

Title of BIP: Design Thinking: The glue between all disciplines.

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| General information |
| <p>Objectives and Description:</p> <p>Summer school programs focusing on design thinking for arts and design students can be immensely beneficial for fostering creativity, problem-solving skills, and innovation.</p> <p>Design Thinkers Academy is one of the leading 'design driven' Innovation Agencies facilitating organisations around the world making the transition from being strictly product oriented and sales driven, towards being service oriented and human centred.</p> |
| <p>Methods and outcomes:</p> <p>This course will help you to feel and understand how to turn trends into actionable strategies for innovation. You will gain hands-on practice using tools and approaches to come to future scenarios. Based upon these scenarios you will learn to develop strategies to deal with these different futures. As Design Thinking is at the core of everything we do it will be part of this Course as well however in a light touch way.</p> <p>(Advanced BA, students and masters)</p> |
| <p>Field of Education:</p> <p>Teaching staff and invited experts will facilitate the debate and understanding of the proposed issues, starting from concrete cases, which together with the students they will place in broader conceptual and theoretical contexts. The aim is to contribute in this way, even if initially, to the training of urban innovators.</p> <ul style="list-style-type: none"> • Innovation Professionals: seeking how to explore different futures to enrich their innovation process • Strategic Thinkers and Doers: needing guidance to further develop their Futures Thinking muscle as part of a Strategy building effort • Executives or Decision Makers: wanting to understand how Futures Thinking can help them in enriching the Strategy building process |
| <p>Target audience / Participants profile:</p> <p>Throughout the program, students should engage in a mix of lectures, workshops, group projects, and hands-on activities to reinforce their understanding and application of design thinking concepts. Additionally, guest speakers, industry visits, and networking opportunities can enhance the overall learning experience and provide valuable insights into potential career paths in design.</p> |
| <p>No of ECTS issued:</p> <p>3 ECTS</p> |
| <p>Language of instruction and requirements: English</p> |
| <p>Dates for physical activity:</p> <p>03 June – 07 June 2024</p> |

Location of physical activity:

Timisoara Faculty of Arts and Design

Dates for virtual component:

13-15 may 2024

Virtual Component Description:

we introduce each university and the participants

Organizing Board

Receiving/Host university:

West University of Timisoara Romania, country (Diana Andreescu, diana.andreescu@e-uvt.ro)

Sending/Partner universities:

P1. name of university, country (name of coordinator and email)

P2. name of university, country (name of coordinator and email)

Detailed programme

1. Planned activities during virtual component:

13-15 May

we introduce each university and the participants

2. Planned activities during physical component: 03 June – 07 June

1st day:

9.00 – 12.00

Welcome Day

Guided tour Timisoara

Guided tour of the Faculty of Arts and Design

12.00 - 14.00

Lunch

14.00 – 16.00

Discover the city on foot

Free time

2nd day:

9.00 – 12.00

Introduction to DT - Why, what and how?

Challenge introduction

Mind mapping

Stakeholder Mapping

12.00 - 14.00

Lunch

14.00 – 16.00

Preparation for research, construction of Interview Guides

Research phase

3rd day:

9.00 – 12.00

Sense Making

Personas

Customer Journey Mapping - Stages, Actions and Emotional Journey

12.00 - 14.00

Lunch

14.00 – 16.00

Customer Journey Mapping - Goals, Barriers, Pain-Points and Opportunity Areas

Framing problem

Ideation – Triggers

4th day:

9.00 – 12.00

Idea Brainwriting

Idea selection

Service Scenarios

12.00 - 14.00

Lunch

14.00 – 16.00

Testing

Persuasive Selling Map

Pitching preparing

5th day:

Pitch DAY

[Application procedure](#)