

Course title <English>	健康デザイン論 Designing Health communication		Affiliated department, Job title,Name	Graduate School of Medicine Professor,NAKAYAMA TAKEO	
Target year	Professional degree students	Number of credits	1	Course offered year/period	2018/Intensive, year-round
Day/period	Intensive	Class style	Lecture	Language	Japanese
[Outline and Purpose of the Course]					
<ul style="list-style-type: none"> • To learn the way of thinking & basic concept about Communication Design Approach in Healthcare • Using this approach as a clue, we will discuss the potential of this approach to promote targets ' "understandings" and "actions", and lead them to "expected results" • Lecture & workshop style. 					
[Course Goals]					
The goals of this course are to understand concepts and approaches such as "insight", "understanding / behavior promotion", "co-creation / collaboration", etc. regarding how to achieve "health communication" to maximize health outcomes.					
[Course Schedule and Contents]					
(First half)					
1st : Introduction					
2nd : Communication design Approach ~ the way to design & activate consumer's understanding and behavior					
3rd : Consumer insights ~ the attitudes to and way of understanding of the target insights					
4th : Planning ~ the way of thinking about designing/planning projects to invite the consumers more healthy					
(Second half)					
5th : Review of the previous term					
6th 7th : workshops					
8th : Presentation & Lecture summary					
(Tentatively, August 2, 3 and the mid February)					
[Class requirement]					
None					
[Method, Point of view, and Attainment levels of Evaluation]					
Report (50%) Presentation (50%)					
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健康デザイン論(2)

[Textbook]

Text books will be introduced in the first class.

[Reference books, etc.]

(Reference books)

will be introduced in the first class.

[Regarding studies out of class (preparation and review)]

Review and home assignments.

(Others (office hour, etc.))

Researchers of the project will support this course.

*Please visit KULASIS to find out about office hours.