

GENERATION

Why Design is Changing...Again



GENERATION Z

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As the post-millennial Generation makes its way into college and the corporate world, it's imperative for institutions and organizations to holistically grasp and comprehend not just the way Z's learn, retain, and comprehend information, but the events that have shaped them and who they are. Our research covers the types of environments this generation thrives in, while learning and how colleges and companies can adapt and conform to meet the needs of Generation Z. The future students and professionals are coming, are we designing with them in mind yet?

FOUR LEARNING OBJECTIVES FOR THIS CEU:

1. Identify the differences between Generations X, Y, and Z
2. Explore the Characteristics, Traits and Behaviors of Generation Z
3. Analyze how Generation Z learns, retains, and comprehends information
4. Evaluate how Higher Education Institutions must adapt and conform to the needs of Generation Z — this includes preservation of spaces for reuse and adaptation.



ACCREDITATION

Participants in the “Generation Z: Why Design is Changing...Again” course will receive 0.1 IDCEC Continuing Education Credits under the HSW Designation for IIDA, ASID, and IDC, as well as a 1.0 AIA LU.

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