COURSE SYLLABUS

Design Thinking: Boot Camp

Description

If you ask most people about the word "design", they will most probably think about visual aesthetic of various objects. However, one of the most progressive and modern fields is the one of "design thinking", which doesn't focus on the visual traits, but rather on interactions of people with systems, organizations, products or services. This approach is becoming increasingly important in marketing, business and product management, as well as other fields. Join the course of Design Thinking at European Summer School and unlock your creativity, non-conventional approach, insight, strategic thinking, and other skills needed to become a true design thinker.

Lecturer: Petr Kozlik

SYLLABUS

Main content

- Exploration of design processes
- Conducting qualitative and quantitative user research
- Exploring insights and ideating innovative ideas
- Building quick and cheap prototypes - rapid prototyping and UX design
- Validating and improving ideas through user testing
- Building and communicating business strategy
- Teamwork - collaboration, leadership, communication
- Presentation - explaining a design work to diverse stakeholders

Daily breakdown

- Day 1 - Understanding context and setting a team
- Day 2 - Conducting user research
- Day 3 - Obtaining valuable insights
- Day 4 - Building ideas and concepts
- Day 5 - Prototyping concepts
- Day 6 - Prototyping concepts
- Day 7 - Validating prototypes
- Day 8 - Improving prototypes
- Day 9 - Collecting data for a business plan
- Day 10 - Presentation

*Program/Course Outline is subject to change.

Recommended literature before the course

- Change by Design by Tim Brown
- The Back of the Napkin by Dan Roam
- Wicked Problems in Design Thinking by Richard Buchanan

Assessments

- attendance in class 15%
- team assignment 40%
- individual assignment 35%
- exam 10%

Course time total 125 hours

1. Total time of in-class work = 50hours
2. Preliminary assignment = 10hours
3. Preparation = 65hours