



Faculty of Design, sLAB (Strategic Innovation Lab)

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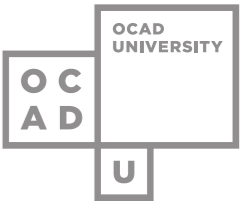
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Designing Like a Thinker: How Do We Teach Design Thinking?

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"The subject matter of design is potentially universal in scope, because design thinking may be applied to any area of human experience."
—Richard Buchanan, 1992





How do we teach “design thinking”?

Possible framework for describing & prescribing:

- ▶ Cross dressing design < > business
- ▶ Complexification self < > system
- ▶ Commitment learning by doing

Announcing an exciting new program: **DesignJam**

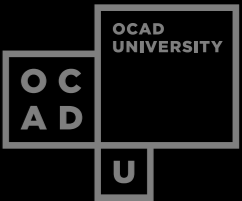
Cross dressing designers < > non-designers

Designers “dressing up” – putting on a (pant) suit & tie
Non-designers (e.g. business people) “dressing down”

Q: What is the common aim?

A: Creativity in the board room; strategy in the front line

9 0 1 2 3 4 5 6 7 8 9



Complexification self < > system

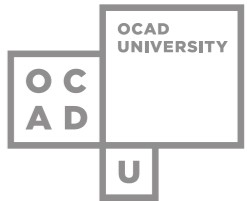
Q: How do we maintain human-centredness while moving across scales?

A: Place human needs, desires, behaviour & culture at the heart of the exercise — that is,

problem finding
problem framing
problem solving

foresight
strategy
design

reading the environment
achieving fitness
optimizing experience



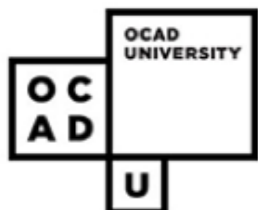
Commitment learning by doing

announcing
DesignJam



a new program of
design thinking &
creative business skills
for cultural entrepreneurs
and young startups

Organized by sLab @OCAD U
Supported by OCE + ONE
in partnership with MaRS / RICs / CLAs



Ontario Centres of
Excellence



DesignJam includes

DesignJam Toronto

“Big tent event” of design leaders & learners, sharing ideas & tools

Roadshow

Curated design thinking events at innovation centres across Ontario

Toolbox

Video, audio & PDF materials accessible online 24x7

designjam.ocadu.ca

The screenshot shows the DesignJam website interface. At the top, there's a navigation bar with the DesignJam logo and links for About, DesignJam Toronto, Roadshow, and Toolbox. The main content area is divided into several sections:

- DesignJam Toronto:** A blue section with a white tent icon. Text describes it as a curated learning experience developed by OCAD University and the Strategic Innovation Lab, featuring experienced mentors and thought leaders. A yellow callout box highlights the event: **"TrafficJam"** on Saturday March 28 at Mars Discovery District.
- Upcoming RoadShow Events:** A green section with a location pin icon. It describes a series of workshops across Canada. Two events are listed:
 - Flourishing Business Design:** Wednesday Feb 4, 2015, 9am-1pm at sLab (Strategic Innovation Lab). Description: "How can we create and be part of business that is financially rewarding, socially responsive, and environmentally regenerative — flourishing business?"
 - Toolkit for Human-Centredness:** Tuesday Feb 10, 2015, 9am-5pm at TBD - Downtown Toronto. Description: "Learn the key steps in Human-Centred Design process. Use hands-on design tools & materials while developing listening skills, building concepts, testing, & refining ideas."
- Toolbox:** An orange section with a video icon. It states: "We provide a glossary, videos and podcasts about design thinking, etc..... You can also visit sLab for more resources." Below this, it lists categories: Design Thinking, Participatory, Entrepreneur, Sustainability, and Co-Create.

Workshop examples

Flourishing Business Design

How can we create and be part of business that is financially rewarding, socially responsive, and ecologically regenerative — flourishing business? A new visual studio approach to designing flourishing business.

Toolkit for Human-Centredness

Learn the key steps in Human-Centred Design process. Use hands-on design tools & materials while developing listening skills, building concepts, testing, & refining ideas.



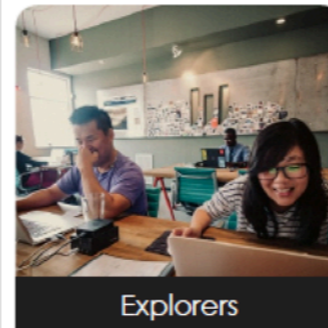
Why “learn by doing”?

Nothing beats it.

Problem-based learning, mentorship, “lean,” “customer development,” pivoting, we are practicing what we preach, or as they say “eating the dogfood.”

We feel this demonstrates commitment, and we know that life-long learners make better teachers

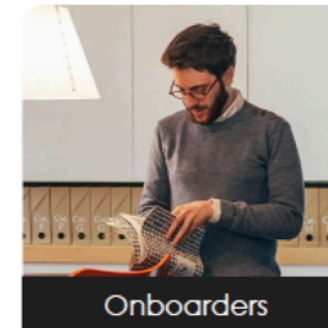
PERSONAS



Explorers

18-23

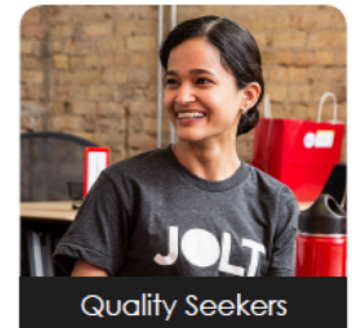
Students or recent grads interested in start up culture. Hopes to learn as much as she can to advance his or her career. Wants to network with others who are entrepreneurs. Found out about the event through university flyers and event calendar.



Onboarders

24-27

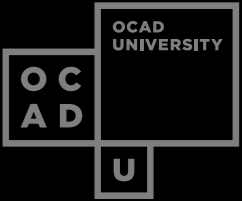
At the early stages of their career. May want to change their career and is using the design jam as a way to explore design and business. Learned about this event through active searching online and flyers at innovation hubs (LLC, CSI)



Quality Seekers

28-32

Intrigued by design for business. Already an entrepreneur or have launched a business before. An active participant in community engagement events. Found out about the event through professional business networks (MarsDD, conferences)



Thank you.

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And our excellent team!

Stephen Davies

Jazeen Hollings

Jacqueline To

Christopher Bennell

Antony Upward

Kate Sellen

Stuart Candy

and others