

An New BFA and MFA in Service Design at SCAD

Lead Professor and Course Leader: Professor Peter Fossick

E: pfossick@scad.edu

C: ++ 912 306 4772

SCAD

With more degree programs and specializations than any other art and design university in the United States, the Savannah College of Art and Design is uniquely qualified to prepare talented students for professional, creative careers. SCAD graduates are in demand to become the next generation of creative leadership. The statistics prove it: Within six months of graduation, 88 percent of 2007 SCAD alumni had secured jobs in their fields or had been admitted to graduate school.

SCAD is among the elite in national and international recognition, rankings and career placement. Named one of "America's Best Colleges" and one of "America's Best Graduate Schools" by U.S. News and World Report, and one of the nation's "Most Interesting Schools" by Kaplan-Newsweek, SCAD offers a choice of degree programs in 42 majors, plus 52 minors. With campuses in Savannah and Atlanta, Ga., in Lacoste, France, and degree programs offered online through SCAD-eLearning, the university attracts students from all 50 states and more than 90 countries.

The innovative curriculum at SCAD emphasizes learning through individual attention in an inspiring university environment. The individuality of each student is nurtured and cultivated by more than 500 professors with extraordinary industry experience.

SCAD is a private, nonprofit institution accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (1866 Southern Lane, Decatur, GA 30033-4097; telephone number 404.679.4500) to award bachelor's and master's degrees. The college offers Bachelor of Arts, Bachelor of Fine Arts, Master of Architecture, Master of Arts, Master of Arts in Teaching, Master of Fine Arts and Master of Urban Design degrees, as well as undergraduate and graduate certificates. The five-year professional M.Arch. degree is accredited by the National Architectural Accrediting Board. The Master of Arts in Teaching degrees offered by SCAD are approved by the Georgia Professional Standards Commission.

For more information, visit www.scad.edu, e-mail admission@scad.edu, call 800.869.7223 or 912.525.5100 in Savannah, or call 877.722.3285 or 404.253.2700 in Atlanta.

What is service design?

Service design as a term generally refers to design of systems and process around the idea of rendering a service to the user. The typical medium of presenting the service is through the business of commercial or non-commercial entities (i.e. pizza delivery, public health care, airline etc).

Very often the service element is attached to a physical product or offering but at times it could be purely an intangible offering, for example legal consultation. Most service is deployed through what is commonly referred to as touch points. These could be in form of virtual interfaces, physical interfaces and people. For example in a bank, the touch points are ATM machine, credit card, printed statement, call center representative, branch office etc.

What can service design do for value creation and innovation?

From the users point of view it's the experience that matters. A positive experience when dealing with the touch points of a service has a lot of value in terms of brand image and perception. The experience of dealing with a smooth and well thought out service can directly

influence customer loyalty in a very positive way.

From the business point of view it goes without saying that for manufacturing sector the product margins are becoming thinner and more competitive. Building a service around products can extract value much beyond the intrinsic value of a product (e.g. iPod + iTunes). Also with the emergence of new technologies suddenly there is a huge scope for the design of innovative new services that would not have been possible otherwise. For example in some places emergency services can reach you faster by geo-locating your cellular phone call.

Why is service design important to business?

Ever increasingly well design services can be the key distinction between competing products and in today's context new business models are going beyond the mechanics of conventional manufacturing economy and into the realm of service ecologies that determine the value to end users.

To companies that deal with customers directly on continuing basis like that of airlines, banks, shopping centers etc it can of immense value to be able to offer well designed systems that are not just functional but a pleasure to use. In terms of evolution of the user experience most companies have moved from being functional to convenient, but to be able to successfully compete in the future the shift has to be from convenient to exciting. To achieve this, it's simply not enough to tweak processes but to have creative input in designing the appropriate experience in both the general sense and in details. This is where a service design can play a crucial role.

What do you see as good examples on service design?

There are numerous examples of good service design but some that instantly strike me most. The street car service in London which is a car sharing system where you can book, use and leave the car at your convince.

Some airlines have optimized and designed customer service elements to make flying more accessible and less cumbersome. For example you can book, pay, choose your seat and even get the boarding pass before reaching the airport and directly go to the embarkation gate.

Also the iTunes is an interesting example in terms of breaking the conventions of music distribution and consumption thus creating new business models and better service for users.

What advice would you give a company who wants to use service design?

Companies can use service design as a tool in many ways. One of the most obvious ways is to use it to design or improve the touch points that the users interact with. Apart from that it can also be used to rethink internal processes and strategies to help focus on the ideal user experience.

Going beyond that companies can use service design for coming up with alternative or new business ideas in tune with the latest social and technological trends. Depending on what level a company would like to use it, they can either engage a service designer, consult with an agency or create internal competencies.

One thing is to keep in mind is that very often for a design idea to be successful at the strategic level it is vital that the top management is committed to change and the employees develop a flexible mindset towards customer service. Companies can really take advantage of this emerging discipline if they view it not as a cosmetic change but a fundamental shift in approach empowered by design thinking.

In the USA, the service sectors now represents nearly 70% of the economy. Only recently have strategists and senior managers in organizations involved in the service sector realized that a conscious effort in applying design techniques to services can result in greater customer satisfaction, greater control over their offerings and greater profits. (Hollins, B.; Design Council, UK, 2006).

Service design can be both tangible and intangible. It can involve the design of products and systems using new technologies, communications, environments, experiences and behaviors. Increasingly industry and business is offering services that require new and innovative products, technology and systems that are interoperable and interdependent. The boundaries between product and service are increasingly blurred. A new practice of service design has emerged with its own methods, tools, language and practices.

Service design is the specification and construction of experiences where service architectures are accessed via touch points such as products. New social practices and norms have grown around new connected and networked platforms using technologies that deliver valuable capacities for action to a particular customer. In an abstract sense, services are networked experiences with the user at the centre, both as a consumer and co-creator of those services.

“Service designers will need a shift of attitude - they’ll have to design with rather than for people.” Robert Young, Director, Centre for Design Research, Northumbria University.

The proposed MFA in Product and Service Design will be the first of its kind in the USA, and with the appropriate level of support can establish itself as the leading provider of design education for a new type of design professional, nurtured from talented students seeking professional careers designing new products, services and experiences in the USA’s and world’s knowledge economies. SCAD has the opportunity to set precedent through an engaging curriculum, in an inspiring environment, lead by the Department of Industrial Design but engaging with a range of disciplines across SCAD’s schools.

Geke van Dijk (2006) discusses “cross-disciplinary collaboration and knowledge sharing are powerful catalysts of innovation”. He also explains a new notion defined as “service design” that expresses that current products are no longer isolated elements, but a network of different experiences and combinations, such as the case of the iPod and iTunes online music store. In this case the concept plays with the idea of tangible and intangible objects that allow consumers maximum flexibility to make their own decision about how and when they want to use the service. In this case, though the example is very interesting, we must also understand that companies such as Apple are perhaps one of the most closed and hermetic of companies, while many company’s services are hermetic, increasingly services are linked, interdependent and share both data and touch-points.

The MFA in Service Design will provide an opportunity to explore key principles and emerging practices and so heighten awareness of the fundamental behavioral science principles underlying human interactions that can be translated directly into service design. Service design can be approached with the same depth and rigor found in product design and the production of manufactured goods. (Cook L.S.; Bowen D.E.; Chase R.B.; Dasu S.; Stewart D.M.; Tansik D.A., 2002).

It is proposed that the course will explore the concept of ‘Service’ and ‘Products’ and their symbiotic relationship and ecologies. Further the program will explore the business practices, technologies and design paradigms that focus upon user-centric encounters . Services should, and can be, designed to enhance the customer’s experience during the process of use that by

necessity occurs at the point of production. Understanding interactions between touch-points, human factors and emotional ergonomics are essential elements in developing social and culturally pertinent service ecologies and architectures.

New language, tools, techniques and methodologies will be reviewed and developed to form a range of approaches and knowledge assets that will inform and shape the emergent discipline of Service Design. Leading global corporations (IBM, HP, Orange, Fiat and IBM among many) and design consultants (IDEO, LiveWork, Engine Group, Bressler Group) now see Service Design as one of the key drivers for innovation.

As stated earlier, services have come to represent nearly 70% of the U.S. economy. In the knowledge economy, services have become the engines of growth and long term sustainable wealth. (U.S. Department of State's Bureau of International Information, 2007).

The importance of services to the economy of the USA will almost certainly continue to grow in the near future as manufacturing has declined to 12.1 % of GDP. In parallel, manufacturing in the UK has declined and it now ranks 4th in Europe in terms of GDP, while the balance of trade surplus in services is \$12-14billion per annum. Indeed in industrialized countries across the world there has been an increase in the contribution to the GDP and to the level of employment derived from non-manufacturers , or, more specifically, from the service sector. (Hollins, 2006)

Rob Tannon from the Bressler Design Group describes the growing awareness and practice of service design in the healthcare sectors, for example, where “service design is seen as a way to achieve efficiencies, maintain employees and reduce cost. This is more internally focused in comparison to say, retail service design which might be more focused on attracting and maintaining customers. There is increase awareness not only in healthcare services (like hospitals), but also awareness and demand from medical product vendors, who want to understand the product lifecycle beyond it's primary use. For example how is the product is sold, stored, prepared, used and then maintained? For example companies designing, manufacturing and supplying implants. In terms of methods and design practice, Service Design is perceived as a metadesign method, involving a greater degree of project management, coordination and long-term planning.”

It can be argued, all facets of the economy have a service component, from retail and manufacturing to non-profits and public service sectors. Emergence 2007, a conference organized by Carnegie Mellon University, recently explored how to best support and develop innovative services using topics and issues surrounding design, business, technology and social programs under the umbrella term Service Design.

There is an unmet need to provide for business an education provision for product and service providers on the importance of service design, to show that it needs process and leadership and also to show that innovation can occur throughout every stage of a product's usage. Around the world there are a number of design, business and management courses are planned or under development.

There are plans to open a college in the UK at Northumbria University that has services and service design as its main focus. This is planned to have 6,000 new service design graduates per year and between 270 to 350 faculty by 2012.

The University of California, Berkeley is offering a program called 'Information and Service Design' (ISD). This program was established at UC Berkeley's School of Information in 2007 to provide a focus for teaching and research on the skills and concepts required by a service-led

and information-powered economy. The ISD program runs a Clinic where students gain hands on experience in information service design and consultant practice.

Köln International School of Design, Cologne, Germany has 460 students, (both graduate and undergraduate design students), its signature program has a focus on service design and user-centricity. With its projects for major German companies, the school is expanding its curriculum on design management.

Recently, in Wired Magazine, Roger Mandle, president of, the Rhode Island School of Design, stated that RISD were now considering creating new programs in Service Design. (Wired Magazine, August 2007)

Other leading academics are also looking to the future of services and new design paradigms; Richard Buchanan, professor of design and director of doctoral studies, within Carnegie Mellon's School of Design, recently gave the final keynote at Emergence 2007: Exploring the Boundaries of Service Design. The second annual Emergence conference explored how different design disciplines work together to create the tangible and intangible artifacts of service. The conference sought to address how to design services, consider how business can benefit from the increased value of a well-designed service, and continue to define this emerging design field.

SCAD with its excellent resources, expert faculty and unique position as one of the USA's leading Art and Design institutions with its reputation for innovation and student centered learning is uniquely placed to provide an outstanding program that create precedent. The new MFA in Product and Service design aligns as part of a suite of postgraduate programs offered in the School of Design. A range of post graduate design classes already exists that will serve as sound and solid theory bases with new classes developed to add specialism, focus and support. Experienced design professionals and educationalists work alongside new faculty that have brought new specialism garnered in service and product design.

The program will appeal to graduates drawn from range of disciplines including, industrial design, product design, three-dimensional design, interior design, interaction design, web design, new media and computing. Students will be prepared to enter career paths in the new and fast emerging discipline of service design, as well as augmenting their skills and honing new approaches to established professions including Design Management, Product Design, Industrial Design, Web Design, Experience Design and Retail Design. It is anticipated that a proportion of graduates will embark upon the development of their own design businesses and/or service based enterprises.

Subject code	Course number	Title			
ARTH	701	Contemporary Art	*	Theory	5
DGMT	704	Applied Theory in Design	*	Theory	5
SDES	711	Service Design: Principles and Practice		Practice	5
IDUS	721	Methods of Contextual Research	*	Theory	5
SDES	722	Prototyping Services and Experiences		Practice	5
IDUS	713	Industrial Design Studio I		Practice	5
SDES	712	Service Design Studio I	*	Theory	5
IDUS	731	Information Architecture for Designers	*	Practice	5
ITGM	744	Human Centered Interactive Design		Practice	5
INTN	750	Field or Teaching Internship	*	Practice	5
IACT	732	Interaction Design, Business and the Enterprise		Reflection	5
****	***	Elective	*	Theory	5
DGMT	720	Design Innovation Development and Marketing Strategies	*	Theory	5
DGMT	788	Design Futures: Trends, Foresight and Intuition	*	Reflection	5
****	***	Elective	*	Theory	5
SDES	723	Service Design Studio II		Practice	5
SDES	790	Service Design MFA Thesis		Reflection	5
****	***	Elective		Reflection	5
		Total Credit Hours			90