

## DESIGN PSYCHOLOGY TOOLBOX

### **Design Psychology Toolbox** (four-hour course)

Subject code index: 1:4 Theory and Creativity-Design Psychology

IIDA Course #4863 + 7566

AIA Course #HAW521 + HAW533,

**Course Description:** How can designers use Design Psychology in everyday practice to create ideal places? In this hands-on workshop, participants learn how to use a variety of exercises from the "Design Psychology Toolbox" to explore their own and their client's intimate connection with place. Participants learn how to successfully "design-in" social and psychological space use requirements not just traditional square footage requirements. Those taking this workshop gain a meaningful and rigorous programming method they can use in their own projects.

### **This course will cover the following objectives:**

- Introduction to the new field of Design Psychology.
- Gain in-depth practice using exercises from the "Design Psychology Toolbox".
- Learn how the Design Psychology exercises/tools can be added to their current programming method, especially to create workplace and institutional design that matches people and place.

### **Content outline:**

1. Time Line - hands-on exercise
2. Introduction to Workshop and Design Psychology
  - Visual examples of Michael Graves', Charles Jencks' and Authors' reworking of past home places as determined in Environmental Family Tree Exercise
3. The Design Psychology process
  - Explore past history of place
  - Identify "high positive" associations with past place
  - Use "high positives" to envision ideal design
  - Climb the pyramid of needs to be satisfied to envision ideal design
  - Using the pyramid of "actualized design" as a touchstone, translate vision into fulfilling design
4. Discussion of timeline exercise completed at beginning of session
5. Working as part of a group, come up with a hypothetical program for one of four different types of spaces.
  - workplace (architecture firm)
  - workplace (office for nationwide TV star and her staff)
  - charter high school
  - YMCA
6. Group exercises and discussion
  - Timeline
  - Ideal place
  - Place sociogram
  - Personality and place
  - Guided visualization
7. Programming with the design psychology blueprint
8. Summary from each group and discussion