Faculty of Design, sLAB (Strategic Innovation Lab)

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Designing like a thinker: How do we teach design thinking?

Van Alstyne, Greg

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
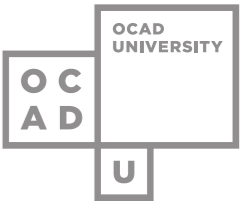
How do we teach "design thinking"?

Possible framework for describing & prescribing:

▸   Cross dressing   design < > business
▸   Complexification   self < > system
▸   Commitment   learning by doing
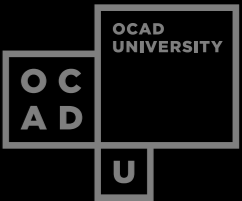
Announcing an exciting new program: **DesignJam**

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

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Top: Federico Díaz, *Sembion* CC BY-SA 3.0 Bottom: UPC bar code
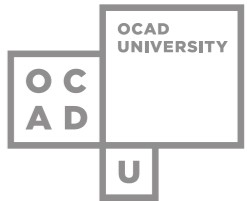
Complexification self < > system

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	foresight	reading the environment
problem framing	strategy	achieving fitness
problem solving	design	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
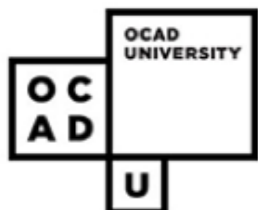
DesignJam includes

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.
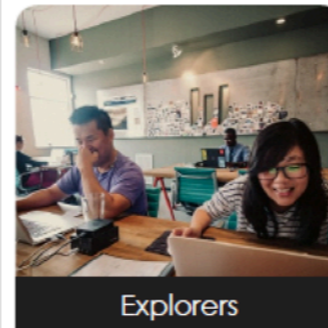
Why "learn by doing"?

Nothing beats it.

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

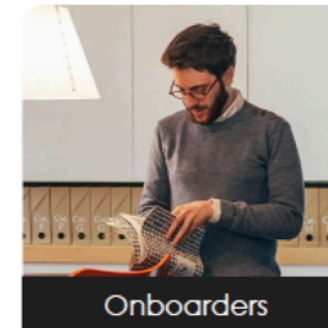We feel this demonstrates commitment, and we know that life-long learners make better teachers

PERSONAS

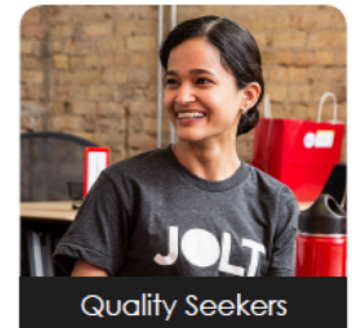| Explorers	Onboarders	Quality Seekers
18-23	24-27	28-32
Students or recent grads interested in start up culture. Hopes to learn as much as she can to advance his or her career. Wants to network with others who are entrepreneurs. Found out about the event through university flyers and event calendar.	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)	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.

And our excellent team!

http://slab.ocadu.ca

http://designjam.ocadu.ca
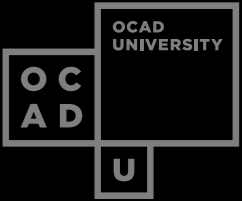
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#designjam

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