<table>
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<th>Course Code</th>
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<td>Creative form / workshop course</td>
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**Single subject courses**
- Service design
- Strategic design and product development
- Life drawing

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**Interested in designing the Wednesday lecture posters?! Email: wozzop@gmail.com**

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  - vimeo.com/uid
  - vimeo.com/ixdumea

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**THE WEEK THAT WAS**

- **Rube Goldberg machine at arch**
- **Friday pub**
- **IOI sketching**
- **Kitchen cleaning: IxD1**
- **Workshop cleaning: IxD2**

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**STAY IN THE LOOP**
**INSPIRATION**

http://www.behance.net/PapperOpenna - Gallery of Martin Schmetzer, amazing hand letterer

http://maps.stamen.com - For over a decade, Stamen has been exploring cartography with their clients and in research. These maps are presented here for your enjoyment and use wherever you display OpenStreetMap data.

http://makeprojects.com/ - Make: Projects is a living library for makers, a how-to community hosted by MAKE magazine.

*Do you have any inspirational sites or blogs that you want to share with the rest of the school? Send them in to wozzop@gmail.com*

**Music**

Good working-music

Know that feeling when someone is talking too loud in the background or how sometimes you can’t get in the right mode for sketching? If you like to shut your surroundings out for a bit and do it with some great music, or just want some new recommendations for music to relax or party by then please let others know what your listening to!

If you have some good music tips that others on school should know about, write to this column at wozzop@gmail.com.

First instalment will of the all new wozzop music column will run next week (39), keep your eyes and ears peeled.

**Swedish**

Hej - [hey] - If your aim is to learn Swedish proper execution of ‘hej’ is essential. It means both hello and goodbye, you can use it both when you’re coming and you’re going. Both as a start to a conversation and as the end, both in singular (Hej!) and in plural (Hej, hej!).

Hej då - [hey dooh] - As opposed to ‘hej’ ‘hej då’ only means one thing, ‘goodbye’.

Vi ses imorrn - [vih sehs i-mohrn] - See you tomorrow! (lit: we’re being seen tomorrow)
Are You A Bit Of A Loser? Working From Home Makes You More Creative

Don't Worry, You're Probably Really Creative

A new study explores the connection between rejection and creativity and could provide perspective for companies looking to hire creative people. Are you a recovering high school geek who still can't get the girl? Are you always the last person picked for your company's softball team when you watched Office Space, did you feel a special kinship to the stapler-obsessed Milton Waddams? If you answered yes to any of these questions, do not despair. Researchers at Johns Hopkins and Cornell have recently found that the socially rejected might also be society's most creatively powerful people.

The study, which is forthcoming in the Journal of Experimental Psychology, is called “Outside Advantage: Can Social Rejection Fuel Creative Thought?” It found that people who already have a strong “self-concept”—i.e., are independently minded—become more creative in the face of rejection. “We were inspired by the stories of highly creative individuals like Steve Jobs and Lady Gaga,” says Hopkins professor Sharon Kim. “And we saw this everywhere in film—people who were rejected and have a silver lining in all the popular press about bullying. There are benefits to being different.”

The study consisted of 200 Cornell students who were set out to identify the relationship between the level of creativity and the size of an individual’s self-concept and their level of creativity. First, Kim tested the strength of each student’s self-concept by asking him or her “need for uniqueness.” In other words, how important is it for each individual to feel separate from the crowd. Next, students were told that they’d either be included in or rejected from a hypothetical group project. Finally, they were given a simple, but creatively demanding task: Draw an alien from a planet unlike earth.

If you’re curious about your own general creativity level (at least by the standards of Kim’s study), go ahead and sketch an alien right now. Okay, got your alien? Now give your self-concept for every non-human characteristic you’ve included in the drawing. If your alien has two eyes between the nose and forehead, you don’t get any points. If your alien has eyes below the mouth, or three eyes that breathe fire, you get a point. If your alien doesn’t even have eyes or a mouth, give yourself a bunch of points. In short, the more dissimilar your alien is to a human, the higher your creativity score.

Kim found that people with a strong self-concept who were rejected produced more creative aliens than people from any other group, including people with a strong self-concept who were accepted. “If you’re in a mindset where you don’t care what others think,” she explained, “you’re open to ideas that you may not be open to if you’re concerned about what other people are thinking.”

This may seem like an obvious conclusion, but Kim pointed out that most companies don’t encourage the kind of freedom and independence that would help Fast Company probably expect. “The benefits of being different is not a message everyone is getting,” she said.

But Kim also discovered something unexpected. People with a weak self-concept could be influenced toward a stronger one and, thus, toward a more creative mindset. In one part of the study, students were asked to read a short story in which all the pronouns were either singular (I/me) or plural (we/us) and then to circle all the pronouns. They were then “accepted” or “rejected” and asked to draw their aliens.

Kim found that all of the students who read stories with singular pronouns and were rejected produced more creative aliens. Even the students who originally had a weaker self-concept. Once these group-oriented individuals focused on individual-centric prose they became more individualized themselves. And that made them more creative.

This finding doesn’t prove that you can teach someone to have a strong self-concept but it suggests that you can create a professional environment that facilitates independent and creative thought.

“I’ve read article after article about how organizations want creative people,” Kim says. “But it appears to me that all companies want candidates from the same schools, with the same background, and the same experiences.” Kim hopes her study will have an impact on how companies think about who they hire, how they can retain the most creative individuals, and whether they’re really facilitating creative thinking among their employees. She says even small changes, like relaxing a dress code, can help.

Of course, there’s irony here. If creativity depends on rejection, then companies would want to make it more difficult for employees, not less. Kim isn’t so worried about this outcome, however. “Even in a company where you feel happy, there are still plenty of opportunities to be rejected,” she says. “You can still pitch that great idea to your boss and your boss will say, ‘no.’”

Author: Jennifer Miller
Source: http://www.fastcompany.com/1681597/are-you-a-bit-of-a-loser-dont-worry-youre-probably-really-creative

Working From Home Makes You More Productive

Your office is slowing you down. There are plenty of legitimate reasons to work from home: it saves gasoline (if you drive or take the bus), eliminates commuting time, and on the company side, it means that less office space is needed to accommodate employees. Not to mention another reason, backed by a study (http://www.stanford.edu/~nbloom/WFH.pdf) from Stanford: People who work from home are more productive than those that don’t.

The latest telecommuting talk point comes from a study that randomized 250 call center employees at a Chinese company, designating some as telecommuters for four days a week and asking others to come into the office every workday for a nine-month period. The reasoning: the company, Ctrip (China’s biggest travel agency) was considering a company-wide work from home policy to decrease high attrition rates and cut down on office costs.

In the end, the researchers behind the study found that telecommuters ramped up their performance by 13.9-18% attributable to taking fewer sick days and breaks and working more minutes per shift, and 3.5% because they took more calls each minute because of access to a quiet environment. Job attrition rates among the telecommuters steeped itself, and they reported more work satisfaction, too. Ctrip also saved approximately $2,000 per employee.

As a result of the experiment, Ctrip decided to roll out a company-wide work from home program. Not everyone who participated in the study, however, elected to work from home—two-thirds of the control group stayed in the office. While the telecommuters decided they would rather be in the office as well. Unsurprisingly, the telecommuters who experienced an increase in performance were the ones who decided to stay home.

Call center work is, of course, fairly straightforward and easy to track—so while the study found no impact on the ability of the telecommuters to get promoted, the same may not hold true in other professions where goals are more nebulous. Still, the study provides ample fuel for anyone trying to convince their boss that working from home isn’t just the environmentally conscious thing to do—it also makes good business sense.

Author: Ariel Schwartz
Source: http://www.fastcompany.com/1680507/working-from-home-makes-you-more-productive
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