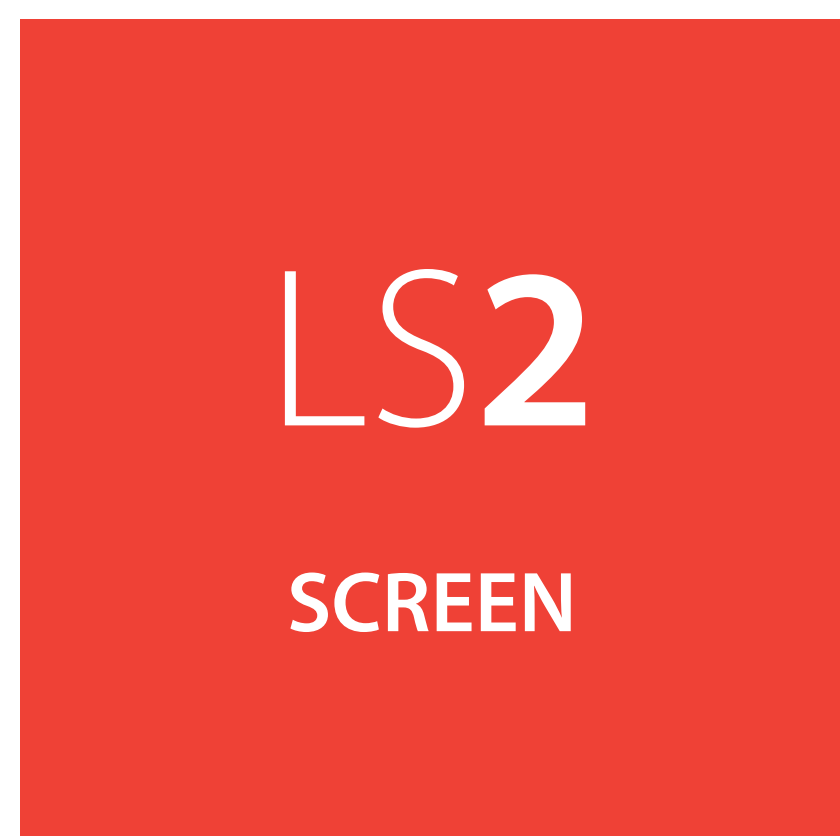
STRATEGY

LS5

SPECIALIZATION

LEARNING  
OBJECTIVES

FINANCE  
OBJECTIVES



ES

ES

ES

ES

ES



**TRANSDISCIPLINARITY**

**USER  
EXPERIENCE**

**PSYCH**

**ANTH**

**SOC**

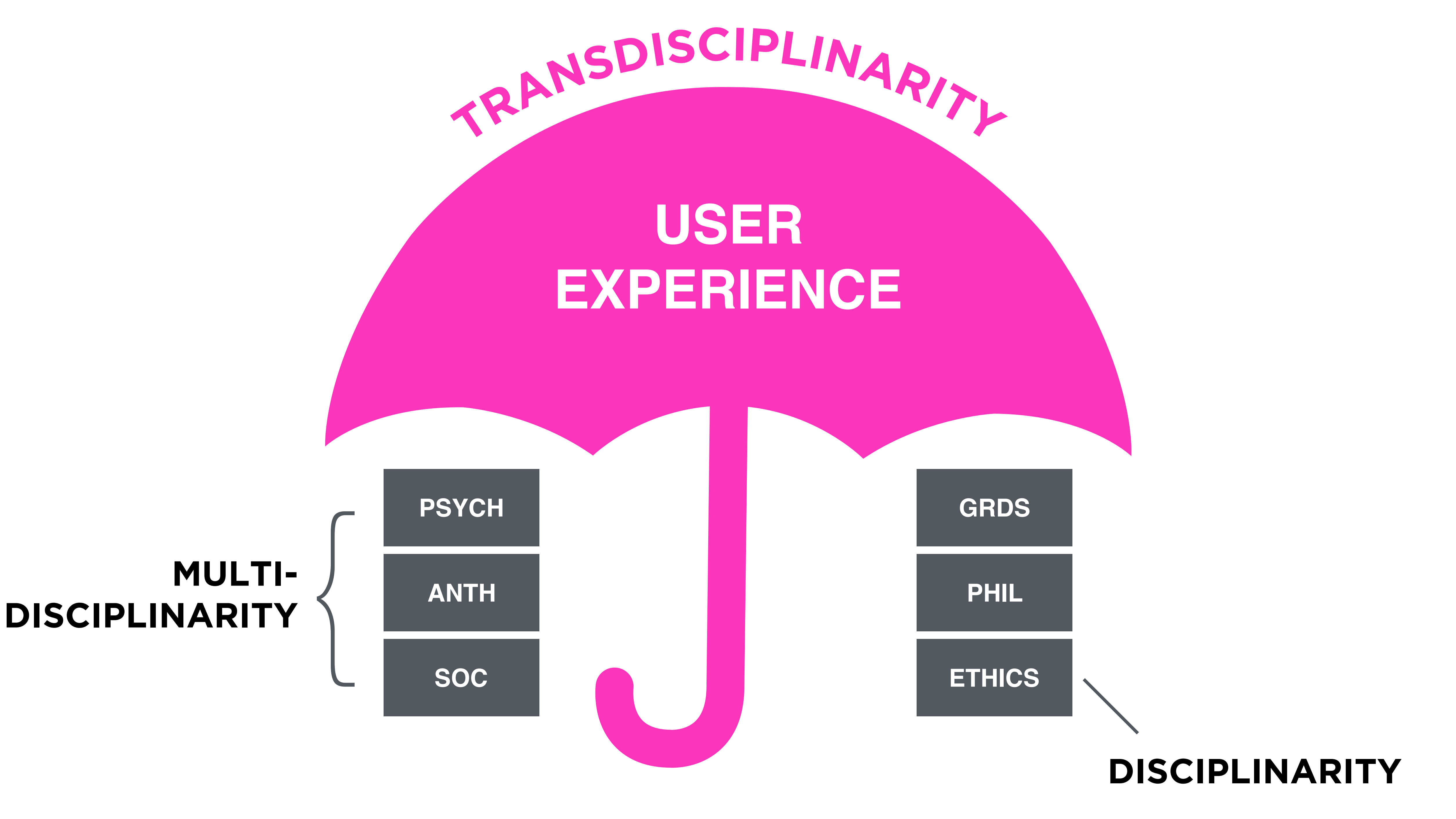
**GRDS**

**PHIL**

**ETHICS**

**MULTI-  
DISCIPLINARITY**

**DISCIPLINARITY**







HOW DID WE CREATE THE  
**INTEGRATED STUDIO?**







1	<b>JAN 9</b> introduce syllabus	<b>JAN 11</b> ucd cycle & values
		#DOET—Ch. 1 <sup>P</sup> #Moggridge—Preface <sup>P</sup> #UMOD—Introduction <sup>P</sup>
2	<b>JAN 16</b> sketching *project1 assigned	<b>JAN 18</b> interview + persona *intro to portfolio
	#reflection #Buxton <sup>P</sup>	#UMOD—Interview <sup>P</sup> , Persona <sup>P</sup> #GrudinWilliams <sup>P</sup>
3	<b>JAN 23</b> usability testing	<b>JAN 25</b> formal critique
	#reflection #RSME—Ch. 1,2,4	<b>#project1</b>
4	<b>JAN 30</b> *project2 assigned	<b>FEB 1</b> affinity diagramming
	#reflection	#UMOD, affinity diagramming <sup>P</sup>
5	<b>FEB 6</b> group critique scenarios + mental models	<b>FEB 8</b> wireframing

-  PSYCH
-  ANTH
-  HISTORY
-  ETHICS
-  GRDS



# LEARNING STUDIO 1

FOUNDATIONS

GROUP  
PROJECTS

CRITIQUE

REFLECTION

PORTFOLIO

# LEARNING STUDIO 2

SCREEN

GROUP  
PROJECTS

INDIVIDUAL  
EXERCISES

CRITIQUE

REFLECTION

PORTFOLIO



# HOLISTIC LEARNING EXPERIENCE

PROJECT-BASED LEARNING

CRITIQUE AND REFLECTION

PSYCH

ANTH

SOC

GRDS

PHIL

ETHICS



# HOLISTIC LEARNING EXPERIENCE

PROJECT-BASED LEARNING

CRITIQUE AND REFLECTION

PSYCH

ANTH

SOC

GRDS

PHIL

ETHICS

## HIDDEN CURRICULUM



# HIDDEN CURRICULUM

## DESIGN LEADERSHIP

teamwork &  
collaboration  
vertical integration  
design as avocation

## PRODUCTIVE FAILURE

failing with a safety net  
formative critique  
acculturation through  
peer mentorship

## TACIT KNOWLEDGE

reflection as a way  
of being  
rubric-free feedback  
sustaining a learning  
community





**THANK YOU**

**UXP2.COM | COLINGRAY.ME | GRAY42@PURDUE.EDU**