Sungkyunkwan University (SKKU) International Summer Semester (ISS) 2020

Creative and Design Thinking
Prof. Bronwen Dalton, University of Technology Sydney

SHORT COURSE DESCRIPTION

Unleash your powers of creativity and turn complex challenges to creative possibilities!

This course introduces you to skills in collaborative innovation using the tools and methods of design thinking and co-design. It provides an opportunity to develop and integrate conceptual and practical skill sets, and focuses on the completion of collaboratively-generated service propositions. The course prioritizes learning outcomes in: ethnographic research, critical thinking, creativity, judgment, problem solving and conceptual thinking. For the course the classroom becomes an interdisciplinary design thinking environment within which students leverage their own discipline knowledge to come up with new ways to solve components of big-picture problems. The end goal is to develop a prototype and come up with viable business proposal to make a pitch to a panel of entrepreneurs, business experts and potential investors. All assessment completed in the classroom ie **NO HOMEWORK!**

COURSE REQUIREMENTS AND GRADING

Face-to-face delivery incorporates a range of teaching and learning strategies including lectures, forums, discussions, studio activities, thinking and making exercises and student presentations. The emphasis of the course is on collaborative: research and analysis of contexts, iterative idea generation, testing of ideas, and critical reflection on user experience. Conducted as a workshop, the course is designed to socially engaging and practice-focused with the emphasis on action not talk and theory! Design Thinking and Service Design has to be FUN and DONE, not talked about, so don't expect lengthy lectures! We will deconstruct the design thinking processes and the sessions will consist of discussions, mini presentations, and various creative team exercises. Through this 'Learning by doing', teams will immediately apply concepts.

Student Objectives

1. Identify, describe and explore a range of challenges or situations in order to discern significant opportunities
2. Articulate and explain the thinking behind particular selections of ideas, strategies and interpretations generated in teams
3. Generate imaginative ideas, speculative scenarios or provocations and technological ideas that take ethical considerations into account
4. Analyze ideas, situations and opportunities from different disciplinary and personal perspectives to integrate insights for the betterment of others.
5. Develop a clear and convincing rationale to support the proposal for a particular solution
6. Manipulate and communicate experiences, ideas and findings to see the problem or context differently

Assessment

Creative projects x 3 (30% each); Panel Performance (10%)

Teams are to develop THREE proposals, ONE is a way to solve complex social or environmental problems and TWO are to be viable business proposals. The teams are then required to make a pitch to the class who will act as a panel of entrepreneurs, business experts and potential investors. Solutions to the problems and business ideas are chosen by the students and can be (but not confined to) issues as diverse as social inclusion, climate change and new applications of technology, sustainable tourism, collaborative workspaces and the future of retail.

Participants will work in teams of four or five distributed randomly but with the intent to create interdisciplinary, multileveled and multicultural groups. Team members will be asked to [switch] after each project, to allow you to work with as many classmates as possible.

Class participation: All class members are expected to prepare the materials and present, individually and in teams. Participants need to contribute to the class discussions throughout the course.
Attendance: Attendance and participation are vital if you are to do well in this course. SKKU regulations require students to attend at least 80% of all classes.
Not meeting attendance requirements may result in a failure for this course.
Academic Integrity: plagiarism in assigned work will result in a score of zero in that assignment, and a potential failure of the entire course. Academic dishonesty includes, but is not limited to: copying others' answers/ideas; quoting scholarly materials without acknowledgement; and turning in work completed by another person but represented to be your own.
All ISS classes are pass/fail based on the student academic achievement evaluated by grades on a scale of 100 points (grade of 60 or above is Pass)

Criteria for grading:

- Understanding of current challenges

- Originality and creativity in proposing new methods

- Clarity and creativity of presentation

- Project management

- Relationship management

- Team management

- Presentation skills

COURSE SCHEDULE

– WEEK I –

Thursday (25 June)
Introduction to the course: Content and Assessment
The Need for Creative and Design Thinking. Explores the creativity processes of artists and writers business men/women, designers, to identify patterns of creativity

Friday (26 June)

Introduction to Empathy and Service Design
What is empathy?
Creating a better online dating experience

– WEEK II –

Monday (29 June)
Entrepreneurship and social entrepreneurship.
How do entrepreneurs come up with good ideas and how entrepreneurs/design thinkers see problems from different perspectives? What is divergent/ convergent thinking?

Tuesday (30 June)
Coming up with a business idea and overcoming barriers: case study "Joy"

Wednesday (1 July)
Design thinking and collaborative workspaces of the future.
Presenting on new online dating experience

Thursday (2 July)
Design thinking and design precincts – class site visit to Susong Dong

– WEEK III –

Monday (6 July)
Presentation on design Precinct
Change through Design Thinking

Tuesday (7 July)
Business Presentations
Pitching proposal 2

Wednesday (8 July)
Design thinking and Culture: Case study as featured in the movie "Outsourced"

Thursday (9 July)
The future of retail – site visits

– WEEK Ⅳ–

Monday (13 July)
Understand the challenge (Collect thoughts, establish constraints)
Creative design challenge: recycling and new technology

Tuesday (14 July)
Presentations of Business Proposals

Wednesday (15 July)
Developing digital platforms

Thursday (16 July)

Presentations of Business Proposals

<u>Friday (17 July)</u>
The creativity and design Olympics – may the best ideas win!