

6th edition

DESIGN THINKING AND CO-CREATION

Summer Courses 2018
Professional Level

Calendar: from July 2nd to July 27th, 2018

Timetable: Monday to Friday, 2nd-26th from 4.40 pm to 9.40 pm; 27th from 9.30 am to 2.30 pm

Language: English

Structure

July 2nd: Opening ceremony and beginning of classes

July 27th: Diploma award ceremony

Some of the complementary activities might be organized out of school schedule, to agreeing before with students.

For courses taught in English, an intermediate level is required, corresponding to TOEFL 450 (PBT) or IELTS 5.0.

Introduction

Since the beginning of the 21st century, different fields such as business and engineering have regarded design as an important strategic advantage for innovation and change (organizational, social, technological, etc.). This is mainly because of the way design thinking processes define and solve current complex design problems such as a new banking business model, adapting current design offering to a digital audience, optimizing the features of an existing product to a new model, or the visual labeling of universal health-related drugs. Design problems are hard to solve because, basically, they are inherently complex and this complexity increases the difficulty in understanding them and finding reasonable ways to resolve them.

The task of designing the outcome at the same time as the context is embedded in design problems. Furthermore, no problem ever exists in complete isolation – every problem interacts with other problems and is therefore part of a set of interrelated problems. Because of this interconnectedness of problems, the design problem-solving process has to be a multidisciplinary endeavor – functional disciplines working in close collaboration across functions, instead of looking in narrow silos like ergonomics, finance, human factors, product design, or marketing, to name a few.

For team members to reach a shared understanding of problems and a successful agreement to potential solutions, design thinking is needed with its innovative problem-solving methods across disciplines and a user – centered approach, among other characteristics. Answers to key breakthrough innovation questions “what might be?”; “what should be?” and “what is?” – are formulated through co-creation methodologies.

Co-creation places multidisciplinary design teams and users at the center of the innovation process, not only ensuring that products and services are designed for them but, also, with them. A key belief in the practice of co-creation is that people are able to generate new ideas and make decisions relevant to their future needs and dreams. The tools and techniques of co-creation work at a collective level. By triggering their collective creativity, people are empowered to work together to unfold their expectations, explore future scenarios and generate new opportunities based on their knowledge and experience. Thus, co-creation tools and techniques are crucial to inform and inspire design teams and companies on their paths to innovation.

This course presents the basic concepts and methodologies of Design Thinking: as a mindset as well as process, and methodologies of Co-creation as a strategic approach throughout a design process. The course unfolds through developing an innovation project, including presentations, lectures, and workshops by lead professionals in the design thinking and co-creation practice.

Objectives

- How develop an innovation project in the design thinking and co-creation practice.
- Work at a collective level.
- Learn to prototype in a faster method to clarify concepts and get valued feedback.
- Find reasonable ways to solve design problems working in close collaboration across functions, like ergonomics, finance, human factors, product design or marketing.
- Achieve tools and techniques to design with and for people include applied ethnography, user research planning, visual storytelling and personas & scenarios.

Methodology

This course is developed through an innovation project. During four-weeks students are fully immersed in the innovation process learning the different methods, techniques and tools of design thinking and co-creation by applying them on the project.

During the project students learn how to:

- Find design opportunities in a given industry context
- Actively work with users
- Define the design problem
- Explore solutions within multidisciplinary teams
- Frame a design concept considering its business strategy
- Communicate the design concept and key offering

Student profile

The fast-paced Summer course is designed for professionals and executives from all industries who wants to immerse in the practice of a design innovation process, solve complex problems in multidisciplinary teams and work closely with the people that they serve with design.

Any professional working at or willing to work at the strategic level of corporations will find the design thinking principles and tools as core capabilities for their competitive advantage.

Admission requirements

The application for all IED Barcelona courses is made directly with the Orientation and Admissions Department Advisors or through an online Admissions Platform. Your Advisor will give you the credentials to access the platform once you want to start the Admission Process.

Documents required:

- ID (Spanish students) or Passport (international students) scanned
- University Diploma (Bachelor, Undergraduate Degree or equivalent) scanned
- Professional experience related to the course area/subject
- Motivation Letter in the course's language
- CV in the course's language specifying languages level and computer skills
- Advanced knowledge of Spanish or English as appropriate. For courses taught in English requires an intermediate level, corresponding to a paper TOEFL 550 or IELTS 6,5. For courses in Spanish requires a level B2. In case you don't have any qualification, it will be necessary to assess your level through an in-person or Skype interview
- Portfolio for creative courses

Course program

This course will present the basic concepts and methodologies of Design Thinking and Co-Creation, through presentations, lectures, workshops and developing an innovation project that will include fieldwork.

The structure will comprise:

1. The value of the Design Thinking process
2. The Design thinking core principles at practice:
 - 2.1. Multidisciplinary team-based creative problem-solving
 - 2.2. User-centered design approach
 - 2.3. Experience design prototyping
3. Co-creation: generating and validating insights and ideas with people (internal and external stakeholders – costumers, users, etc.)
4. Business design essentials for the design thinking process

This structure is not linear. Topics related to the four main themes will be presented as the project unfolds.

1. The value of the Design Thinking process

Talks by leading design-thinking experts through case studies.

2. The Design Thinking core principles

Lectures and workshops around:

2.1 Multidisciplinary team-based creative problem-solving

Discipline-specific thinking allows for different perspectives to enrich the design process, but also propitiates differences in perception that make negotiations and collaboration difficult. Application of techniques such as Basadur creative problem-solving and Mappings (stakeholders, trends, challenges).

2.2. User-centered design approach

Getting to know people, their context of activity, needs, drivers and barriers towards a design offering is one core activity for successful innovation. Tools and techniques to design with and for people include applied ethnography, user research planning, visual storytelling and personas & scenarios.

2.3. Experience design prototyping

Conceptual and projective prototyping to shed light to complex problems, make rapid decisions, generate insights for information and inspiration and share ideas for feedback. Different techniques will be explored.

3. Co-creation: generating and validating insights and ideas with people

Increasingly, designers need information about the contexts of people's interaction with products, visual systems, services, and environments in order to design solutions that fit into the lives of the people who will use them. In exploring future contexts, users are involved in what is called generative research, which inspires and informs the design team in the early stages of the design process.

These generative techniques aim to create context awareness by eliciting emotional responses from the participants. In validating future scenarios, users are involved in projective research, which refine ideas from the design teams. Co-creation techniques in 2D and 3D will be practiced.

4. Business design essentials for the design thinking process

During the course project, an integrative approach between business, technology and users will be held. Focus on the business perspective and strategic vision enriched from the design thinking process with tools such benchmarking, market trends map or business model canvas.

Course Coordinator

Each Summer course program content and syllabus have been designed by the appointed course coordinator, a specialist in the subject, together with the Master Area Academic Department. The Course Coordinator also plays an active role in assisting to incorporate professors and developing relationships between companies and institutions in order to create links to the course program.

Mercè Graell

MFA in Design Education & Research by The Ohio State University, BS in Technical Engineer by the Universitat Politècnica of Catalunya, and Graphic Design by Escola Elisava in Barcelona. Her interests and work in the research and professional practice include co-creation and human-centered design innovation processes for business transformation. Currently, Mercè is a design manager at the international strategic design firm Designit, and Director of People at the Designit Barcelona office. In academia, she has been adjunct professor at The Ohio State University and Sinclair Community College, where she is in the design advisory committee. She coordinates the Design Management Master at IED Barcelona, besides coordinating the CSP programs in Design Thinking, Service Design & Co-creation, and teaches co-creation at different universities and at the h2i Institute. Member of the DMI and the Design Research Society, she has published articles about multidisciplinary team communication and collaboration, as well as participating in many workshops and conferences in EEUU, Canada and Spain.

Teachers of the previous edition

Gary Van Broekhoven

Gary started his first business at 14 and is a serial entrepreneur. He has over 16 years of experience in the field of design and entrepreneurship. He has worked in design and innovation for large brands and has spent half of his career working within the game industry including head of design of an international toy manufacturer. He set up the first Open IDEO off-line group and has been teaching innovation related topics at universities for many years. Gary specializes in new behavior facilitation in services & experiences. His work has won several awards and been published in many international publications. Gary's passion is in helping others make the world a better place which he does through Health Mavericks, a company dedicated to accelerating startups and training corporations in innovation & change management.

Cristina Costa

With background studies in business and marketing at Esade, and a professional experience in strategy, business innovation and service design consulting at Loop Business Innovation, Fjord, The Node Company and Accenture. Cristina Costa has been working in creative environments and multidisciplinary teams making use of traditional management methodologies as well as creative ones.

Cristina Bustillo

Customer Experience Strategist for Service Innovation, Chief experience office in Barcelona Children's Sant Joan de Déu Hospital. Barcelona Director to Designit, a strategic design firm founded 20 years ago in Denmark, with 300 professionals working out of 15 offices in 11 countries.

Antivition – Diego Iñiguez & Carlos Nieves

Audiovisual is a design collaborative team-based studio in Barcelona. The studio specializes in direction & design for video, photography and interactive experiences built by the mastery of diverse media and the finesse of communication tools.

Diego Iñiguez graduated in Philosophy at UNAM, México D.F. and is a Freelance Visual Artist. He has worked in Mexico, USA, Belgium and Spain doing Corporate Videos, Documentaries, Videoclips, Audio/Visual Installations and Shortfilms. Carlos Nieves is a video designer specialized in VJing, photography and Motion Designer & Editor.

Ariel Guersenzvaig

Is a senior lecturer and researcher, he teaches and writes about design theory and methodology, service design, and the ethics of design and technologies. He heads the MA by Research in Design and Communications.

He also leads projects as an independent design consultant in the field of service design, innovation and ethical digital transformation for both non-profits and for-profits organizations. He has a PhD in design theory from the University of Southampton (UK), a Diploma of Advanced Studies from the Universitat de Barcelona (ES) and a degree in publishing from the Hogeschool van Amsterdam.

Miriam Pastor

Miriam has over ten years of experience in research and innovation. She is specialised in ethnographic techniques, design-thinking, qualitative research, and trend research. She is also specialised in Social Research and Innovation projects for development and cooperation. She has conducted research and design projects in Europe, Asia, Africa and Latam. Her background is in Psychology, and holds a Masters in Anthropology and Cultural Politics. After working two years doing Design Research in Cambodia, she is now a Senior Design Researcher at Designit Madrid.

Elisabeth de Morentin

Elisabeth is an International, culturally diverse professional. She has been successfully developing and applying innovation process utilizing Design Thinking - Integrative Thinking technics, for lead companies on Industries like FMCG, retail, pharmaceutical, health, wellness and Banking. Managing and leading local and international projects from ideas to market implementation. Acting as a liaison between different business units. Her areas of expertise are transversal leadership, human-centred innovation design processes, especially at the front end and conceptualization stages, translating research data into actionable insights and business opportunities. Actually she is in the process to acquired EDAC certification (health & healthcare).

Montse Marsal

Business Creativity & Innovation Facilitator. Addressing the Creative and Human Side of Business. Business Strategy that encourages new ways of thinking. Creativity & Innovation for Business, through Visual Thinking, Design Thinking & Co-creation. She applies stimulating innovation methods and facilitate collaborative processes that enable people to solve complex problems and create breakthrough solutions.

She helps companies connect with customers and other companies to ideate and build compelling services, products and communication messages. We connect customers and employees to generate and bring new ideas to life. Let us connect you with your creativity to keep innovating.

Silvia Lleras Echeverri

MSc Strategic Product Design from the Delft University of Technology, BS in Industrial Design at Los Andes University. Silvia works as a Senior Service Designer at Designit since 2015. She combines her work as a designer with her passion for facilitating and teaching design. Before Designit, she was a full-time tutor at the Design program from Los Andes University in Bogotá, Colombia, where she was involved in education activities around design and innovation for bachelor and master programs. Her areas of expertise are on design research, service design strategy and creative facilitation.

The Management of the Istituto Europeo di Design reserves the right to change the Course Program according to the didactic aims requested.