ONLINE EDUCATION: TEACHING IN A TIME OF CHANGE

• Paper / Proposal Title:
Space and Service Design - taxonomy, design and teaching practice

• Author(s) Name:
Nansi Van Geetsom

• University or Company Affiliation:
Thomas More University of Applied Sciences, Mechelen, Belgium

• Abstract (300 words):
Contemporary global challenges such as social inequalities, ageing, food crises, health crises, nature disasters have encouraged designers worldwide to scrutinise their new role in these matters and to respond with design solutions. Triggered by these contemporary social – cultural -environmental - economic challenges, Thomas More University of Applied Sciences in Mechelen, Belgium, offers since 2014 a postgraduate in Space & Service Design. This paper describes how this discipline originated from a bachelor course with a traditional spatial emphasis, to a postgraduate focussing on the systems of services and the supporting service spaces. By utilising only real-life projects and involving real clients and users, the authentic learning environment responds to the demand of predominately local or regional partners by improving their service environments and user experiences. Over the past six years a design thinking methodology based on service design methodology has been developed; combining intercultural and multidisciplinary, participatory and user-centered, interaction and social design approaches.
Empirical research and educational practice evidenced that existing service design methodology and tools provide only limited responses to the transdisciplinary approach of spatial design and service design. The need arose to provide more instruments, methods and tools, to aspiring (student-) designers that enable working on these real-life and socially relevant projects, and appraising the initial user-scenarios and spatial situations. After all, the multiple layered space and service design projects, involving various stakeholders and disciplines, therefore deal with wicked problems. This paper elaborates on the taxonomy system for service spaces and tools, established through maximum variation sampling, simultaneously addressing services and spatial touchpoints. It provides critical reference points for educators, students and clients which allows the comparison of the pre-intervention situation and the intended impact of the adapted space and service. The space and service design tools can support face-to-face and online educational and design practice, in solving holistic, complex problems.

- **Author(s) Biography (200 words each):**

Nansi Van Geetsom is Interior Architect and has a Master’s Degree in Instructional and Educational Sciences from the University of Antwerp. She is course coordinator for the Postgraduate Space and Service Design programme at the Interior, Design & Architecture department of Thomas More University of Applied Sciences in Mechelen, Belgium and coordinator of service design research.

Next to this, her current research looks to the adaptation of service design methodology to consider the role of physical spaces.

For nearly 20 years she was International Coordinator for the Interior Design and Architecture Department. In 2013 she was a visiting fellow at Jiangnan University in Wuxi, China where she taught in the Product Service Design Programme (PSSD) and conducted educational research for PSSD curriculum development purposes.