

Design Thinking Design Doing

An introduction to design for people with no design experience



Introduction

Are you interested in what 'design' is and how it can be used to deliver great new ideas for products or services? This workshop, led by Yoon Bahk, Lecturer at UC Berkeley's Jacobs Institute for Design Innovation and Gaetano Ling, a Product Design Lead at the world renowned design agency IDEO, will explain the thinking and doing processes that design-led organisations employ to create entirely new and successful ideas that fundamentally shift the way people live their lives. It is a workshop specifically aimed at welcoming people with no design experience and introducing to them the skills and methods needed to understand the process and impact of design. Join this workshop, try these methods and get design thinking and more importantly design doing...

Overview

- Design Thinking provides a toolkit for innovation; drawing on empathy, exploration, and learning to uncover new opportunities for product or service development strategies.
- Through curiosity, human-observation, rapid idea generation, prototyping and compelling storytelling, a design led process can lead teams towards innovative solutions.
- Deploying this playful method, small teams are often able to achieve disproportionate impact through design with original ideas that are grounded in evidence of real-world needs and values.
- This 2 day, hands-on workshop will expose participants to a designer's creative toolkit that can be adopted by individuals and organizations to address a diverse range of challenges.

Schedule

Each workshop is two days in duration and participants should ensure that they can attend for both days. The approximate content for each day is described below and the dates for each of the workshops are:

May 21st and 22nd 2019 and May 25th and 26th 2019

Day 1: Question, Discover, Generate

A common misconception is that innovation begins with a sudden eureka moment and an inventive solution. In fact, innovation more often starts by asking the right question. On the first day of this workshop, participants will first receive an overview of a design process before delving into an open-ended challenge. Participants will work in teams, tasked with being inquisitive to uncover new opportunities and learn techniques for generating multiple ideas to satisfy an unmet human need. Following a series of rapid idea generation exercises, participants will experience methods for mapping, analysing, and prioritizing their concepts.

Day 2: Build, Learn, Share

Developing new disruptive ideas may sound risky, how do you know if people will desire and value a new product or service if they have not experienced it before? Thinking like a designer often means building confidence around a pioneering idea by bringing it to life as quickly as possible and undergoing an iterative process of learning, analysing, and building to shape a concept into something that is tangible, feasible and desirable. Participants will bring their ideas to life through low fidelity models and learn how to engage with potential customers with a sense of play. Following a quick iterative product development cycle, teams will develop their product just in time for a final review. Their task is to sell their concept to the audience who will vote and all participants join a discussion to close the workshop.

Summary Points

Who is this workshop for?

These workshops have been designed to be an introduction to design thinking styles and creative methods for people who have no design experience. They are for people interested in design, creativity and innovation but whose background or experience could be from any field or discipline. We hope to attract people interested in working in collaborative multidisciplinary teams outside of their core professional areas to work together to tackle broad innovation challenges.

What will you learn?

The workshops will show through hands-on project based learning how design thinking can be employed in solving problems and finding new opportunities. Through short seminars and hands-on experience participants will learn:

- How to be curious and ask questions to find opportunities
- Creative idea generation techniques
- Prototyping through sketch modelling
- The importance of objective evaluation of ideas
- Presentation skills and story-telling

Other Points:

The workshop will be held in Japanese (the facilitators speak English but there will be translation into Japanese). If you are confident in English only then please let us know, we can build an English speaking team for those people. If you speak Japanese and english and would like to partake in the workshop in an english speaking team please also let us know, we can arrange that.

The workshop will be carried out in teams and a collaborative attitude is important. Participants will be working in teams of 5-7 people and there will be 20-30 participants in total.

It will be friendly and very interactive. It is experiential (active not passive) project based learning. Everyone will get involved.

The activities will be intense and stimulating but no prior knowledge or experience is required – in fact as mentioned above, we welcome people from all kinds of disciplines and backgrounds. Innovation is driven by difference and a diversity in the people involved is key.

All equipment needed will be provided.

Facilitation Team

For these Design Academy workshops we are honoured to be working with educator, Yoon Bahk from UC Berkeley and formerly the Royal College of Art as well as Gaetano Ling, a professional designer working at the world renowned innovation agency IDEO.

Yoon Bahk - Co-Lead Facilitator

Yoon is based in California and is a Lecturer at UC Berkeley, Jacobs Institute for Design Innovation and for 7 years was Senior Tutor at the Royal College of Art's Innovation Design Engineering programme. She also conducts visual facilitation workshops and teaches visual thinking for companies such as the BBC and Microsoft to help foster ideas around innovation within an organization.

Links: <https://www.linkedin.com/in/yoon-bahk-3b699b4/>

Gaetano Ling - Co-Lead Facilitator

Gaetano is a Product Design Lead at IDEO. He has 10 years of experience in inventing new technologies for products that offer richer human experiences. Based in Silicon Valley, he embraces a 'thinking through making' approach towards innovation that blends design with digital and physical engineering.

Links: <https://gaetanoling.com/> www.ideo.com

Professor Miles Pennington - Support Facilitator

Miles is Professor of Design Led Innovation at The University of Tokyo, Japan and also a member of the RCA-IIS Tokyo Design Lab. Previously for 8 years he was Head of the Innovation Design Engineering (IDE) programme and founder of the Global Innovation Design (GID) programme. He was also a Director of the London studio of the Japanese creative innovation agency Takram.

Link: <https://www.linkedin.com/in/miles-pennington-8099488/> <https://www.designlab.ac/>

Sayrui Ozawa - Co-ordinator

Sayuri has over 10 years of experience in developing and delivering international creative workshops and other events. She has worked with many European design companies in co-ordinating international collaboration and founded EI Tokio in 2007 as well as assisting with The University of Tokyo i.school activities.

Links: www.el-tokio.com