

USING DESIGN PSYCHOLOGY TO CREATE IDEAL PLACES

Using Design Psychology to Create Ideal Places (one-hour course)

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

IIDA Course #7566

AIA Course #HAW521

Course Description: How can Design Psychology be used to create authentic, fulfilling places for designers, their clients, and users? Dr. Israel introduces this new field which she defines as “the practice of architecture, planning, and interior design, in which psychology is the principal design tool.” Examples of the Design Psychology process are applied to real projects including residential, institutional, and corporate. Participants will complete hands-on exercises from the “Design Psychology Toolbox” to apply in everyday practice and to help create ideal places.

This course will cover the following objectives:

- Discuss the new field of Design Psychology.
- Learn about the Design Psychology process and tools.
- Apply Design Psychology process and tools to your current practice, including the practice of corporate interior design.

Course outline:

1. Introduction to the field of Design Psychology
2. Design Psychology exercise/technique hands-on exercise
3. Create places (including workplaces) that reflect reality of that place rather than simply image of that place (Quote from Becker and Steele, Workplace by Design).
4. The Design Psychology Steps:
 - 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
5. Examples of Application of Design Psychology
 - Residential Design
 - Michael Graves Environmental Autobiography
6. How can you as a designer create design that is authentic and fulfilling for client and users?
 - Example of how this was done by one Seattle architect
 - Training workshops
 - Visioning sessions
7. How can you use Design Psychology to create ideal places?
 - Hands-On Exercise
 - Brainstorm ways the office might be re-designed to reflect this ideal
 - Share your “Whole-Workplace Ideal” and related design with others in the audience
8. Further questions and discussion