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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

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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
**Complexification** self $\leftrightarrow$ 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
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
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.
Thank you.

http://slab.ocadu.ca

http://designjam.ocadu.ca

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And our excellent team!

Stephen Davies
Jazeen Hollings
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Christopher Bennell
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and others