

# Module overview

	Mon - Layer 1	Mon - Layer 2	Notes	Wed - Layer 1	Wed - Layer 2	Notes
Week 1	[1] Overview and Launch, sharing of calendar (45 minutes)	[2] "The Web of things" —— "Authenticity and controlling the total user experience" (90 min)		[3] Moodboards and personas . why? (45 min) The design process (45 min)	[4] Research Presentations and Project Brief (needs and constraints) (120 min)	
Week 2	[5] Branding, brand development, branded products and experiences (120 min)	[6] Concept review - thumbnails, based on condensed Thumbnails. Intro [10] (120 min)		[7] Decision matrix, 7 alternatives work-sheet, 6 thinking hats, the perfect brainstorm (60 min)	[8] Work session applying decision matrix, open studio with individual feedback (180 min)	
Week 3	[9] The drama of the presentation & The power of time-based media (120 min)	[10] Presentation: Spend 20 bucks to buy something. Disect the experience.		[11] Typography 1 and 2 (90 minutes) Great storyboards as a thinking and design tool (60 min)	[12] Work session, refined design sketches. (90 min)	
Week 4	[13] Product semantics and form development (60)	[14] Present Storyboards (90) w thinking hats...		[15/16] Presentation release, individual feedback (30 min each) (240 min)	[15/16] cont.	
Week 5	[17] freestyle design Q&A (60 min)	[18] work session (180 min)		[19/20] Final presentations	[19/20] cont.	

Layer 1: General interest and design tools

Layer 2: Project information and progress

NOTE: According to my work travel schedule, some of these sessions will move to Friday. Please check your email for updates.