

EMENTA

SD 727 – Design de Serviços Sustentáveis

Nível: Mestrado/Doutorado

Obrigatória: Não

Área(s) de Concentração: Design Gráfico e de Produto

Carga Horária: 45

Créditos: 3

Ementa: Estudo do design de serviços sob a ótica do desenvolvimento sustentável.

Objetivo: desenvolvimento de competências acerca de métodos e ferramentas para o design de serviços, avaliando tanto proposições conceituais como casos reais sempre sob a ótica da alteração dos modelos de produção e consumo com base nas dimensões da sustentabilidade.

Estratégia Didático-Pedagógica: a disciplina é realizada em duas fases, sendo a primeira consistindo de seminários com apresentação de artigos pelos pós-graduandos e na segunda fase de um estudo exploratório de aplicação do conhecimento teórico.

Bibliografia Básica:

ARVOLA, M. | ARTMAN, H.: "Enactments in Interaction Design: How Designers Make Sketches Behave. Accepted for publication", in: Artifact. Journal of Virtual Design 1 (2), 2006. 106-119.

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ERLHOFF, MICHAEL | HEIDKAMP, PHILIPP | UTIKAL, IRIS (EDS): Designing Public - Perspectives for the Public. Basel: Birkhäuser, 2008. ISBN 978-3-7643-8667-2

HEFLEY, BILL | MURPHY, WENDY (EDS): Service Science, Management and Engineering. Heidelberg: Springer, 2008. ISBN 978-0-387-76577-8*

HOLMLID, S. | LANTZ, A.: "Developing e-services in a government authority: Different views on design in procurement and system development." NordiCHI workshop on User involvement and representation in e-Government projects. Oslo, 2006.

HOLMLID, STEFAN | EVENSON, SHELLEY: "Prototyping and enacting services: Lessons learned from human-centered methods". Paper presented at The 10th International Research Symposium on Service Excellence in Management QUIS 10. Orlando, Florida, 2007.

HOLMLID, STEFAN | HERTZ, ANNIKA: "Service-scape and white space: White space as structuring principle in service design." Paper presented at European Academy of Design conference, Dancing with disorder: Design, discourse & disaster. Turkey, 2007.

HOLMLID, STEFAN: "Introducing white space in service design: This space intentionally left blank." Paper presented at Emergence conference, Emergence 06 - Service design, Pittsburg, 2006.



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MAGER, BIRGIT | EVENSON, SHELLEY: „Art of Service: Drawing the arts to inform service design and specification“, in: Hefley, Bill | Murphy, Wendy (eds): Service Science, Management and Engineering - Education for the 21st Century. New York: Springer, 2008. ISBN 978-0-387-76577-8

MARK, STEVEN | GERARD, JAMES ET AL.: User Involvement in Public Services. Sixth Report of Session 2007-08. House of Commons, Public Administration Select Committee. London, 2008

MORELLI, NICOLA: "Social Innovation and New Industrial Contexts: Can Designers "Industrialize" Socially Responsible Solutions?" in: Design Issues 23 (4), 2007. 3-21.

NÄTTI, SATU | JUKKA OJASALO: "Loose Coupling as an Inhibitor of Internal Customer Knowledge Transfer: Findings from an Empirical Study in B-to-B Professional Services", in: Journal of Business and Industrial Marketing 23 (3), 2008. 213-223.

OJASALO, KATRI: "Developing Industrial Services – An Empirical Study", in: The Business Review 7 (1), Cambridge, 2007. 58-62.

PARKER, SOPHIA | HEAPY, JOE: The Journey to the Interface. How Public Service Design Can Connect Users to Reform. London: Demos, 2006. ISBN 1-84180-164-X