Oxford, Ohio United States

# Rewarding Risk: Exploring How to Encourage Learning that Comes from Taking Risks

**Dennis M. Cheatham**

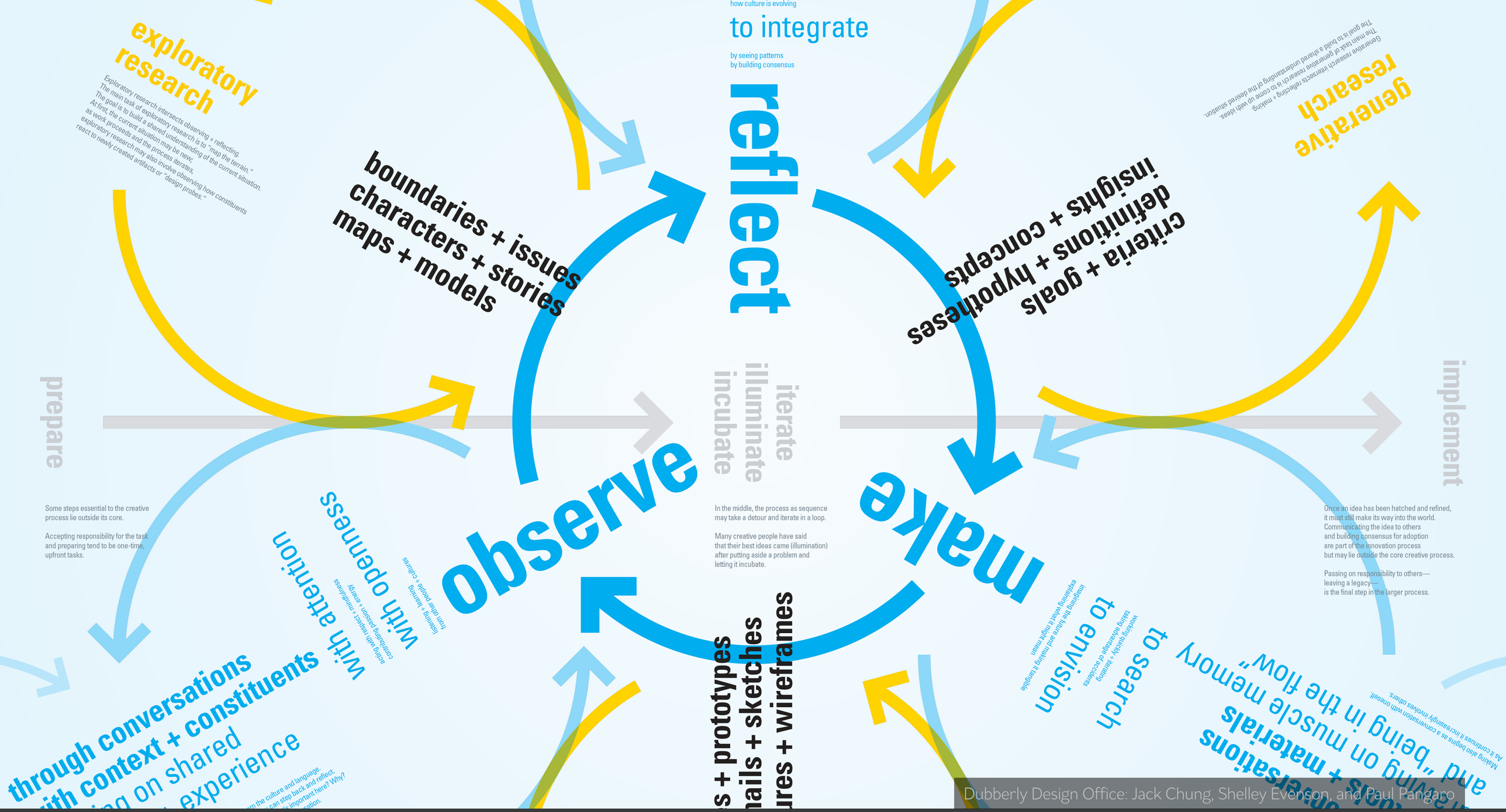
**Miami University**



Failing can be a great teacher,
but few sign up for its classes.

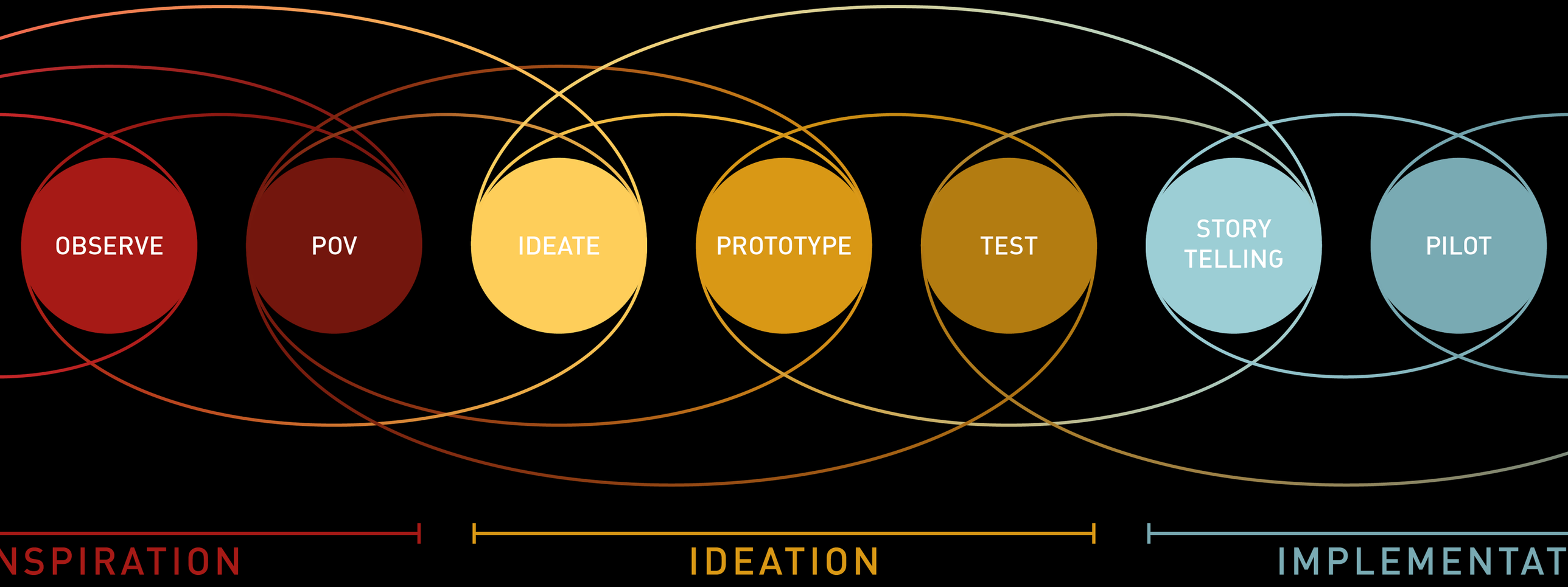
# ORCHESTRATED FAILURE

## DESIGN




Dubberly Design Office: Jack Chung, Shelley Evenson, and Paul Pangaro

# THE DESIGN THINKING PROCESS




wikipedia:Paris-Estd.schoolatEcoledesPonts

# TRAVELER'S MAP

An excursion through the Process of Design is like taking a round-trip from San Francisco to Boston

analyze

ideate

select

evaluate

accept situation

Start
Finish

Phoenix

St. Louis

Cincinnati

Boston

New York

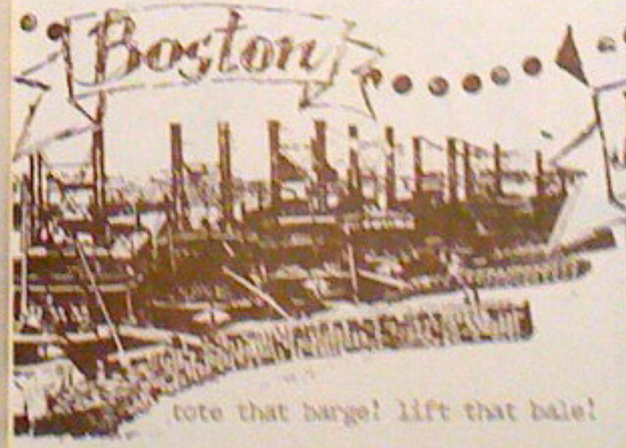
San Francisco



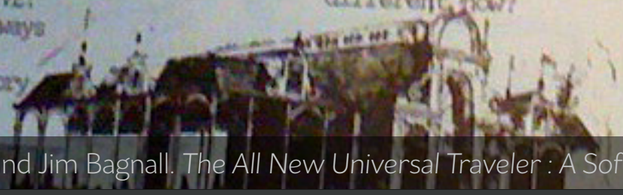












Why do I want to go? What's so good about Boston anyway? What does Boston offer to me?

What should I be looking for? Who do I know there? etc., etc.

ANSWER: Having a happy trip, seeing at least ten states, learning about U. S. history, on $50.00

NOW THAT I KNOW WHAT I THINK THE PROBLEM REALLY IS ... WHAT ARE ALL THE WAYS I CAN GET IT ON.

ANSWER:
I could: hitch a ride, stay with friends, walk, work along the way, ride my bike, get a job on the railroad, etc.etc.

HEY, THAT WAS A GREAT TRIP.

Did we get to Boston like we planned? Did it make sense to go at all?

Did we encounter contingencies that changed our initial goals? How come San Francisco looks so different now?

INITIAL STATEMENT OF OBJECTIVE:
"Lets go to Boston. I've always wanted to go there. Why? Because I'm an American History Freak.

tote that barge! lift that bale!

COMPARING GOALS WITH IDEAS

Koberg, Don, and Jim Bagnall. *The All New Universal Traveler : A Soft-Systems Guide to Creativity, Problem-Solving, and the Process of Reaching Goals*. Los Altos, Calif: W. Kaufmann, 1976.

*Design is the product of many failures.*

*Design is the product of many failures...*

*and the ability to learn from*

*those failures.*

*Design is the product of many failures...*
*and the ability to learn from those failures...*
*and a drive to keep trying.*

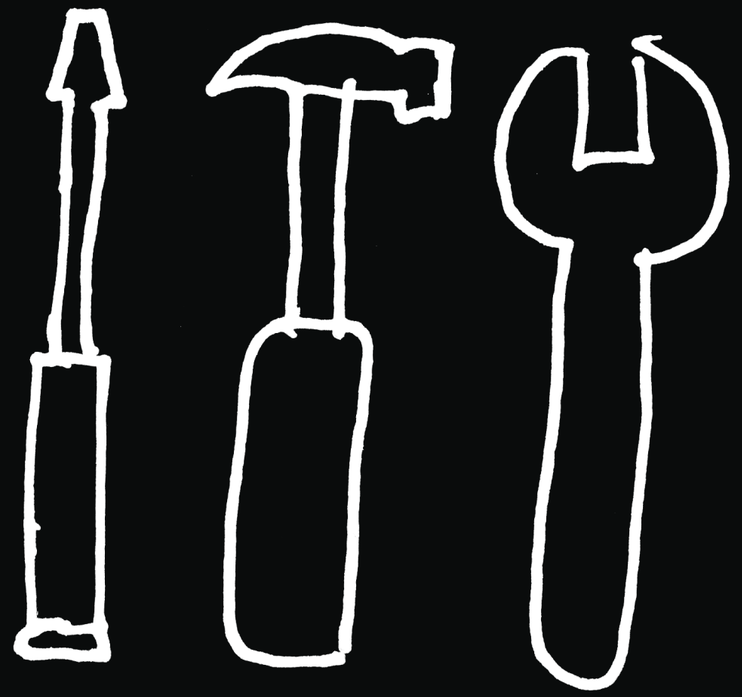
# REWARDING RISK


IF IT IS OUT
THERE
We WiLL FiND

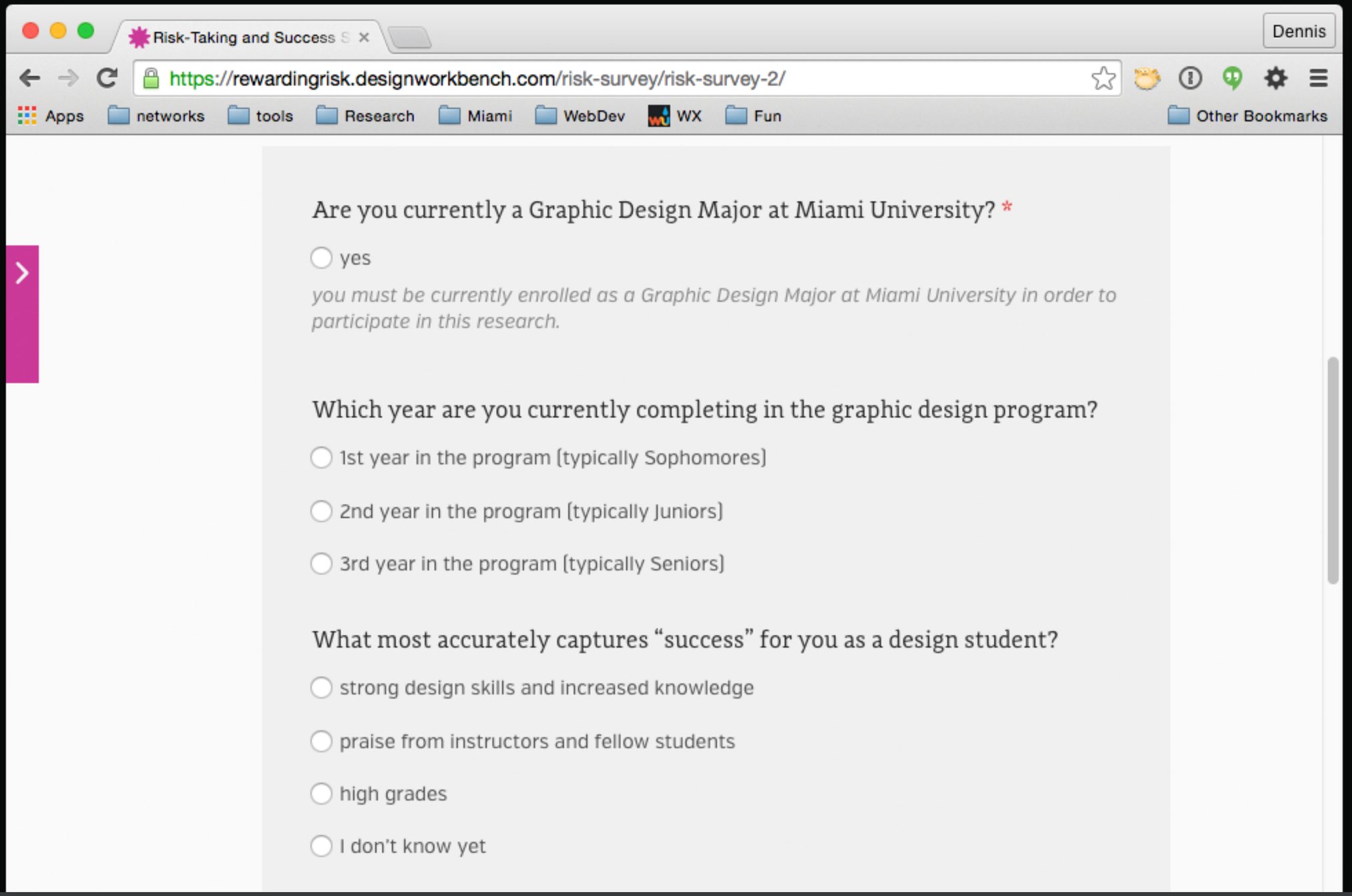



# EXPLORE HOW TO ENCOURAGE LEARNING THAT COMES FROM RISKING FAILURE


THERE IS ROCK AND RO

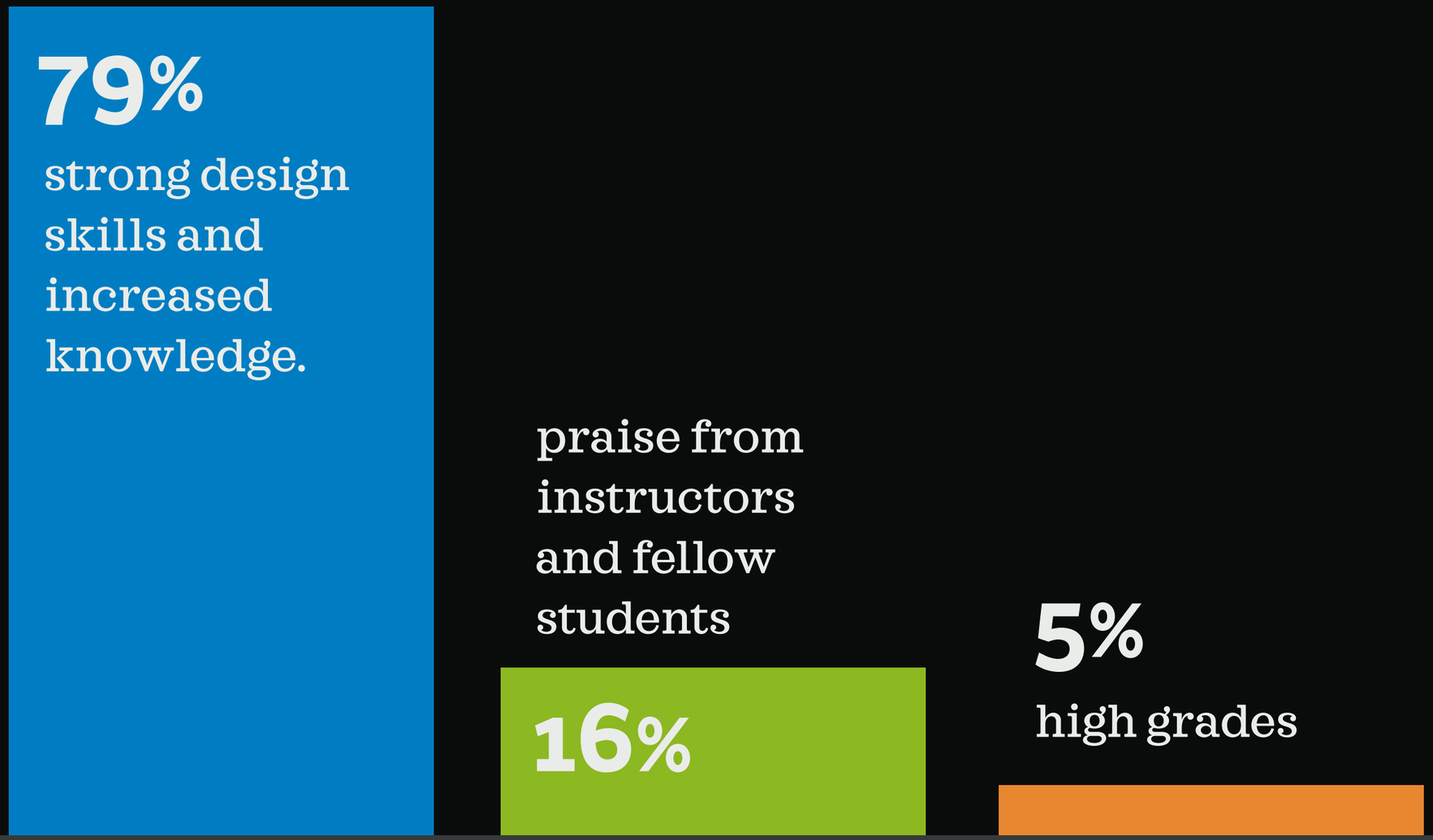


- Exploratory survey
- Learning experience
- Focus group


Risk-Taking and Success S
Dennis
https://rewardingrisk.designworkbench.com/risk-survey/risk-survey-2/
Apps
networks
tools
Research
Miami
WebDev
WX
Fun
Other Bookmarks
Are you currently a Graphic Design Major at Miami University? *
yes
you must be currently enrolled as a Graphic Design Major at Miami University in order to participate in this research.
Which year are you currently completing in the graphic design program?
1st year in the program (typically Sophomores)
2nd year in the program (typically Juniors)
3rd year in the program (typically Seniors)
What most accurately captures "success" for you as a design student?
strong design skills and increased knowledge
praise from instructors and fellow students
high grades
I don't know yet

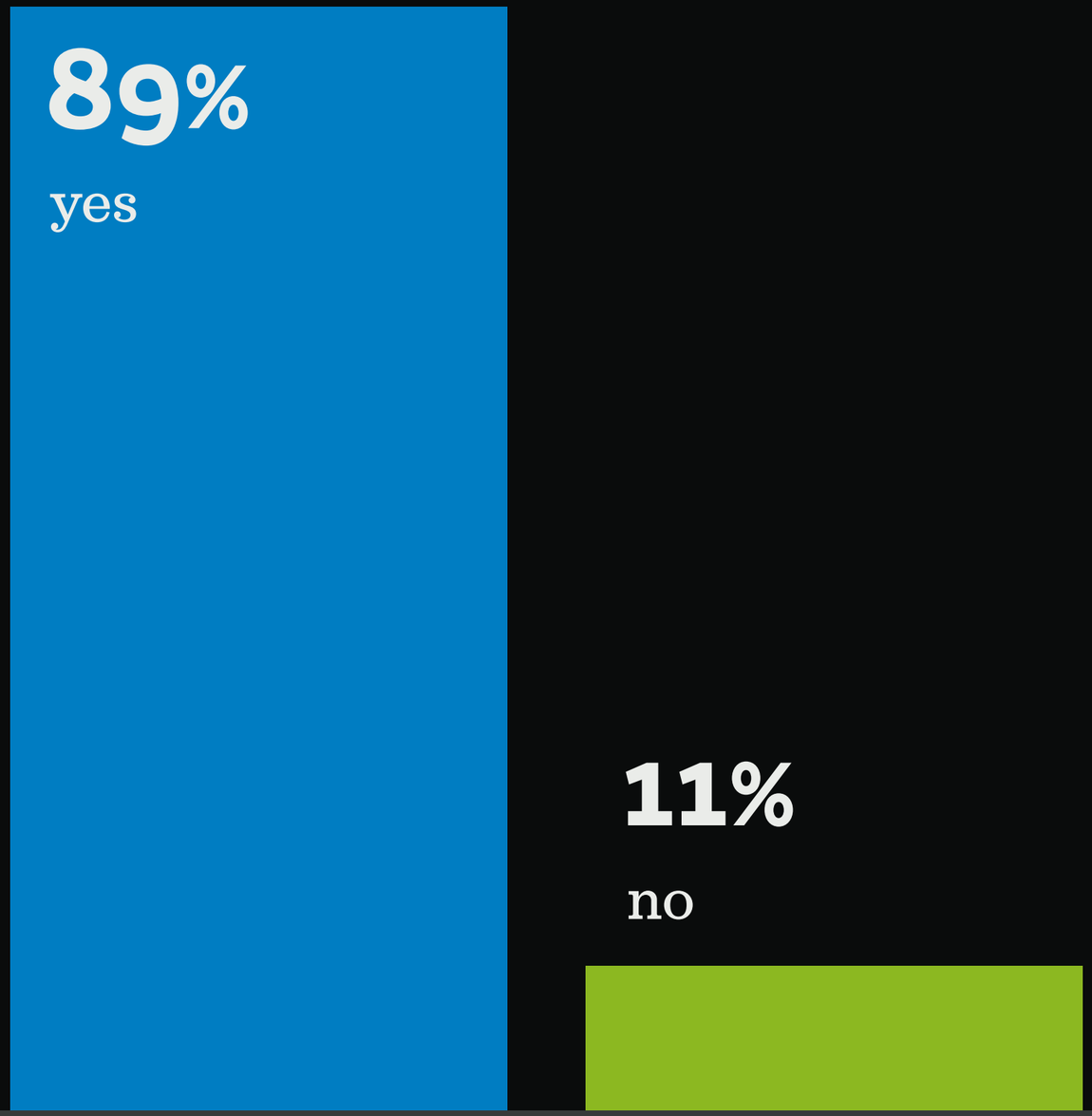
# WHAT MOST ACCURATELY CAPTURES “SUCCESS” FOR YOU AS A DESIGN STUDENT?

19 total responses out of a possible 59 students. All student levels represented.



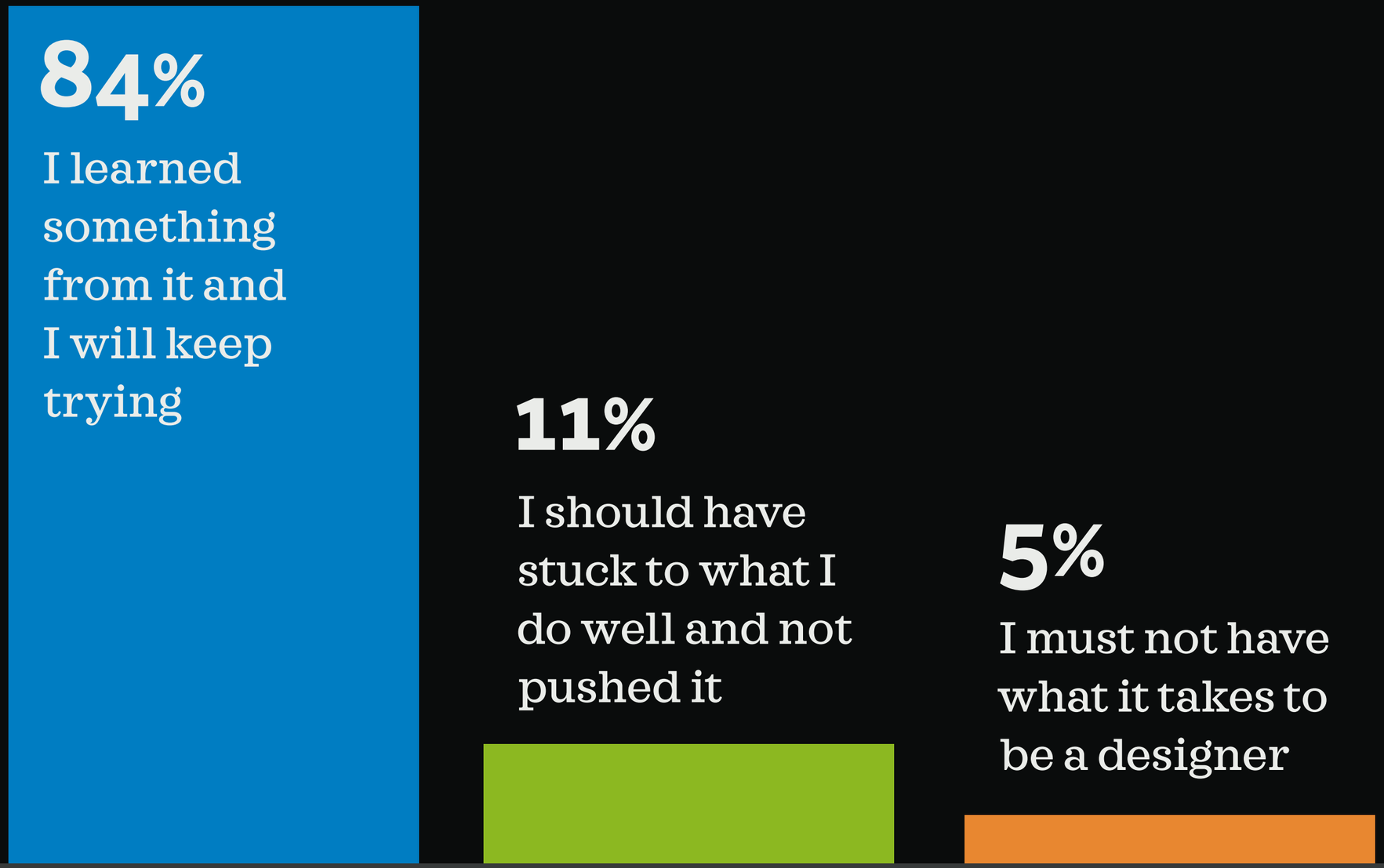
WOULD YOU BE WILLING TO TAKE RISKS IN YOUR WORK AND POSSIBLY FAIL IN ORDER TO EARN WHAT YOU SELECTED ABOVE?

19 total responses out of a possible 59 students. All student levels represented.



WHAT STATEMENT MOST ACCURATELY CAPTURES HOW YOU WOULD FEEL IF YOU WERE TO TRY TO CREATE AN INNOVATIVE DESIGN SOLUTION AND HAVE IT FAIL?

19 total responses out of a possible 59 students. All student levels represented.

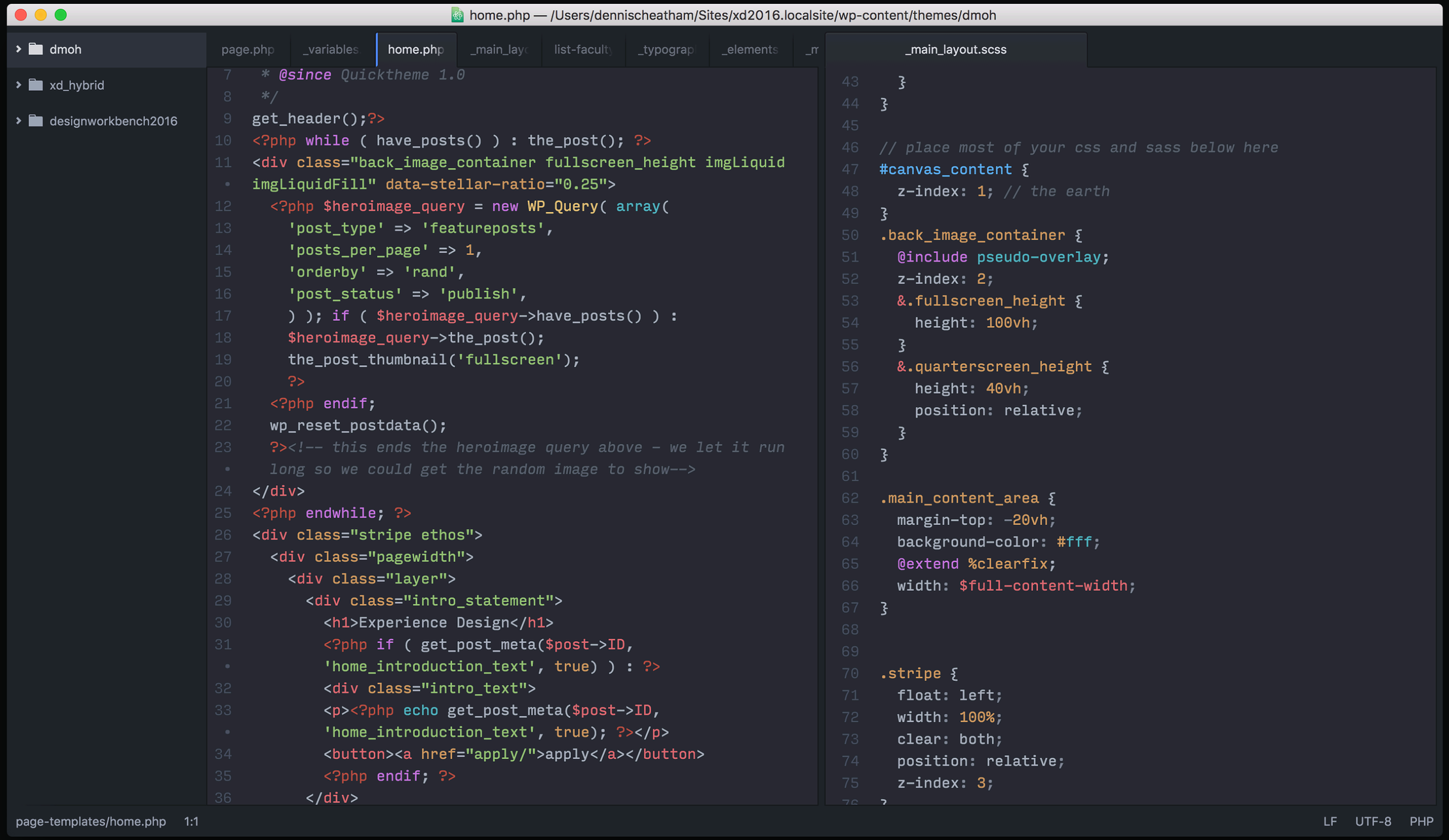


*Students (said they were)*
*willing to take risks.*

What people say, what people do,
and what they say they do are entirely
different things.

– MARGARET MEAD


FUNDAMENTALS OF INTERACTION DESIGN


home.php — /Users/dennischeatham/Sites/xd2016.localsite/wp-content/themes/dmoh
dmoh
xd_hybrid
designworkbench2016
page.php
_variables
home.php
_main_lay
list-faculty
_typograp
_elements
_main_layout.scss
* @since Quicktheme 1.0
*/
get_header();?>
<?php while ( have_posts() ) : the_post(); ?>

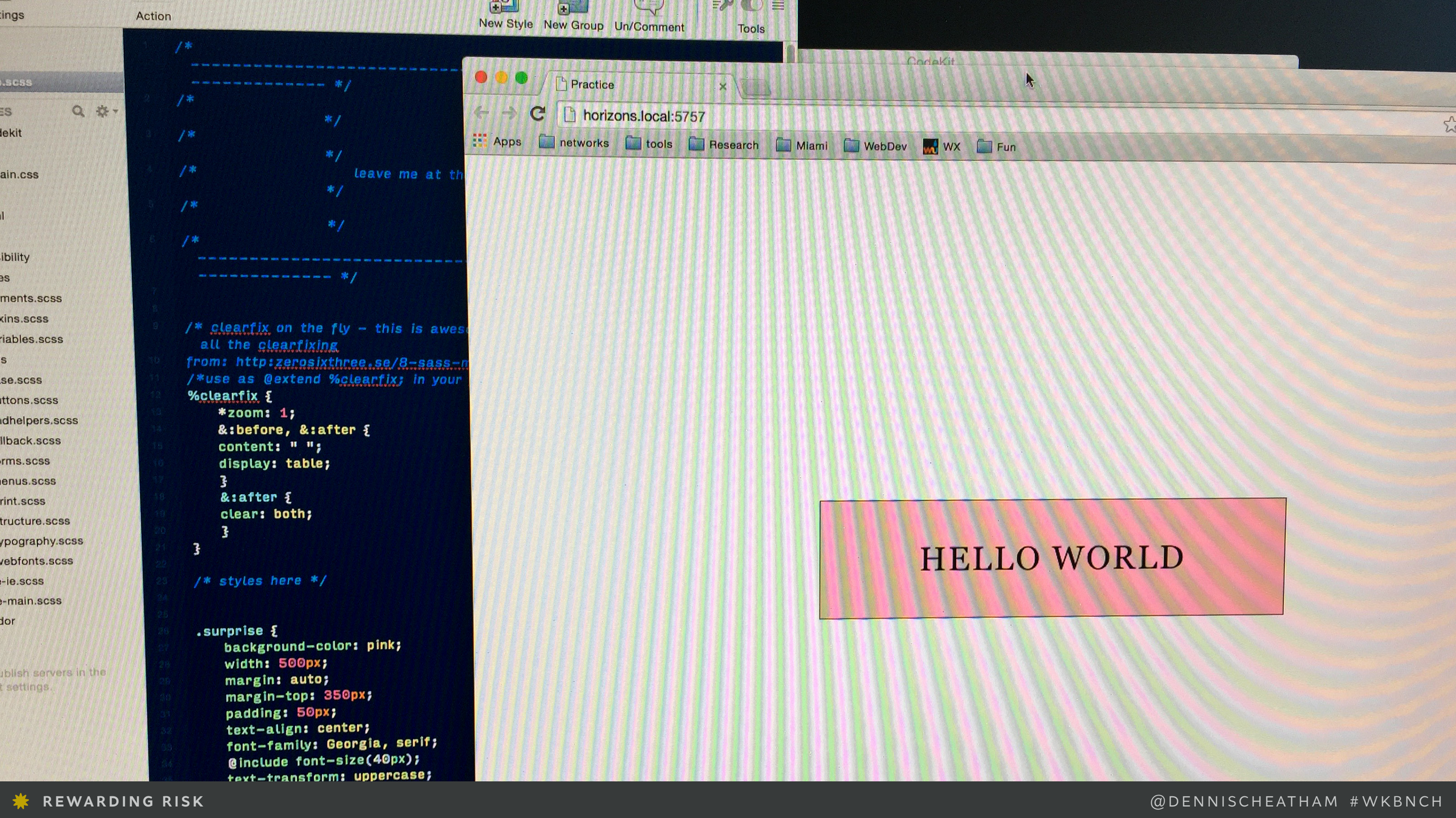
<?php $heroimage_query = new WP_Query( array(
'post_type' => 'featureposts',
'posts_per_page' => 1,
'orderby' => 'rand',
'post_status' => 'publish',
) ); if ( $heroimage_query->have_posts() ) :
$heroimage_query->the_post();
the_post_thumbnail('fullscreen');
?>
<?php endif;
wp_reset_postdata();
?><!-- this ends the heroimage query above - we let it run long so we could get the random image to show-->

<?php endwhile; ?>

<h1>Experience Design</h1>
<?php if ( get_post_meta($post->ID, 'home_introduction_text', true) ) : ?>

<?php echo get_post_meta($post->ID, 'home_introduction_text', true); ?>
<button><a href="apply/">apply</a></button>
<?php endif; ?>

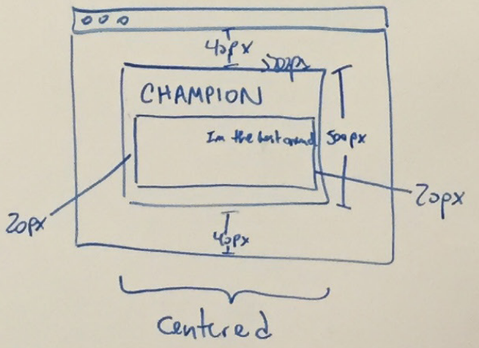
}
}
// place most of your css and sass below here
#canvas_content {
z-index: 1; // the earth
}
.back_image_container {
@include pseudo-overlay;
z-index: 2;
&.fullscreen_height {
height: 100vh;
}
&.quarterscreen_height {
height: 40vh;
position: relative;
}
}
.main_content_area {
margin-top: -20vh;
background-color: #fff;
@extend %clearfix;
width: $full-content-width;
}
.stripe {
float: left;
width: 100%;
clear: both;
position: relative;
z-index: 3;
page-templates/home.php 1:1
LF UTF-8 PHP

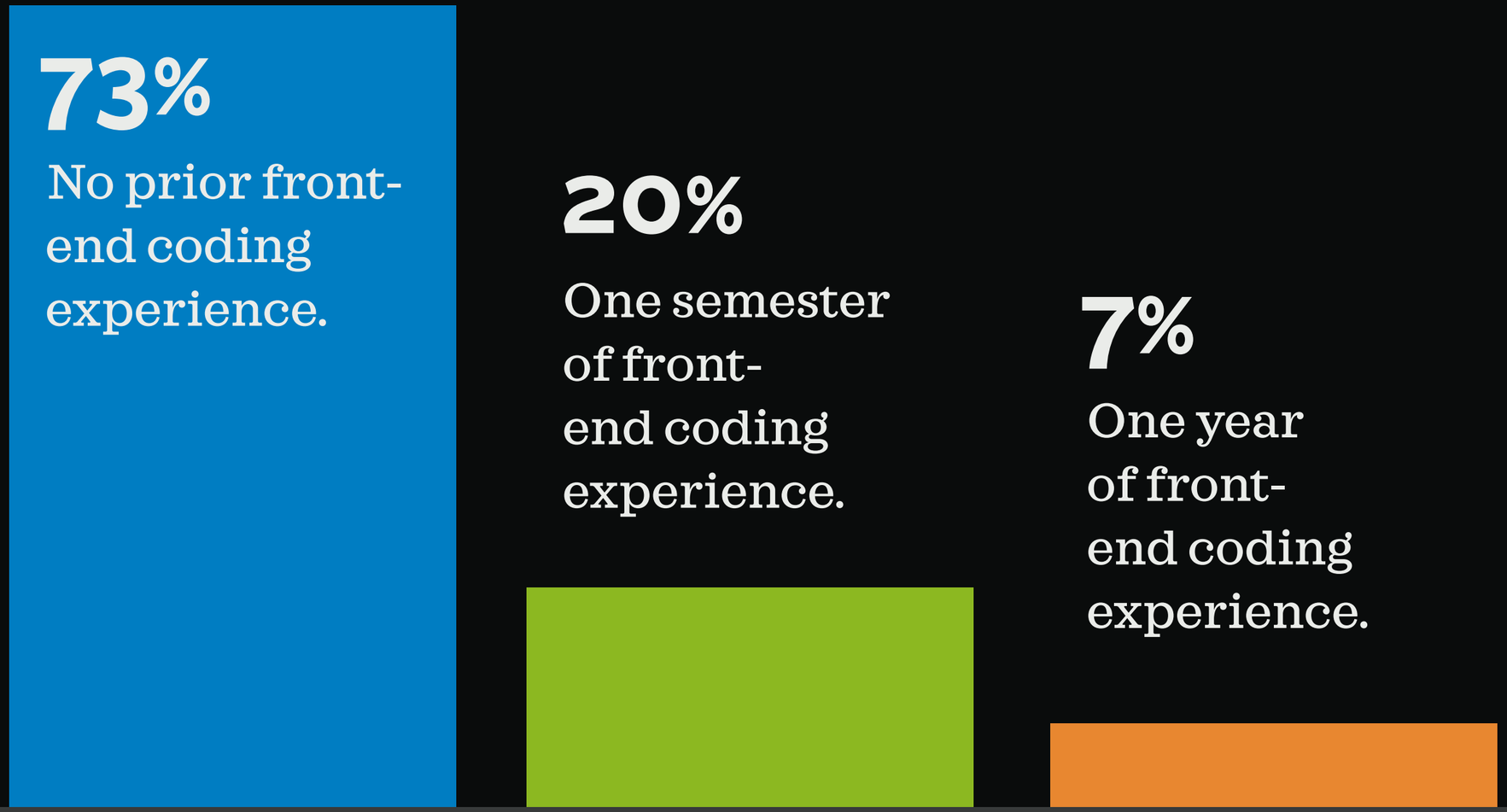

Action
New Style
New Group
Un/Comment
Tools
CodeKit
Practice
horizons.local:5757
Apps
networks
tools
Research
Miami
WebDev
WX
Fun
HELLO WORLD

#container, h1, .content, p

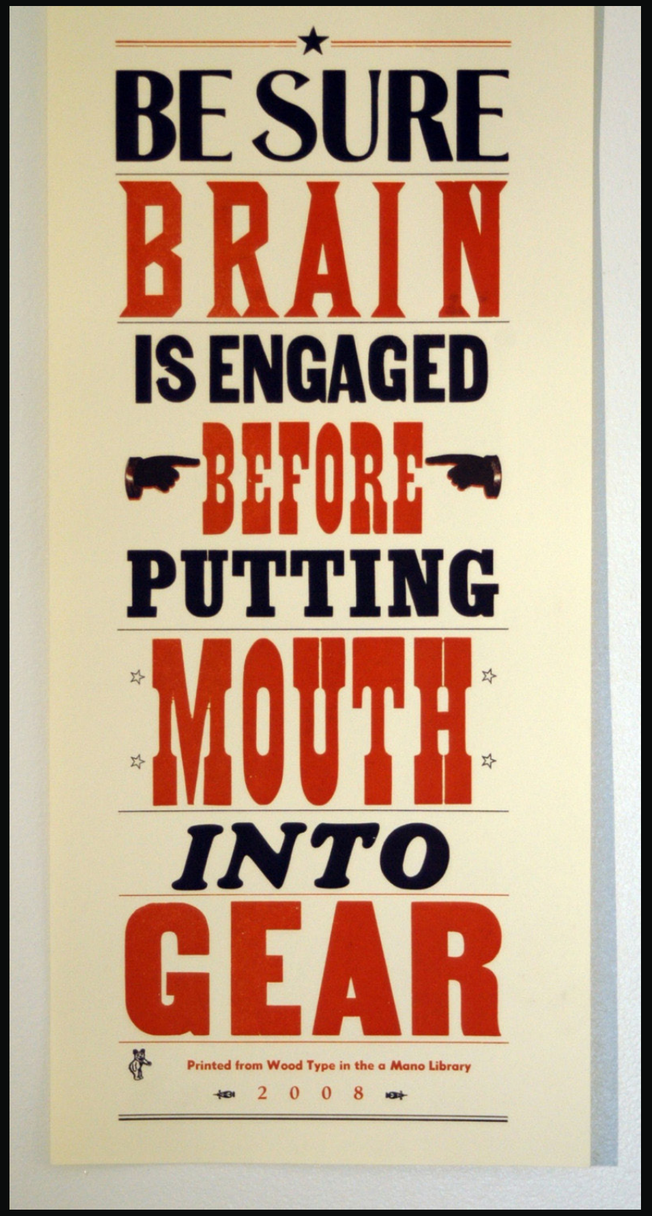
```
<div id="container">
  <h1>Champion</h1>
  <section class="content">
    <p>I'm the best around.</p>
  </section>
</div>
```

```
#container {
  width: 500px;
  margin: auto;
  margin-top: 40px;
  margin-bottom: 40px;
  height: 500px;
}
```




73%
No prior front-end coding experience.
20%
One semester of front-end coding experience.
7%
One year of front-end coding experience.

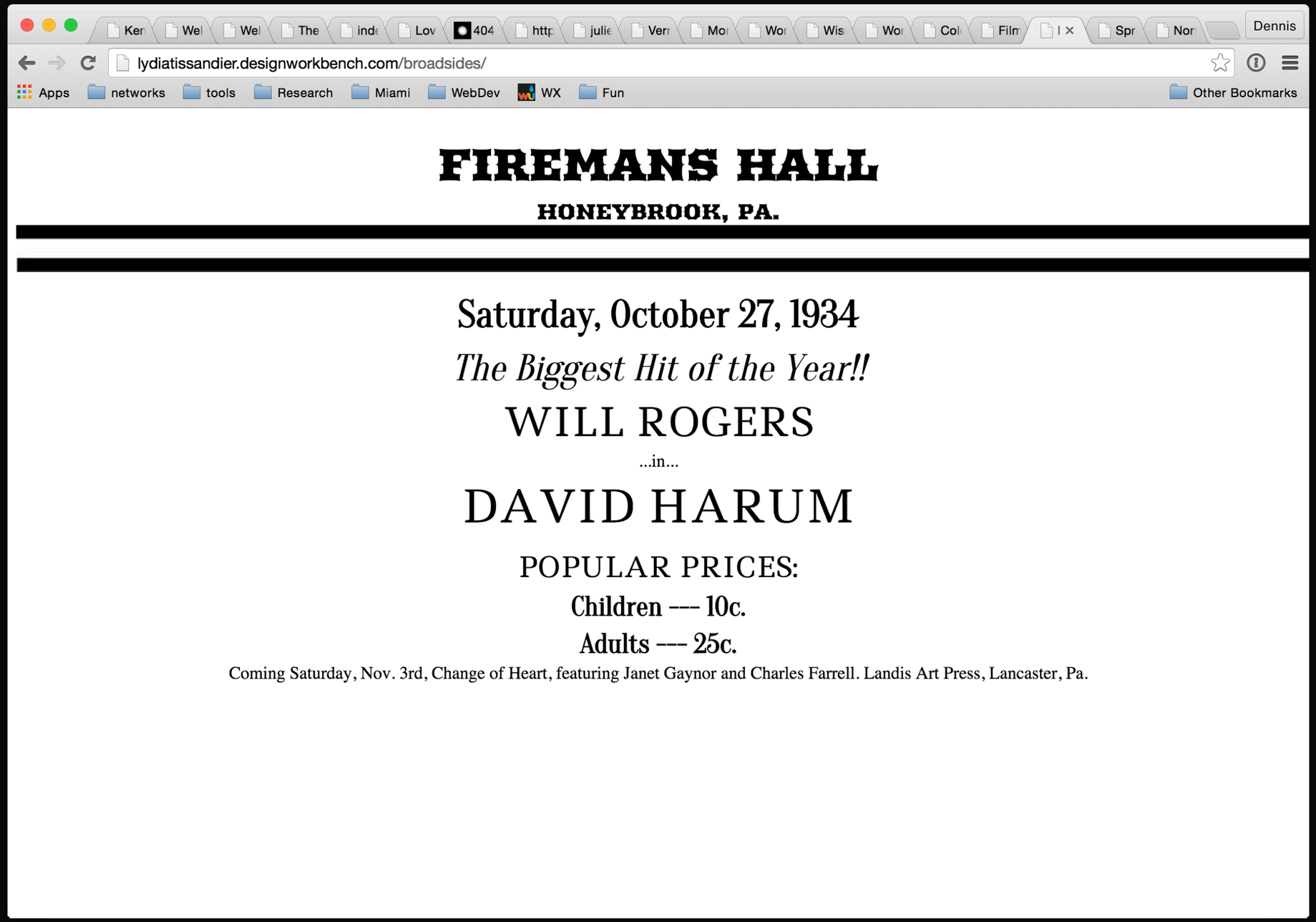
# DIGITAL BROADSIDES


BE SURE
BRAIN
IS ENGAGED
BEFORE
PUTTING
MOUTH
INTO
GEAR
Printed from Wood Type in the a Mano Library
2 0 0 8


NOTICE TO PASSENGERS
THIS TRAIN
DOES NOT STOP FOR MEALS
SUPPER
IS NOW READY ON PULLMAN'S PALACE DINING CAR
COSMOPOLITAN
ATTACHED TO THIS TRAIN.


New Tab
Broadsides
Dennis
emilyerley.designworkbench.com/broadsides/
Apps
networks
tools
Research
Miami
WebDev
WX
Fun
Other Bookmarks
NOTICE to PASSENGERS
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Dennis
marissamcintire.designworkbench.com/broadsides/
Apps
networks
tools
Research
Miami
WebDev
WX
Fun
Other Bookmarks
GALA AFFAIR!
You and your friends are cordially
invited to attend a
LAWN FETE
at the
Odd Fellows Orphans Home
Wednesday evening Thursday evening
Friday evening All Day Saturday
June 27th, 28th, 29th, and 30th.
Bingo • Merry-Go-Round • Whip •
Ferris Wheel • Refreshments
Come with your sweetheart, come with your wife; come fondly expecting the time of your life. Come with your friend, come with your chum; come all by your lonesome--but don't fail to come.




# FIREMANS HALL

## HONEYBROOK, PA.

## Saturday, October 27, 1934

*The Biggest Hit of the Year!!*

## WILL ROGERS

...in...

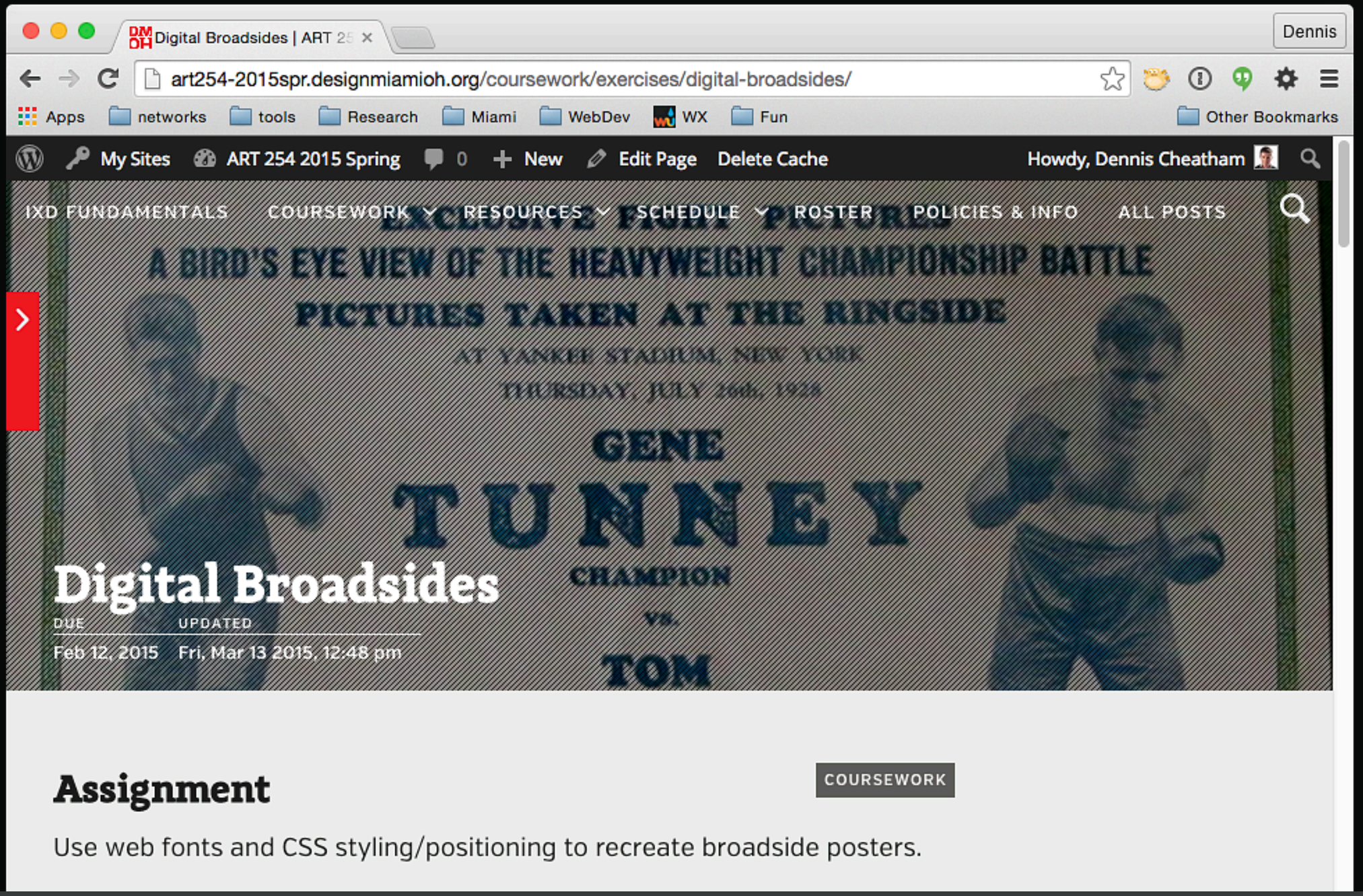
## DAVID HARUM

### POPULAR PRICES:

**Children --- 10c.**

**Adults --- 25c.**

Coming Saturday, Nov. 3rd, Change of Heart, featuring Janet Gaynor and Charles Farrell. Landis Art Press, Lancaster, Pa.


Digital Broadsides | ART 25
Dennis
art254-2015spr.designmiamioh.org/coursework/exercises/digital-broadsides/
Apps
networks
tools
Research
Miami
WebDev
WX
Fun
Other Bookmarks
My Sites
ART 254 2015 Spring
0
New
Edit Page
Delete Cache
Howdy, Dennis Cheatham
IXD FUNDAMENTALS
COURSEWORK
RESOURCES
SCHEDULE
ROSTER
POLICIES & INFO
ALL POSTS
A BIRD'S EYE VIEW OF THE HEAVYWEIGHT CHAMPIONSHIP BATTLE
PICTURES TAKEN AT THE RINGSIDE
AT YANKEE STADIUM, NEW YORK
THURSDAY, JULY 26th, 1928
GENE
TUNEY
CHAMPION
vs.
TOM
Digital Broadsides
DUE
UPDATED
Feb 12, 2015
Fri, Mar 13 2015, 12:48 pm
Assignment
COURSEWORK
Use web fonts and CSS styling/positioning to recreate broadside posters.

Risk-Taking and Success S | Digital Broadsides | ART 25 | Dennis

art254-2015spr.designmiamioh.org/coursework/exercises/digital-broadsides/

Apps | networks | tools | Research | Miami | WebDev | WX | Fun | Other Bookmarks

My Sites | ART 254 2015 Spring | 0 | + New | Edit Page | Delete Cache | Howdy, Dennis Cheatham

IXD FUNDAMENTALS | COURSEWORK | RESOURCES | SCHEDULE | ROSTER | POLICIES & INFO | ALL POSTS

For this assignment you will select a broadside poster to replicate using the skills we addressed in class on February 10. It is up to you on what difficulty you will select. Once you select a poster, you can not change posters.

## Easy Difficulty


















Risk-Taking and Success S | Digital Broadsides | ART 25 | Dennis

art254-2015spr.designmiamioh.org/coursework/exercises/digital-broadsides/

Apps | networks | tools | Research | Miami | WebDev | WX | Fun | Other Bookmarks

My Sites | ART 254 2015 Spring | 0 | New | Edit Page | Delete Cache | Howdy, Dennis Cheatham

IXD FUNDAMENTALS | COURSEWORK | RESOURCES | SCHEDULE | ROSTER | POLICIES & INFO | ALL POSTS










## Medium Difficulty



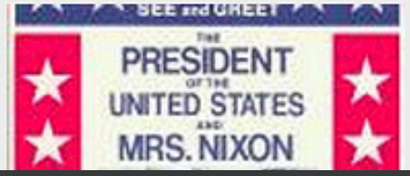


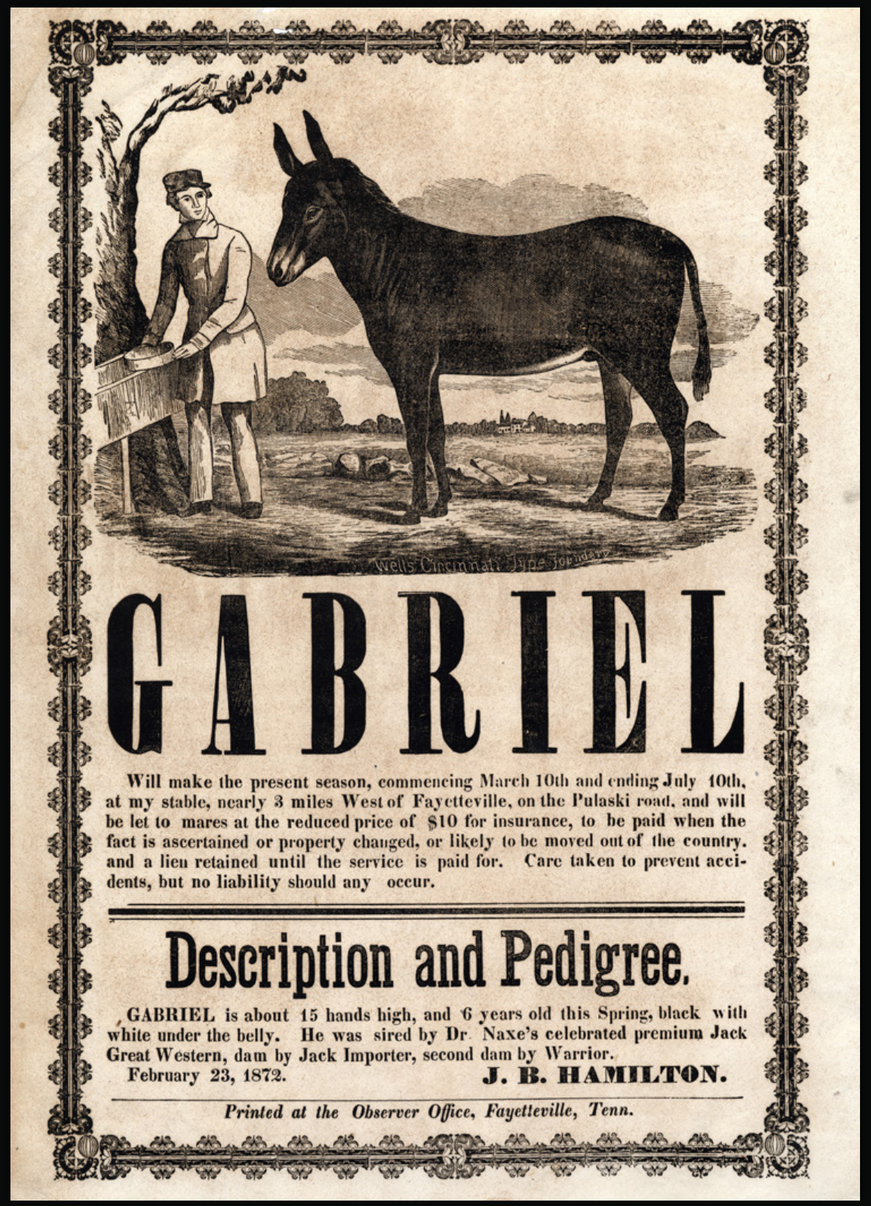













# GABRIEL

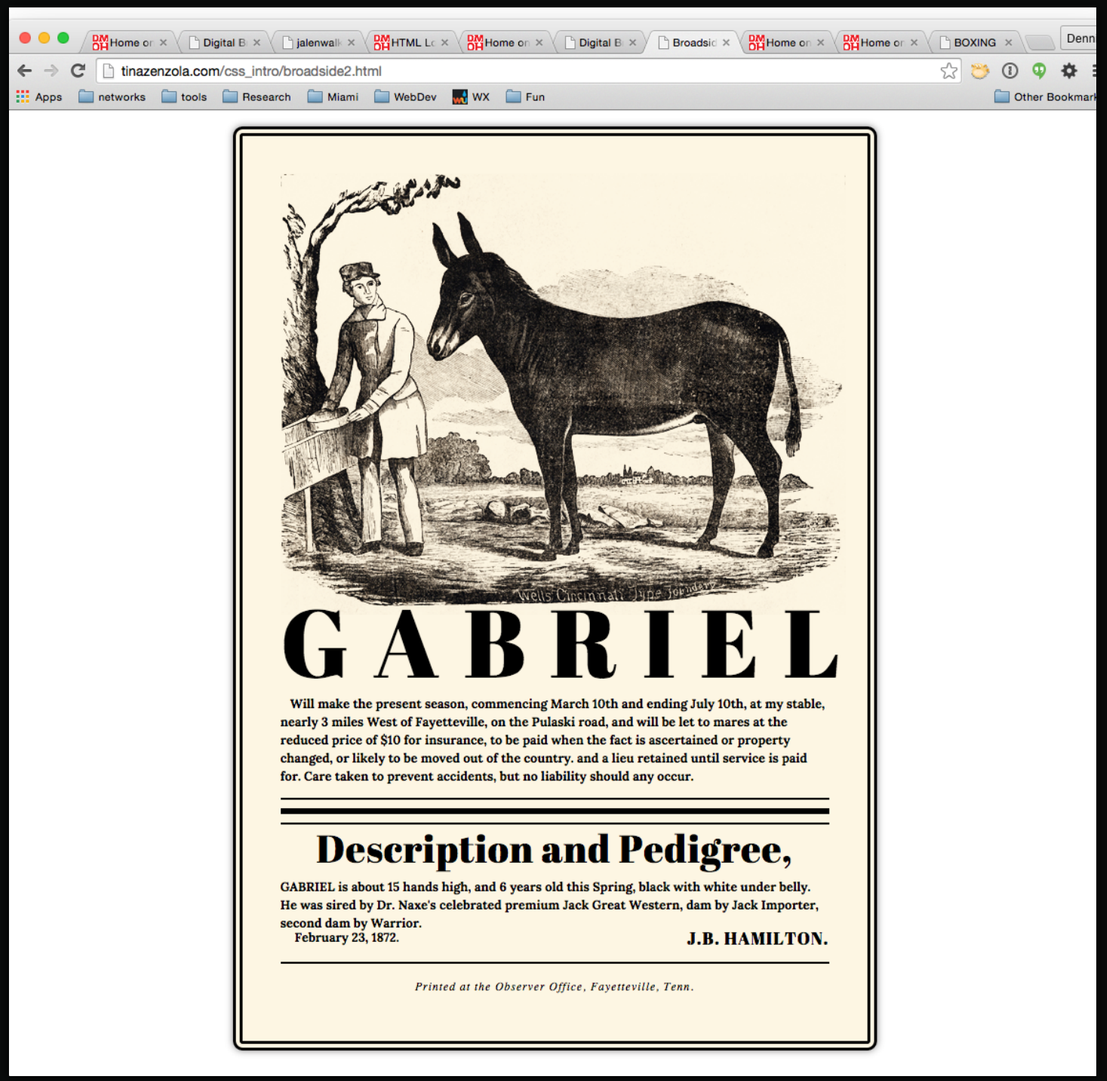
Will make the present season, commencing March 10th and ending July 10th, at my stable, nearly 3 miles West of Fayetteville, on the Pulaski road, and will be let to mares at the reduced price of $10 for insurance, to be paid when the fact is ascertained or property changed, or likely to be moved out of the country. and a lien retained until the service is paid for. Care taken to prevent accidents, but no liability should any occur.

## Description and Pedigree.

GABRIEL is about 15 hands high, and 6 years old this Spring, black with white under the belly. He was sired by Dr. Naxe's celebrated premium Jack Great Western, dam by Jack Importer, second dam by Warrior.

February 23, 1872. **J. B. HAMILTON.**

*Printed at the Observer Office, Fayetteville, Tenn.*




HEAR
JULIA
BROWN
Former F.B.I. UNDERCOVER AGENT
SPEAK ABOUT
THE COMMUNIST CONNECTIONS OF
MARTIN LUTHER KING
TEXARKANA COLLEGE AUDITORIUM
FRIDAY - MARCH 22 - 8 P.M.
SPONSORED BY
Texarkana TACT Committee
(Truth About Civil Turmoil)
ADMISSION $1.00


Home on the Web
Digital Broadsides
Digital Broadsides 2
Home on the Web
Home on the Web
BOXING
Dennis
jalenwalkerdesign.com/digital_broadsides_2/index.html
Apps
networks
tools
Research
Miami
WebDev
WX
Fun
Other Bookmarks
HEAR
JULIA
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SPEAK ABOUT
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TEXARKANA COLLEGE AUDITORIUM
FRIDAY - MARCH 22 - 8 P.M.
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(Truth About Civil Turmoil)
ADMISSION $1.00

# MANHATTAN RIFLES!

Lieut. Col.
GEO. F. WATSON,
COMM'DG.

OFFICERS'
Headquarters,
No. 461
BROOME ST.,
Near Mercer.



MAJOR
JNO. M. FREEMAN

RECRUITING STATIONS,
Mercer House,
Cor. Broome and Mercer;
Stuyvesant Hall,
633 BROADWAY;
And at Chester's
38 ANN STREET.

## THE COLONEL OF THE REGIMENT
Is a United States Officer.

And every care will be taken for the Comfort of the Men, who will, immediately on enlistment, be placed in good quarters.

MUSICIANS WANTED FOR THE BAND.

S. BOOTH, Printer, 59 Duane Street, cor. of Elm.


# MANHATTAN RIFLES!

Lieut. Col.
GEO. F. WATSON
COMM'DG

OFFICERS'
Headquarters,
No. 461
BROOME ST.,
Near Mercer.

MAJOR
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Stuyvesant Hall,
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And at Chester's
38 ANN STREET.

## THE COLONEL OF THE REGIMENT
Is a United States Officer.

And every care will be taken for the Comfort of the Men, who will, immediately on enlistment, be placed in good quarters.

MUSICIANS WANTED FOR THE BAND.



iamawolfe.com/digital_broadsides/index.html
networks tools Research Miami WebDev WX Fun Other Boo

what they said

**89%**

responded that they would take a risk to Increase design skills and knowledge.

what they did

**57%**

felt that the difficulty level they selected was “risky” based on their skill level when they selected it.

*Risking failure is still risky.*

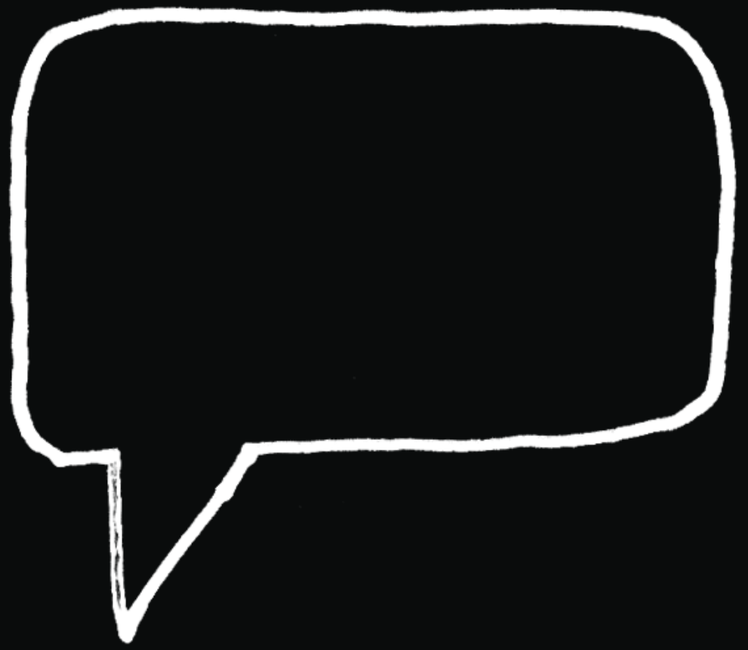
# FOCUS GROUP

## A FRANK CONVERSATION


STAND AS ONE
CLASS OF 20

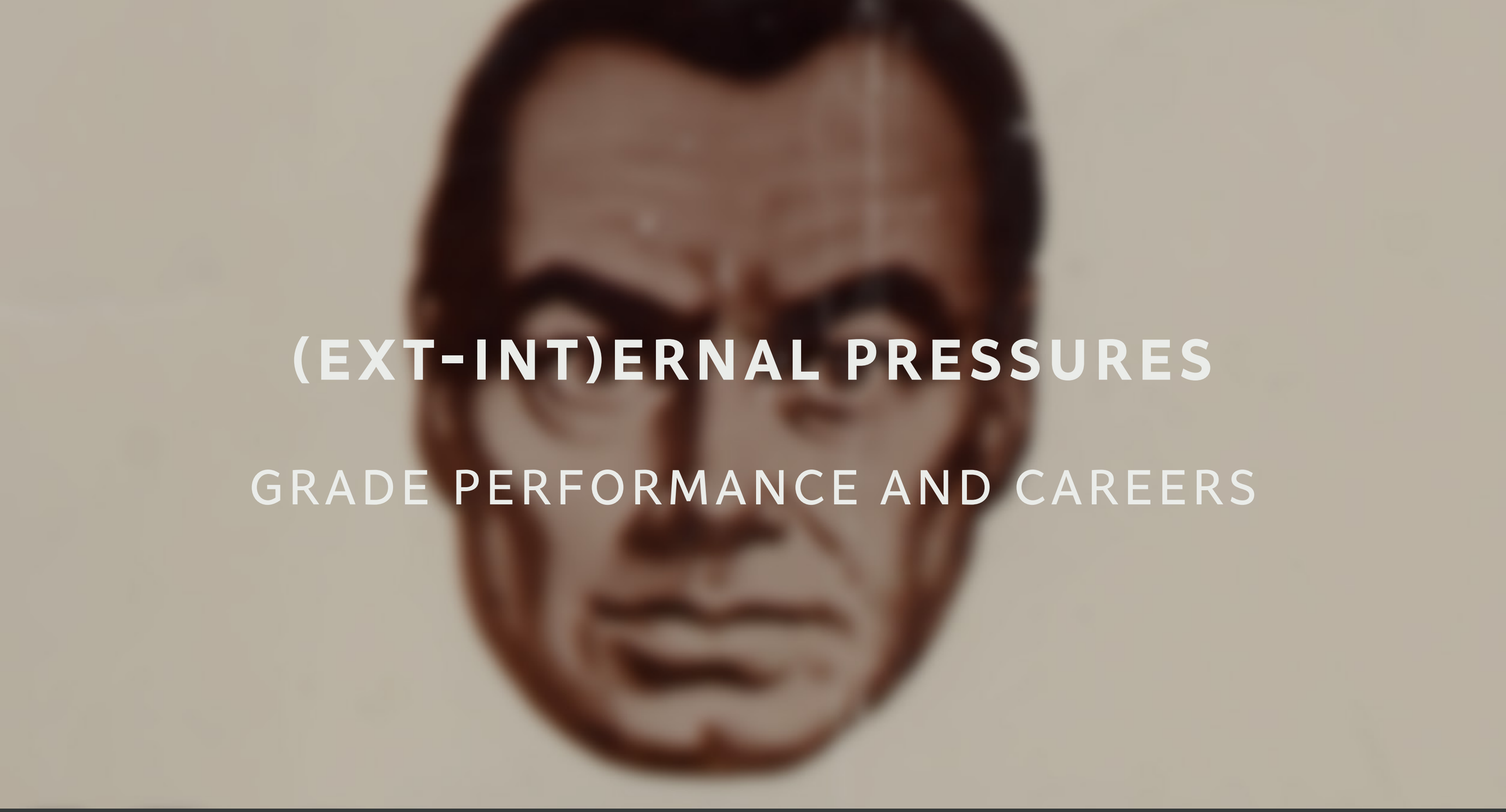

contigo


AQUAFINA



- Design process
- Barriers to and support for experimentation
- Thoughts on grading

# INTEGRATING RISK INTO LEARNING



# (EXT-INT)ERNAL PRESSURES

## GRADE PERFORMANCE AND CAREERS

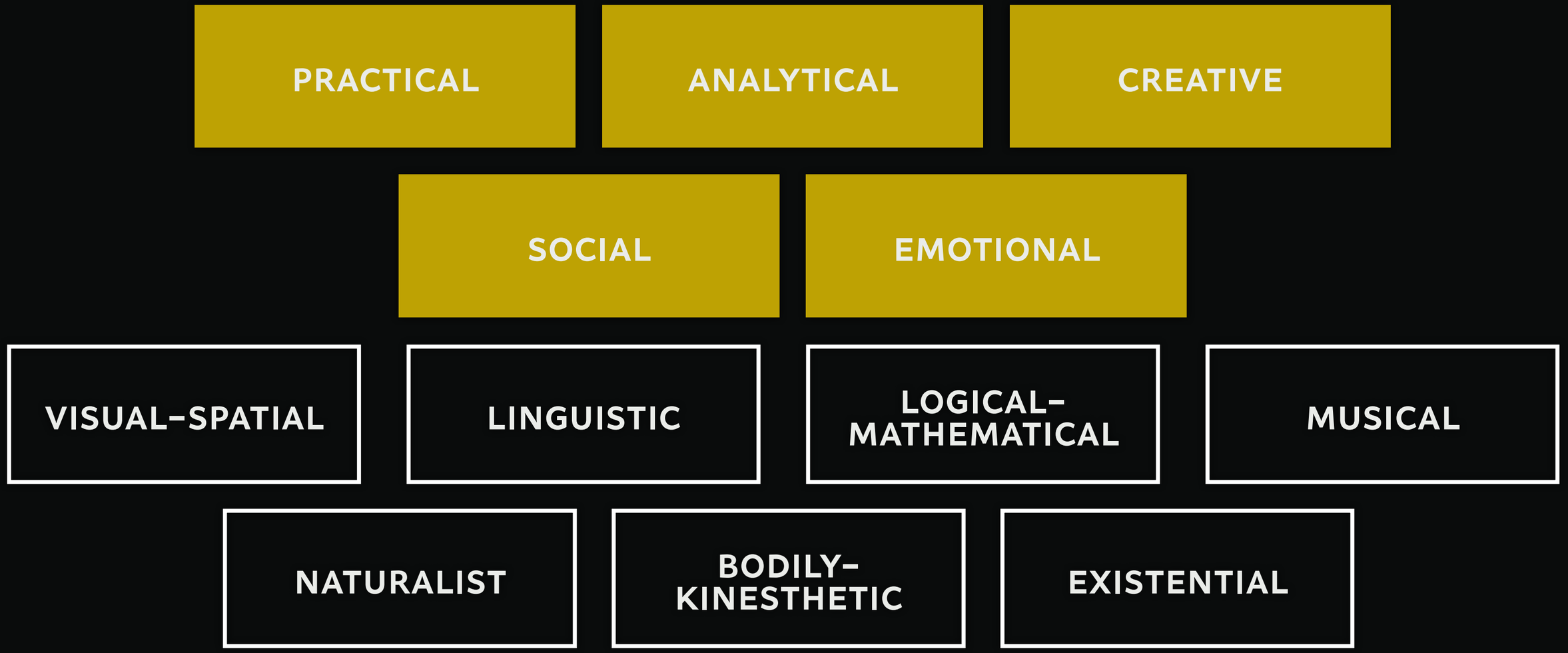
“I’ve become so worrisome about my grades—I’m always checking to make sure I’m keeping up with that… and also keeping up with my parents’ expectations.”

...all my life I've been like 'I need to get the 'A'. That's how my brain works."

*Risk Bonus*

*Experience Points*

*Multiple Intelligences Model for Design*


PRACTICAL
ANALYTICAL
CREATIVE
SOCIAL
EMOTIONAL
VISUAL–SPATIAL
LINGUISTIC
LOGICAL–
MATHEMATICAL
MUSICAL
NATURALIST
BODILY–
KINESTHETIC
EXISTENTIAL


FIST PUMPS MATTER
THE BIGGER THE CHALLENGE
THE GREATER THE REWARD

When I learned to link one page to another—it was so cool!”

“When I finally solved the problem—when I figured out z-index.”

“You feel like you have so much power when you solve a coding problem.”

“I don’t know how to do that, but search how to do it and figure it out. Exploring something new and figuring it out is fun and rewarding. It’s exciting.”

*Motivation:*

*Theory of Planned Behavior*

*Vroom's Expectancy Theory*

# OXFORD COMMUTERS AND THE EFFICACY OF POLITICAL ADVERTISING

SEEN WHEN TRAVELING TO AND FROM WORK

Andrea Mateus
Yi-Fan Chen
October 19, 2016
Miami University



**Methodology:**
**Raw Data**

*Signage*



*Bumper Stickers*



*Social Media*






# METHODOLOGY

Jeremy Long - ANALOG CODING SAMPLE

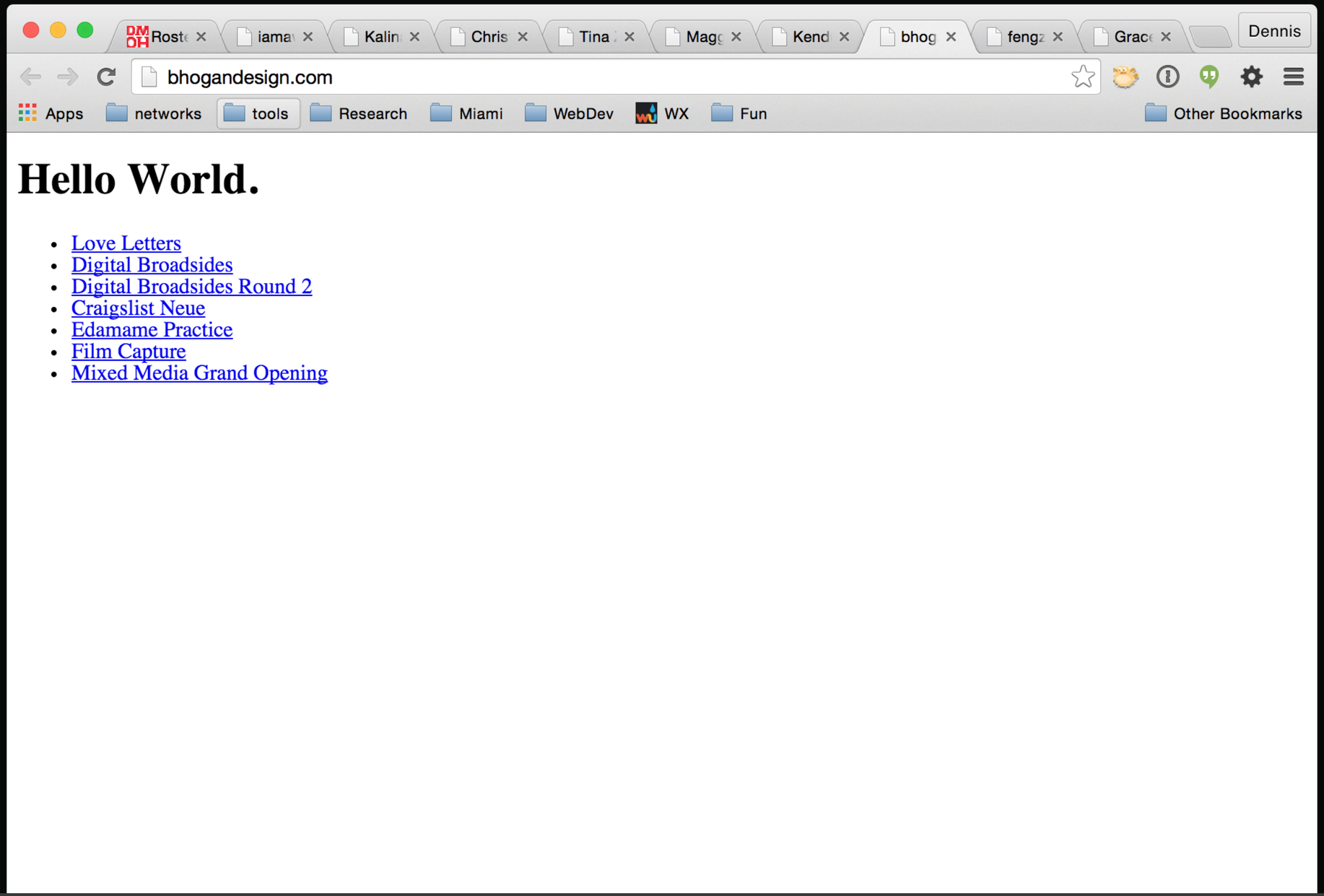
Interview Two
J: Alright, um this is about social media us....like if you uhh.. trust or distrust them as a media source.
J: Okay, question one; What social media do you use and why do you use it (2sec pause) for political messages.
Subject two
S2: Ummmmmm, see twitter, some facebook, instagram, for your straight social media that's pretty much it.
J; do you follow any of the candidates or is it?
S2: eh, yes. On Twitter I follow both the major ones.
J: okay cool
j: Alright, what do you consider a political message?
S2; ummmmmm, something put out by a candidate or party or some entity with the purpose of getting you to sway your opinion one way or another on an issue, getting you to vote for them basically. Political propaganda
J: ehhhhh, cool
J:alright, number three, wa, Have you ever felt the need to part what,
J: do you um participate in the dialog either as an observer or engage in the conversation and what have you?
S2: on social media?
J: yeah
S2: I observer, I generally don't put anything on social media because obviously I have friends that are both ways and I don't want ta lose friends over some petty bullshit, Relationships challenged
who is gonna be gone in a few months. Nonactive participant
J: okay, aight that's understandable. Ummmmm (tongue snaps) Since, see.
J: Has the Ummm, post or messages affected your opinion on the political candidates and or their messages?
S2: ummmm, too a degree yes, Swayed, perspective changed
not always and I don't think that most stuff on social media is extremely factual. unreliable
J: okay
J: And What makes you trust or distrust these social media outlets?
S2: The fact that anyone can put anything on the internet and call it true unreliable
, umm there's generally no references, or anything to actually backup claims, besides something that maybe pieced together from fractions of the truth and stuff like that.

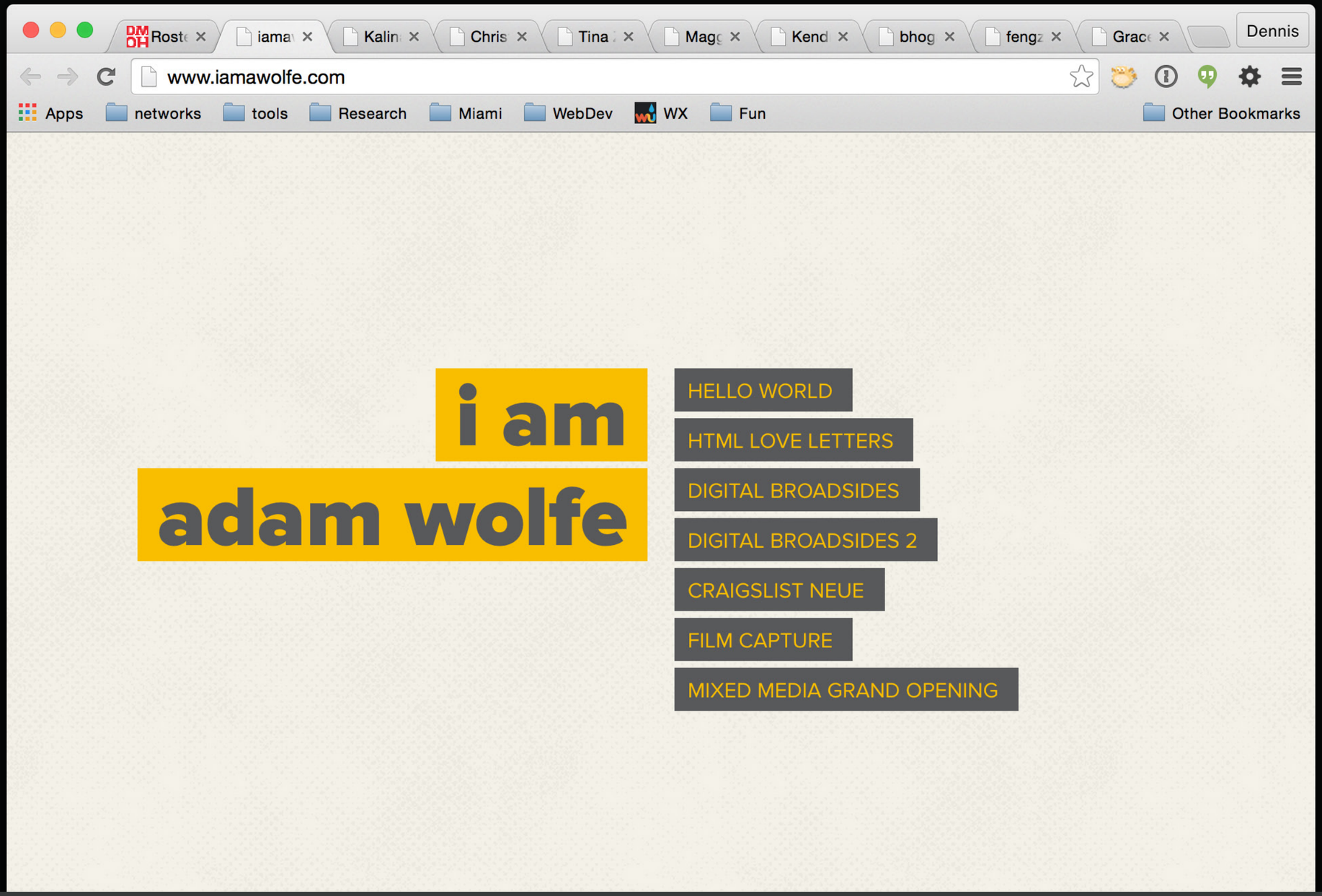

2015
miami university graphic design
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#champion {
#tina_zenzola
}
}
!-- awesomeness --
2015
miami university graphic design
.code_tournament {
#champion {
#adam_wolfe
}
}
!-- awesomeness --

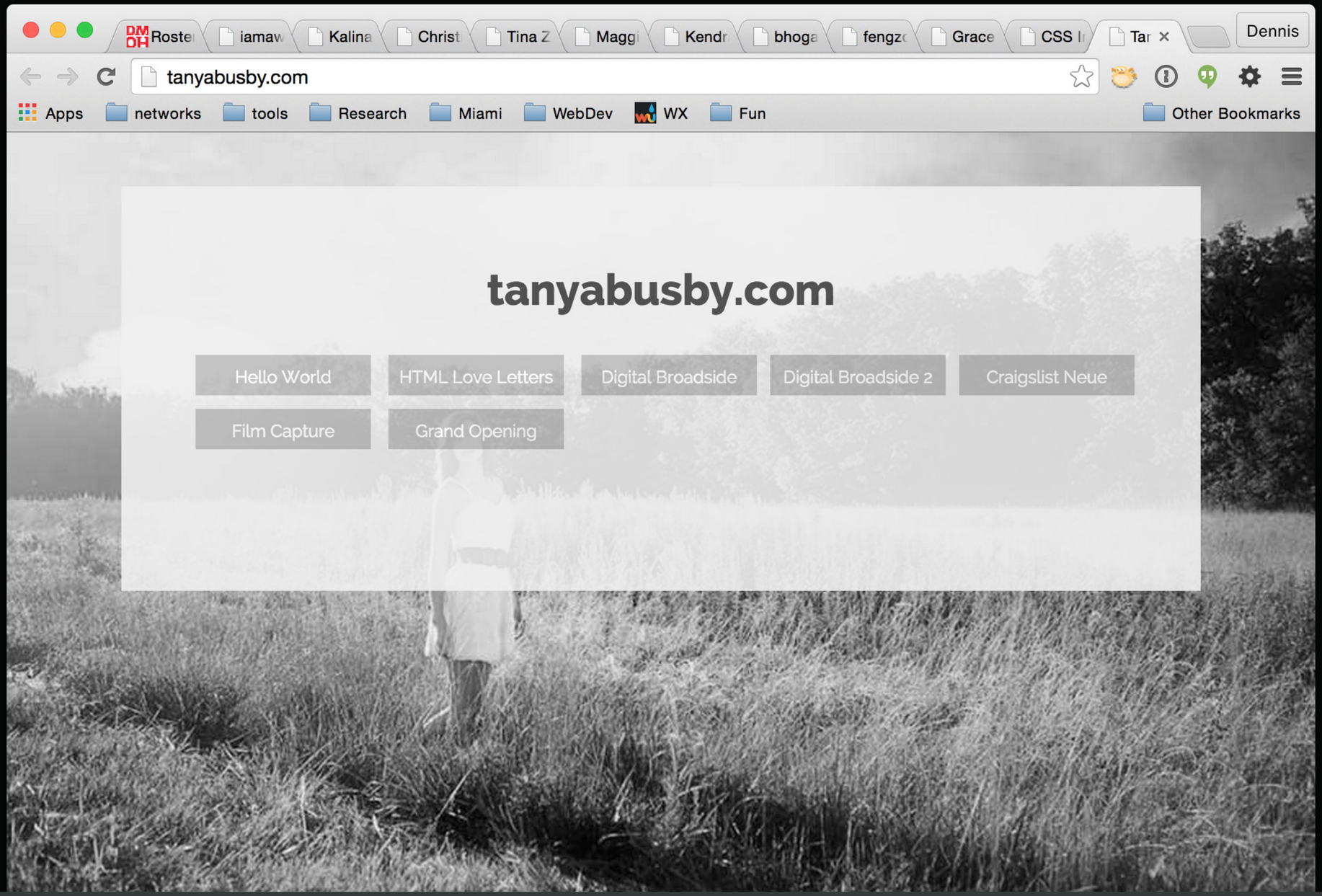

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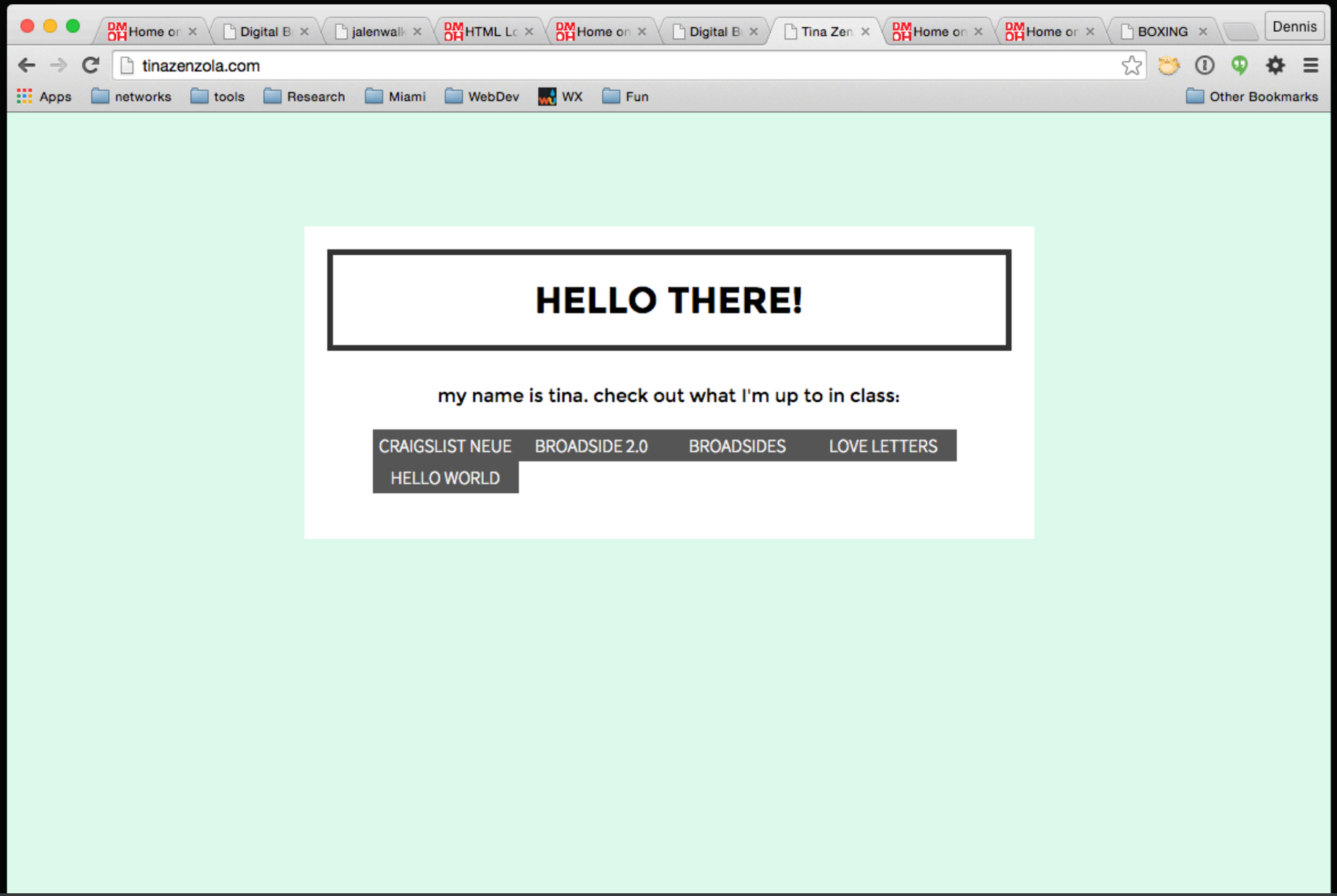
# PERSONAL PROJECTS, PERSONAL PRIDE

A WAY STUDENTS CAN APPLY THEIR LEARNING
IN A WAY THAT MATTERS TO THEM


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bhogandesign.com
Apps
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tools
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Miami
WebDev
WX
Fun
Other Bookmarks
Hello World.
Love Letters
Digital Broadsides
Digital Broadsides Round 2
Craigslist Neue
Edamame Practice
Film Capture
Mixed Media Grand Opening


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adam wolfe
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HTML LOVE LETTERS
DIGITAL BROADSIDES
DIGITAL BROADSIDES 2
CRAIGSLIST NEUE
FILM CAPTURE
MIXED MEDIA GRAND OPENING


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Digital Broadside
Digital Broadside 2
Craigslist Neue
Film Capture
Grand Opening

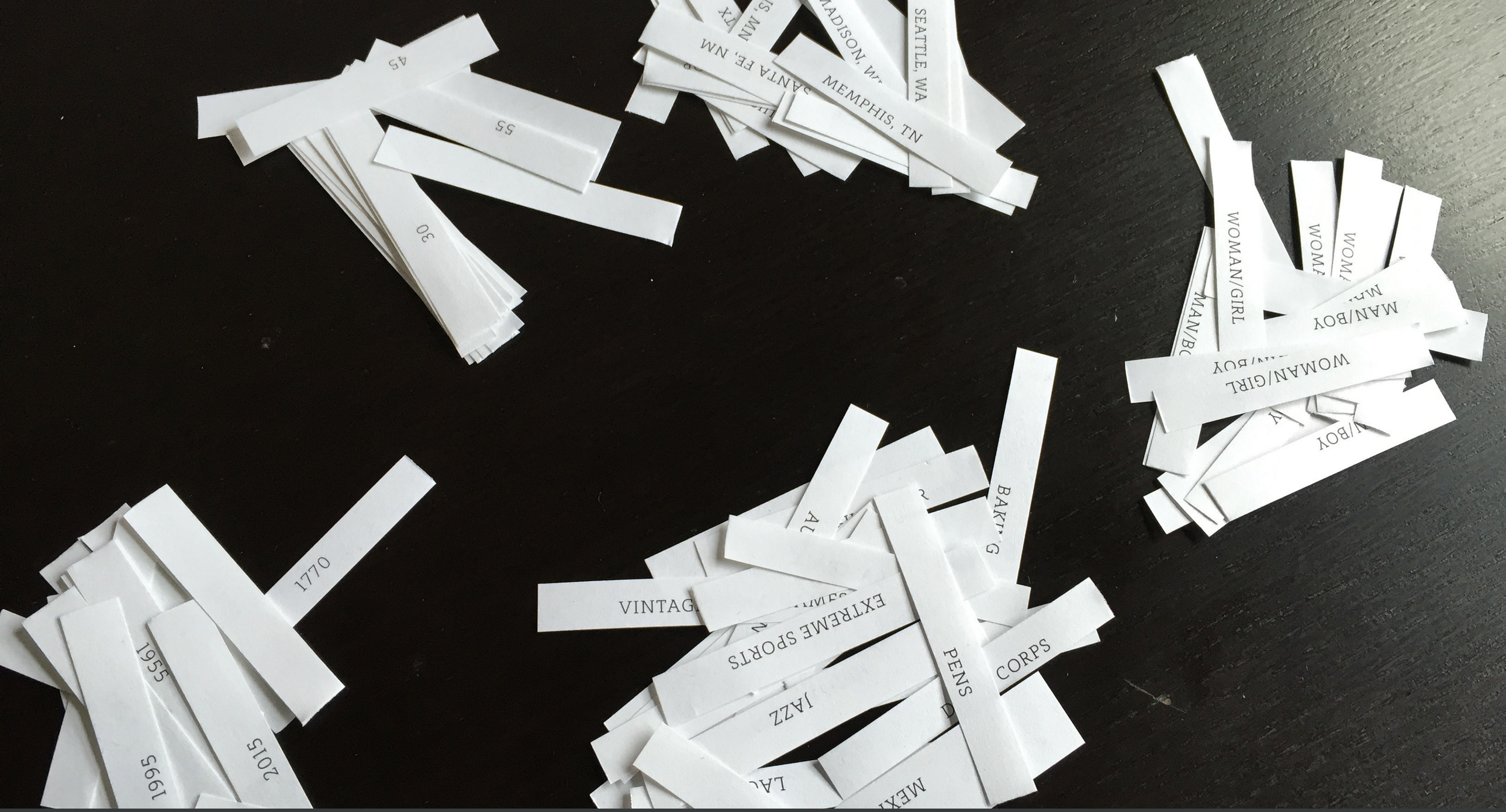

Home or
Digital B
jalenwalk
HTML Lo
Home or
Digital B
Tina Zen
Home or
Home or
BOXING
Dennis
tinazenzola.com
Apps
networks
tools
Research
Miami
WebDev
WX
Fun
Other Bookmarks
HELLO THERE!
my name is tina. check out what I'm up to in class:
CRAIGSLIST NEUE
BROADSIDE 2.0
BROADSIDES
LOVE LETTERS
HELLO WORLD

“We want to use what we learn each week”

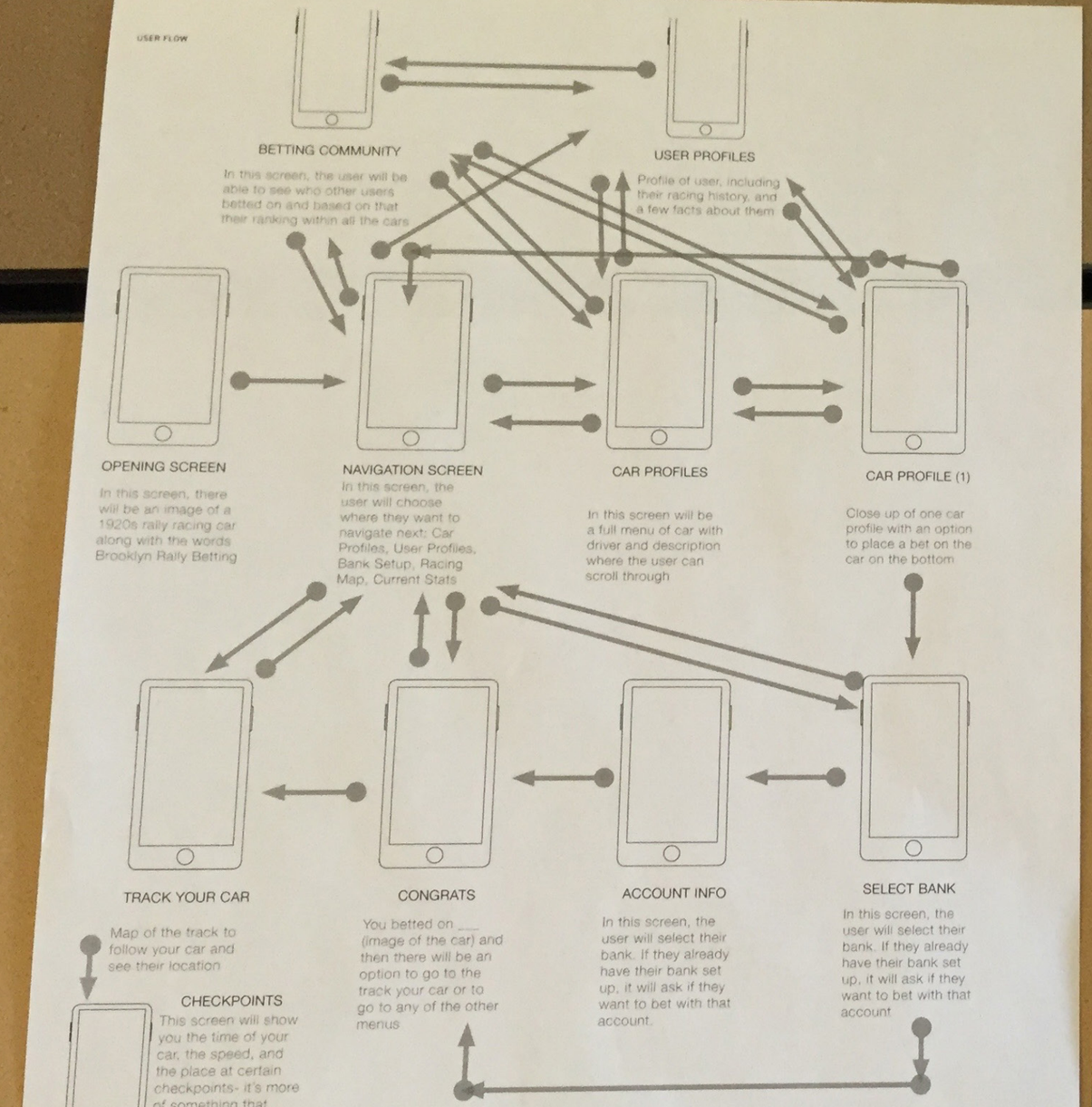
“Its the one piece of our site we can completely personalize.”

“...no boundaries.”

# *Open Deliverables*

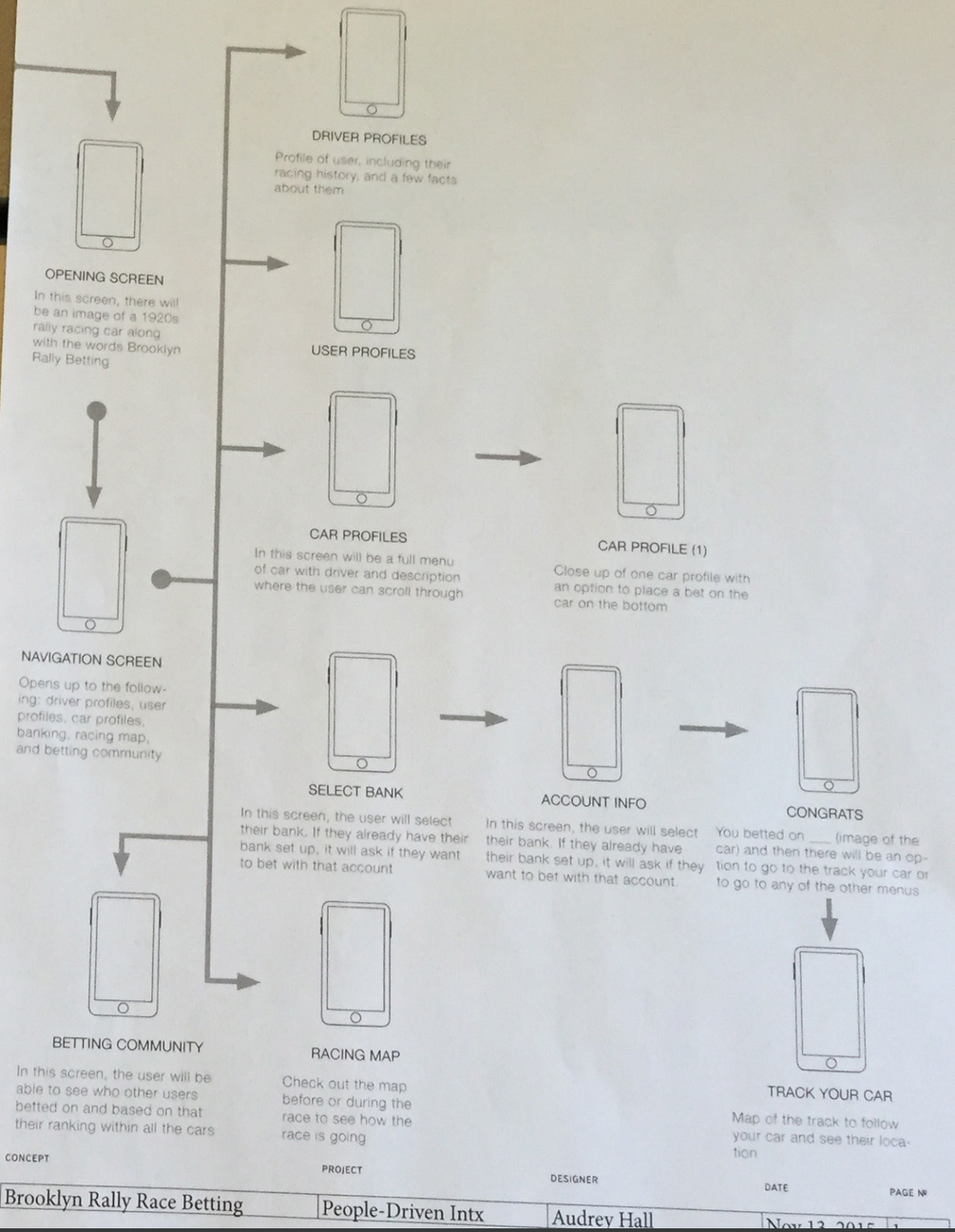

45
55
30
SEATTLE, WA
MEMPHIS, TN
WOMAN/GIRL
MAN/BOY
WOMAN/GIRL
1770
1955
1995
2015
VINTAG
EXTREME SPORTS
JAZZ
PENS
CORPS

USER FLOW

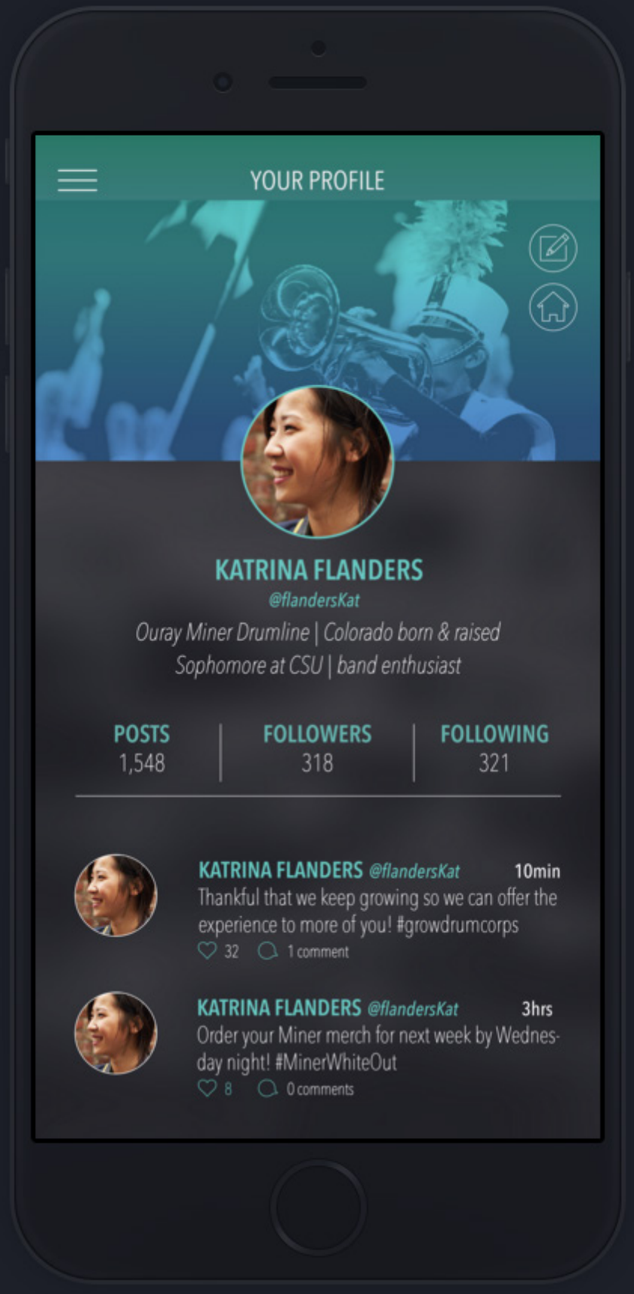


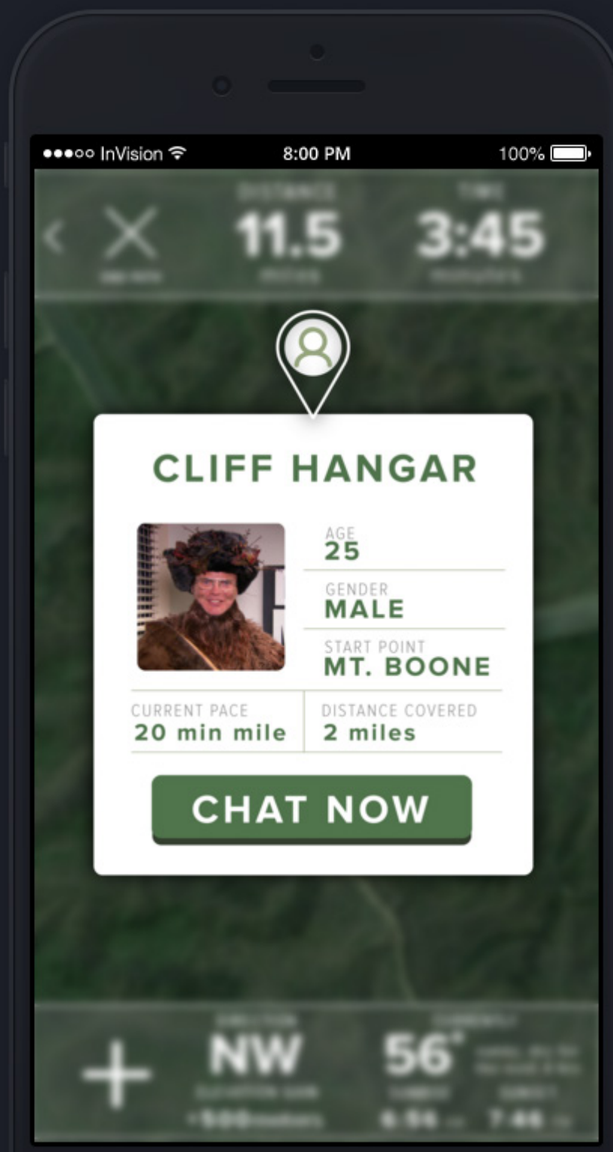

| CONCEPT | PROJECT | DESIGNER | DATE | PAGE № |
|---|---|---|---|---|
| Brooklyn Rally Race Betting | People-Driven Intx | Audrey Hall | Nov 13, 2015 | 1 |

USER FLOW




| CONCEPT | PROJECT | DESIGNER | DATE | PAGE № |
|---|---|---|---|---|
| Brooklyn Rally Race Betting | People-Driven Intx | Audrey Hall | Nov 13, 2015 | 1 |


YOUR PROFILE
KATRINA FLANDERS
@flandersKat
Ouray Miner Drumline | Colorado born & raised
Sophomore at CSU | band enthusiast
POSTS
1,548
FOLLOWERS
318
FOLLOWING
321
KATRINA FLANDERS @flandersKat 10min
Thankful that we keep growing so we can offer the experience to more of you! #growdrumcorps
32 1 comment
KATRINA FLANDERS @flandersKat 3hrs
Order your Miner merch for next week by Wednesday night! #MinerWhiteOut
8 0 comments


InVision 8:00 PM 100%
11.5
3:45
CLIFF HANGAR
AGE
25
GENDER
MALE
START POINT
MT. BOONE
CURRENT PACE
20 min mile
DISTANCE COVERED
2 miles
CHAT NOW
NW
56°


InVision 8:00 PM 100%
ADD PLAYERS
WE ARE BASEBALL
GIANTS
25
BARRY BONDS
OF
POSITION BARCODE IN THIS BOX


LIFE IS A SERIES OF
FORMATIVE ASSESSMENTS.

# Thank You.


## Dennis Cheatham

DESIGN RESEARCH | COMMUNICATION + EXPERIENCE DESIGN

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