



SAAR JKLU-LRC Insight

Nov – Dec 2018

Vol. 1, No. 1

Welcome

SAAR is a JKLU-LRC bimonthly digital newsletter to communicate new developments in the knowledge and showcasing the potential of existing content for knowledge creation and validation.

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Compiler

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Editorial

The Objective of the Learning Resource Center is to acquire, organize and disseminate learning resources for the intellectual benefit of the user community. Focusing this LRC-JKLU initiated SAAR a JKLU-LRC insight to communicate various resources available in digital and print format on the themes of current requirements.

Editorial Team

Design Thinking

Following the issue is dealing with the theme design thinking approach, which is an important tool to solve complex problems through analysis and imagination. This approach goes beyond traditional concerns and focuses on customer requirements and experience. It engages users actively throughout the process in prototyping, testing and refinement of the concept. It has three essential components i.e. technical feasibility, economic viability and human desirability and process involve inspiration, ideation and iteration.

Definitions

Design thinking is the search for a magical balance between business and art, structure and chaos, intuition and logic, concept and execution, playfulness and formality, and control and empowerment.

Idris Mootee CEO, Idea Couture

Design thinking can be described as a discipline that uses the designer's sensibility and methods to match people's needs with what is technologically feasible and what a viable business strategy can convert into customer value and market opportunity.

Tim Brown CEO, IDEO

Further Readings on Design Thinking

Blog / Articles / Research papers (online) please click on article for further reading

- [Introduction to design thinking](#) (Sept 12, 2012)
- [An introduction to design thinking for innovation managers](#) / by Paul Hobcraft (Oct 23, 2018)
- [Define design thinking](#) / Lawrence W. Barsalou (Summer, 2017)
- [Stages in the Design Thinking Process](#) / by Rikke Dam and Teo Siang (2018)
- [How design thinking became a buzzword at school](#) / Jessica Lahey (Jan 4, 2017)
- [De-Colonizing Design Thinking](#) / Jerry Diethelm (Summer, 2016)
- [Design Thinking: A Method or a Gateway into Design Cognition?](#) / Gabriela Goldschmidt (Summer, 2017)
- [Design Thinking as a Strategy for Innovation](#) / Linda Naiman
- [Design Thinking: A Unified Framework For Innovation](#) / Reuven Cohen (March 2014)

Useful Links

- [Directory of Open Access Journals](#)
- [Directory of Open Access Repositories](#)
- [Open Thesis](#)
- [Open Access Theses and Dissertations](#)
- [Networked Digital Library of Theses and Dissertations](#)



LRC Links

- [JKLU Digital Library](#)
- [LRC-JKLU Digital Repository](#)
- [LRC OPAC](#)

- [David Kelley: From Design to Design Thinking at Stanford and IDEO](#) / MariaCamacho (Spring, 2016)
- [Design Thinkers Think Like Managers](#) / RobertoVerganti (Summer, 2017)
- [From IDEO to Innovation Economics and the Growth of a Research Field](#) / Ken Friedman (Spring, 2016)
- [Design Thinking Methods and Tools for Innovation](#) / Dimitra Chasanidou, Andrea Alessandro Gasparini and Eunji Lee (2015)
- [Design Thinking: Lessons for the Classroom](#) / By Betty Ray (January 2012)

Websites

IDEO

- [WHAT IS DESIGN THINKING?](#)
- [WHY DESIGN THINKING IS RELEVANT](#)
- [DIVERGENT THINKING & THE INNOVATION FUNNEL](#)
- [USE CUSTOMER JOURNEY MAPS TO UNCOVER INNOVATION OPPORTUNITIES](#)
- [TURNING CREATIVE IDEAS INTO VIABLE COMPANIES](#)

Interaction Design Foundation

[TechThought](#) (45 Design thinking resources for educators)

E-Book / Handbooks

- Simon, Herbert A. (1996). [The Sciences of the Artificial](#).- 3rd edition.- London: MIT Press.
- Vianna, Maurio (2012)... et.al. [Design thinking: business innovation](#) .- Rio de Janeiro-RJ: MJV Press.
- [Design thinking for communications professionals](#). PWR new media.

PPTs

[Designing Learning through an Interdisciplinary Lens](#)

Journals

[Journal of Learning Design](#)

The Journal of Learning Design was an open-access peer-reviewed multidisciplinary forum concerned with the systematic study and investigation of pedagogy and learning design in higher education, with a focus on the innovative use of technology. The Journal of Learning Design **began in 2005 and closed in July 2017**. This site is a searchable archive of the Journal.

The Journal was initially a project supported by the then Teaching and Learning Support Group at the Queensland University of Technology. It was first hosted at <http://www.jld.qut.edu.au>. Its editorship moved to the Faculty of Education in 2009. Its new URL <http://www.jld.edu.au> coincided with its relocation to an open journal system (OJS) platform managed by the QUT Library. It was frozen in time in August 2017.

(Ref: Journal site)

[She Ji: The Journal of Design, Economics, and Innovation](#)

She Ji is a peer-reviewed, trans-disciplinary design journal with a focus on economics and innovation, design process and design thinking. *She Ji* is fully open access. Our mission is to enable design innovation in the industry, business, non-profit services, and government through economic and social value creation. Innovation requires integrating ideas, economics, and technology to create new knowledge at the intersection of different fields.

She Ji provides a unique forum for such inquiry.

(Ref: Journal site)

Journal of Design Thinking

Journal of Design Thinking is the first professional Design Journal in Iran which has been directed toward publishing the result of scientific research of researchers in different fields of Industrial Design, Design Cognition, Creativity and Design Thinking. All papers published in this journal would be evaluated by double-blind peer review and would be released in an open access format for all researchers.

Based on the scientific capacity of the society of Industrial Design in Iran, Journal of Design Thinking would act in a meta-academic way in collaboration with national and international prominent professors.

(Ref: Journal site)

Design Thinking Journal

DTJ is an international peer-reviewed journal on Design Thinking and Design Doing. This open-source journal is a publication platform that advances human potential through radical design. Its goal is to provide a platform for thinkers, designers, hackers or anyone who applies design thinking to their researches and products. With its base at the d.school at Stanford, DTJ reviews multi-media next generation manuscripts that advance design practice and impact society at scale through radical, collaborative, and innovative design and product.

(Ref: Journal site)

Resources available in LRC

Books

[Change by design: how design thinking transforms organizations and inspires innovation](#) / Tim Brown; with Barry Katz. - [New York]: Harper Business, c2009

Newspaper article

[The relevance of design thinking](#) / Damera, Ashwin (The Financial Express, 12-09-2016, Page No. 12)

Journals

[Design Issues](#) / MIT Press

The first American academic journal to examine design history, theory, and criticism, *Design Issues* provokes inquiry into the cultural and intellectual issues surrounding design. Regular features include theoretical and critical articles by professional and scholarly contributors, extensive book and exhibition reviews, and visual sequences. Special guest-edited issues concentrate on particular themes, such as design history, human-computer interface, service design, organization design, design for development, and product design methodology.

(Ref: Journal site)

(Above journal is a part of our subscription in EBSCOhost **Business Source Elite** and available Full text to us **since 1997 to present**)



Librarians Pick for you

McGraw-Hill encyclopedia of science and technology (20 Vol. set)



McGraw-Hill Encyclopedia of Science & Technology presents pertinent information in every field of modern science and technology. The 7100 articles are arranged alphabetically in the 19 text volumes, the 20th volume contains the indexes and ancillary materials. Contributors of this encyclopedia are experts in their fields whose name appears at the end of an article section or an entire article.

Each author is identified in an alphabetical contributors list in volume 20, which cites the university, laboratory, business, or other organization with which the author is affiliated and the titles of the articles written by that contributor.

It is the best source of information in understanding any subject, topic, and discipline broadly with little prior knowledge. The basic concepts are covered in these articles, the reader may proceed to more specialized articles using the cross-referencing system.

Legends in Marketing: Shelby D. Hunt / Series Editor Jagdish N. Sheth (10 Vol. set)



The *Legends in Marketing* series captures the essence of the most important contributions made in the field of marketing in the past hundred years. It reproduces the seminal works of the legends in the field, which is supplemented by interviews of these legends as well as by the opinions of other scholars about their work.

The series comprises various sets, each focused on the multiple ways in which a legend has contributed to the field. This second set in the series, consisting of 10 volumes, is the tribute to Shelby D. Hunt. Known for his pioneering work in the application of theory and philosophy of science in marketing, Professor Hunt is one of the most cited scholars of marketing. His book, *Foundation of Marketing Theory: Toward a General Theory of Marketing* is considered to be a classic.

Important Notice

LRC invites suggestions and small articles on various topics for this newsletter, please contact us and give your valuable insights to make it important resource of information for JKLU community.

Thanks & Regards

Mukesh Pathak
Deputy Librarian