

## LESSON 4 HANDOUT 4.9 DESIGN JAM

### WHAT IS A DESIGN JAM?

A design jam is a kind of brainstorming idea factory. Often used to develop creative responses to civic or political issues, develop marketing and sales programs, or consider innovative ways to design museum exhibits. Most design jams have a similar format or structure, but often contain a briefing about the challenge, time to brainstorm or think about 'blue sky' solutions, consider limitations, sketch out or design the plan on chart paper, and share design ideas. Your challenge will be to design a museum exhibit to educate students about the uprooting, internment, dispossession, and relocation of Japanese Canadians.

### Design Jam Steps

#### Step 1: *The Mission*

- Propose your design ideas, individually at first, then share within your team.
- Use post-it notes, index cards or note paper to record initial thoughts.
- Individually note as many ideas as possible; consider things like what you would include and exclude, the construction, and key learning outcomes of the exhibit. Leave room on your notecards for others to build on your ideas and add notes.

#### Step 2: *Brainwriting*

- After 5–10 minutes each team member passes their notecard/post-it to the person on their left.
- Take another 2–3 minutes to add notes and build upon the ideas on the notecard, and pass again.

- Repeat this process 3 times. When the card is returned to the creator it will now have 3 times more information and improvements on their ideas.
- Note any challenges that will hinder the design.
- The team writes these down and discusses ways to navigate around obstacles and finds new solutions to any challenges.

#### Step 3: *The Design*

- Now it is time to design your exhibit. Take a large sheet of chart paper (or similar substitute) and map out your exhibit.
- Your design needs to include all critical elements that would be experienced in your exhibit including, kiosks, images, text features, physical objects, and other interactive media.
- Use a variety of colours to add life to your exhibit and its design appeal.

#### Step 4: *Showdown and Dot Voting*

- Present your design idea to the class. You will be judged on the elements listed under design criteria, how well you followed the steps in the design jam process and on the effectiveness of your presentation. Students will vote with coloured dots. Students place their dot on one design (cannot be their own) that they feel has best met the challenge. The design with the most dots wins!

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### DESIGN JAM: DESIGN A MUSEUM EXHIBIT

Your local community museum has initiated a contest to design an interactive exhibit for secondary students that will be used to teach about the uprooting, evacuation, internment, dispossession, and deportation of Japanese Canadians during the 1940s. The following criteria must be kept in mind as you create your design:

- The exhibit must include elements of the uprooting, internment, dispossession, and displacement of Japanese Canadians during the 1940s.
  - The design must be portable and modest in scale because it will travel to other community museums.
- The exhibit must contain:
    - Physical artifacts
    - Function with a variety of learners
    - Represent a variety of Japanese Canadian experiences.
  - Each item selected for the exhibit must have a learning purpose:
    - Why have you selected this item?
    - How does it help tell the story?
  - To maintain equity, all designs must be presented on one piece of large scale chart paper (unless specified otherwise by your teacher).
  - Your exhibit must have a name/title.