LINGUISTICS, LEARNING &

THE LANGUAGE OF THE DESIGN RESPONSE
TODAY’S SPEAKERS

PANEL

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NEED ONLINE ACCESS?

WIFI: SHERATON MEETING
PASSWORD: LEARNING916
Text KarinaRuiz944 to 22333 to Join!
SO, WHAT DOES THAT LOOK LIKE?
WHAT DO THESE TERMS MEAN TO YOU?

SAFETY AND SECURITY... IN SCHOOL.
WHAT DO THESE TERMS MEAN TO YOU?

ELEMENTS OF A PROGRAM
WHAT DO THESE TERMS MEAN TO YOU?

CLASSROOM
WHAT DO THESE TERMS MEAN TO YOU?

WORKING IN A GROUP
WHAT DO THESE TERMS MEAN TO YOU?

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2)❓⏰🏢❓➡️🍩

3) NEW 🎁➡️👾🔥🎯

4) 👤💥💩📱➡️TOP 💰
SCAN TO WATCH

STILL THINK WE ARE ALL SAYING THE SAME THING?
COMMUNICATION FORMS

- Verbal
- Written
- Visual
- Interactive
- Experiential
COMMUNICATION FORMS

Verbal
Written
Visual
Interactive
Experiential
COMMUNICATION FOUR PRIMARY FUNCTIONS

- Emotional Expression
- Motivation
- Control
- Information
THE COMMUNICATION PROCESS

Sender (Encoder)
- Experiences
- Attitudes
- Skills
- Perceptions

Message (Medium)
- Verbal/
- Non-written,
- email, web,
- pictures

Receiver (Decoder)
- Experiences
- Attitudes
- Skills
- Perceptions

Noise
Feedback loop
UNDERSTANDING GENERATIONAL GAPS

BABY BOOMERS

Age: 45-64
Major Life Event: Assassination of MLK or JFK
Life filters:
...Marriage? At least twice.
...Family? Dispersed.
...Influenced by? Family and Education.
...Technology? Just Hope to Master it...
...Motto? "No problem"
...Work is... an exciting adventure.
...Music? The Rolling Stones

GEN X

Age: 32-45
Major Life Event: Challenger Blowing Up
Life filters:
...Marriage? Maybe.
...Family? Blended, Extended.
...Influenced by? The Media.
...Technology? Enjoy it...
...Motto? "No fear"
...Work is... a difficult challenge.
...Music? Michael Jackson, Prince, etc.

GEN Y

Age: 20-32
Major Life Event: 9/11/01
Life filters:
...Marriage? Why bother.
...Family? Alternative, but respected.
...Influenced by? Their friends.
...Technology? Employ it.
...Motto? "Whatever"
...Work is... a means to an end.
...Music? Britney Spears, Boy bands...

GEN Z

Age: 20 and younger
Major Life Event: Prolific Social Change
Life filters:
...Marriage? Outdated.
...Family? Global.
...Influenced by? The Internet.
...Technology? Breathe it.
...Motto? "Get real"
...Work is...about getting that money!
...Music? Drake, One Direction, Lorde
Left Brain: 50%

- Analytic
- Rational
- Objective
- Symbolic
- Math
- Digital
- Order

Right Brain: 50%

- Instinct
- Art
- Emotion
- Imagination
- Memory
- Creative
- Music
STRUCTURE VS. FUNCTION
ARE STRUCTURE AND FUNCTION WORKING AGAINST EACH OTHER IN THIS ERA OF REFORM?
WHEN PREPARING STUDENTS FOR THE FUTURE...

SKILLS NEEDED TO BE SUCCESSFUL
WHEN PREPARING STUDENTS FOR THE FUTURE…

WHAT DOES THE FUTURE JOB MARKET LOOK LIKE?

WHEN BUZZWORDS AREN’T ENOUGH...

FROM DIFFERENTIATION TO PERSONALIZED LEARNING... 
DO WE REALLY KNOW WHAT THESE TERMS MEAN?

Diagram: Personalized Learning, Student-Owned Learning, Student-Centered Learning, Deeper Learning, Competency-Based Learning. 

Knowledge, Skills, and Dispositions to Succeed in College, Career, and Civic Life. 

Strategy: 
- Empower students to design their own solutions 
- Use prior knowledge to tackle unfamiliar tasks 
- Put each student in the driver’s seat 
- Foster resilience as students get older 
- Honor and understand multiple points of view 

WHEN STRUCTURE PROHIBITS EVOLUTION
DOES IT MAKE SENSE TODAY TO HAVE CHILDREN MEMORIZE STATE CAPITALS?
HOW MY CLASSROOM HAS CHANGED SINCE 1992:

LEARNING IS CO-CREATED.

LEARNING IS NETWORKED.

LEARNING IS FAR MORE COLLABORATIVE.

ASSESSMENTS ARE DEMONSTRATIONS OF LEARNING, NOT THE TESTING OF KNOWLEDGE.
COMPUTERS HAVE CHANGED THE NATURE OF LEARNING AND TEACHING.
TECHNOLOGY SHOULD BE LIKE OXYGEN: UBIQUITOUS, NECESSARY, AND INVISIBLE.
WHAT NEEDS TO BE REASSESSED:

- The role of the teacher.
- The importance of memorizing content.
- The top-down structure of communication.
Formerly, the best teachers were coaches. Now some of our best practitioners are more like Sherpas who:

- Point out the way
- Keep explorers out of danger
- Carry some bags until explorers can do it alone

...Know that the journey is the destination.
RETENTION OF INFORMATION

TEACHING DISCERNMENT IN THE INFORMATION AGE.

- Practical and Functional Skills
- Critical Thinking and Evaluation
- E-Safety
- Cultural and Social Understanding
- Collaboration
- Ability to Find and Select Information
- Effective Communication
- Creativity
In 1992, information traveled from me (or a printed page I selected) to each student and back again.

- Research Information
- Peer Collaboration
- Teacher Guidance
IN THE 21ST CENTURY...

LEARNING IS...

DISTRIBUTED

NETWORKED

RELATIONAL
WE NEED TO BUILD SPACES FOR LEARNING AND COLLABORATION INSTEAD OF INSTRUCTION IN THE TRADITIONAL WAYS WE HAVE KNOWN IT.
WHERE DESIGN COMES IN: CLASSROOMS ARE BEGINNING TO FUNCTION LIKE DESIGN STUDIOS
TEACHERS AND STUDENTS NEED TO CO-CREATE UNDERSTANDING.
SO, HOW DO WE DESIGN FOR LEARNING AND NOT JUST INSTRUCTION?
MISCUES OF THE DESIGN PROCESS

NEXT GENERATION LEARNING SPACES

SUSTAINABILITY

IBI LEARNING+
MISCUES OF THE DESIGN PROCESS

ASK DEEPER QUESTIONS.

PROGRAM INTEGRATION

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Library of tools & resources (for use)
LISTEN AUTHENTICALLY TO STUDENTS.
DESIGN TOOLS BRIDGING THE COMMUNICATION GAP.
DESIGN THINKING AS AN EQUALIZER.

EMPATHIZE
Explore the human context

DEFINE
Identify and select the strongest forces

TEST
Stage the ensemble and look for misfits

IDEATE
Generate forms at multiple boundaries

PROTOTYPE
Realize minimal form

CONTEXT
FORM

EMPATHIZE	DEFINE	IDEATE	PROTOTYPE	TEST
WHAT CAN HAPPEN WHEN WE DO THIS?