

HAWORTH®

Of Brains and Buildings

Of Brains and Buildings (One hour course)

AIA Course #: HAW561

IDCEC Course #: 8743

Subject Code: 2.10 Interior Design: Space Planning

Course Description: This seminar explores the importance of context in human cognition and information processing. It introduces ecological psychology, cognitive ergonomics, and brain functions that implicate a salient role for context in the quality of thought and ideas. Although context influences mental processes, most people's awareness of this role for their environment remains very low or nonexistent. So, the environment (and therefore design) is important in human knowledge work, but the impact of the environment is difficult to measure because people are largely unaware of this association. This session will introduce certain techniques that work around these limitations to detect the important role of design.

Course Objectives:

- Gain an understanding in why design can be important in knowledge work outcomes.
- Examine why it is difficult to measure the business impact of design.
- Identify techniques for conducting good design research projects.
- Explore the importance of an occupant-centered perspective for the built environment.

Content Outline:

1. Introduction and overview.
2. Identify and explore human cognition and information processing factors.
3. Examine how environment and design are connected with discussion on the impact they have in knowledge work applications.
4. Discussion centering on the challenge of measuring the impact of the environment and the introduction of effective techniques to help insure good research.
5. Wrap Up – Q&A