



# SUMMER

SCHOOL

*professional*



**Design Thinking and Co-Creation**

## TECHNICAL FILE

### Summer Design Thinking and Co-Creation – 7th edition

**Credits:** 5.

- The educational planning of all IED Master courses is based on the criteria set by the **European Higher Education Area (EHEA)**.
- IED Master employs a system of credits that follows the structure of the **European Credit Transfer and Accumulation System (ECTS)**.
- IED Master issues its own exclusively private degrees.

**Language:** English.

- A TOEFL 550 or IELTS 6.5 level of language knowledge or equivalent is required for those students whose mother tongue is not English.
- Some classes and/or lectures may be given by international guests and in these cases the working language will be English or Spanish. There is also the chance that additional educational material or recommended activities will be provided in English and/or Spanish.

**Unlocking IED Barcelona, welcome activity for international students:**

June 28th 2019 (optional attendance).

**Duration:** 15th to 26th July 2019.

**Timetable:** Monday to Friday from 4.40 pm to 9:40 pm and Friday 26th from 9.30 am to 2.30 pm.  
July 26th afternoon: Diploma award ceremony.

Some sessions may take place outside these hours in the case of making up for missed classes or extra activities.

## PRESENTATION

For some decades now, **design thinking has become a competitive advantage** in many fields such as business, engineering, healthcare or education. This is mainly because of the way design thinking processes define and solve current complex design problems such as a new banking business model, adapting current design offering to a digital audience, designing behavioural classrooms or new healthcare processes placing the patient at the center. The way design methodologies can creatively frame and solve problems has driven change and innovation to many organizations in their path to transformation.

The design problem-solving process has to be a multidisciplinary endeavour—functional disciplines working in close collaboration across functions, instead of looking in narrow silos like ergonomics, finance, human factors, product design, or marketing, to name a few. For team members to reach a shared understanding of problems and a successful agreement to potential solutions, design thinking is needed with its innovative problem-solving methods across disciplines and a human-centred approach, among other characteristics. Answers to key breakthrough innovation questions “what might be?”; “what should be?” and “what is?”— are formulated through co-creation methodologies.

**Co-creation places multidisciplinary teams and users at the center of the innovation process**, not only ensuring that products and services are designed for them but, also, with them. A key belief in the practice of co-creation is that people are able to generate new ideas and make decisions relevant to their future needs and dreams. The tools and techniques of co-creation work at a collective level. By triggering their collective creativity, people are empowered to work together to unfold their expectations, explore future scenarios and generate new opportunities based on their knowledge and experience. Thus, co-creation tools and techniques are crucial to inform and inspire design teams and companies on their paths to innovation.

This Summer Course in Design Thinking and Co-Creation presents the basic concepts and methodologies of Design Thinking: as a mindset as well as process, and methodologies of co-creation as a strategic approach throughout a design process. The course unfolds through developing an innovation project, including presentations, lectures, and workshops by lead professionals in the design thinking and co-creation practice.

## GENERAL COURSE OBJECTIVES

- To acquire the design thinking process.
- To study how to apply new methodologies.
- To analyse within design research.
- To innovate in business models.
- To understand the design concept from a design problem.
- To learn how to success in a project.

## **IED MASTER BARCELONA METHODOLOGY**

The IED Master philosophy is built upon design culture, using a methodology based on learning by doing and applying various creative and innovation process methods through project-based learning.

The IED Master training programme is set within a multicultural and multidisciplinary context and combines theoretical-technical specialisation with theoretical content and practice during the completion of projects.

The learning process involves an educational team of practicing professionals from the fields of business, design and communication.

## **SPECIFIC COURSE METHODOLOGY**

The program is structured around three pillars:

1. Lectures and hands-on **workshops** from professional practitioners.
2. **Guest speakers** from professionals of the industry.
3. **Innovation project** lead by a professional practitioner with the role of tying all the learnings to the success of the project.

This course is developed through an innovation project. During two-weeks students are fully immersed in the innovation process learning the different methods, techniques and tools of design thinking and co-creation by applying them on the project.

**Week 1 – Understanding the problem and framing a challenge.** Design research and other methodologies will allow for a comprehension of the context and the current human experience to identify the key issues that can be framed as relevant challenges for innovation.

**Week 2 – Ideating and validating a solution.** Ideation techniques, co-creating with users, experience prototyping and modeling the strategy considering the market and business acumen will inform the solution. From a design problem to a design concept to validate with users. Frames as lean methodologies, creative prototyping and visual co-creation facilitation will be explored.

## **STUDENT PROFILE**

Professionals and executives from all industries who want to immerse in the practice of a design innovation process, solve complex problems in multidisciplinary teams and work closely with the people that they serve with design.

Any professional working at or willing to work at the strategic level of corporations will find the design thinking principles and tools as core capabilities for their competitive advantage.

## **CAREER OPPORTUNITIES**

Depending on each student's profile and prior experience, possible career positions on graduation include:

- Freelancers as consultants.
- Work in multidisciplinary teams.

## **SKILLS ACQUIRED**

These are the theoretical and practical skills acquired throughout the course, including the knowledge, skills and attitude required to perform a specific career activity.

### **IED MASTER BARCELONA GENERAL SKILLS**

- Research skills.
- Teamwork skills.
- Creative entrepreneurial and leadership skills.
- Management skills.
- Communication skills.
- Ethical, social and sustainable commitment skills.

### **SPECIFIC COURSE SKILLS**

- Find innovative design opportunities in an industry context.
- Actively work with users at different phases of the design thinking process.
- Define the design problem.
- Frame a design concept considering its business strategy.
- Explore solutions within multidisciplinary teams.
- Apply divergent and convergence thinking.
- Co-create value with stakeholders.
- Prototype, test, refine and iterate possible solutions to gather feedback.
- Present solutions through scenarios, storyboards and video prototypes.

## PROGRAM

This course will present the basic concepts and methodologies of Design Thinking and Co-Creation through presentations, lectures, workshops and developing an innovation project that will include fieldwork.

The structure of the program comprises four main themes. The structure is not linear; topics will be presented as the project unfolds.

1. The value of the Design Thinking process.

Talks by leading design-thinking experts through case studies.

2. The Design Thinking core principles.

Lectures and workshops around:

2.1 Multidisciplinary team-based creative problem-solving.

Discipline-specific thinking allows for different perspectives to enrich the design process, but also propitiates differences in perception that make negotiations and collaboration difficult. Application of techniques such as creative problem-solving and Mappings (stakeholders, trends, challenges).

2.2. User-centered design approach.

Getting to know people, their context of activity, needs, drivers and barriers towards a design offering is one core activity for successful innovation. Tools and techniques to design with and for people include applied ethnography, user research planning, visual storytelling, characters and scenarios.

2.3. Experience design prototyping.

Conceptual and projective prototyping to shed light to complex problems, make rapid decisions, generate insights for information and inspiration and share ideas for feedback. Different techniques will be explored.

3. Co-creation: generating and validating insights and ideas with people.

Increasingly, designers need information about the contexts of people's interaction with products, visual systems, services, and environments in order to design solutions that fit into the lives of the people who will use them. In exploring future contexts, users are involved in what is called generative research, which inspires and informs the design team in the early stages of the design process. These generative techniques aim to create context awareness by eliciting emotional responses from the participants. In validating future scenarios, users are involved in projective research, which refine ideas from the design teams. Co-creation techniques in 2D and 3D will be practiced.

4. Business design essentials for the design thinking process.

During the course project, an integrative approach between business, technology and users will be held. Focus on the business perspective and strategic vision enriched from the design thinking process with tools such as benchmarking or business model canvas.

Please bear in mind that the management board of the Istituto Europeo di Design reserves the right to change the curriculum in accordance with any requirements that may arise as regards its educational objectives.

## **COORDINATOR**

An area specialist coordinator is available for advice in each course and is actively engaged in designing its curriculum and content in collaboration with the Master Area Academic Department.

The course coordinator also helps to incorporate sector-specific teachers and is responsible for maintaining relationships with companies and institutions within the knowledge field of the course.

### **SILVIA LLERAS ECHEVERRI**

MSc Strategic Product Design from the Delft University of Technology, BS in Industrial Design at Los Andes University. Lead Service Designer at Designit since 2015. She combines her work as a designer with her passion for facilitating and teaching design. Before Designit, she was a full-time tutor at the Design program from Los Andes University in Bogotá, Colombia, where she was involved in education activities around design and innovation for Bachelor and Master programs. Her areas of expertise are on design research, service design strategy and creative facilitation.

## **TEACHING STAFF**

The teaching staff comprises sector professionals from various leading fields, including:

### **MERCÈ GRAELL**

MFA in Design Education from The Ohio State University and Bachelor's Degree in Industrial Technical Engineering from the Universidad Politècnica de Catalunya. Chair of Columbus College of Art & Design Master of Design in Integrative Design program and before was Strategic Design Director of Designit. A pioneer of co-creation in Spain. Received the Best Paper Award in the 2016 of Engineering and Product Design Education Conference.

### **MIRIAM PASTOR**

Cultural researcher, Degree in Psychology and Masters in Anthropology and Cultural Politics. She has over eight years of experience within market research, where she started as a Qualitative and Trends Analyst, at Synovate, to specialize later on in Human Centered Innovation. She is currently working as a freelance consultant for different projects, including Trend Analyses, Social Innovation, Gamification and Entrepreneurism.

### **ARIEL GUERSENZVAIG**

PhD in design theory from the University of Southampton and a degree in publishing from the Hogeschool van Amsterdam, he works as an independent design consultant directing projects for non-profit institutions. He regularly gives talks and publishes articles about design theory and methodology, service design and user-experience design. He is a proficient surfer.

### **CAROLINA GILL**

Associate Professor for the Department of Design at The Ohio State University. Professor Gill's research interests relate to the challenges and opportunities inherent in generating, communicating and evaluating design concepts through the use of visualizations and prototypes, specifically within cross-disciplinary team settings. Her work has been published in international journals and conferences proceedings and her research efforts have been rewarded with the "2009 Erasmus Mundus Research Fellowship" and the "2011 Building Bridges Excellence Award" by the College of Engineering at Ohio State University.

#### CRISTINA COSTA

Business and Marketing at Esade Business School, and a professional experience in strategy, business innovation and service design consulting at Loop Business Innovation, Fjord, The Node Company and Accenture, Cristina has been working in creative environments and multidisciplinary teams making use of traditional management methodologies as well as more creative ones. She has participated in more than 30 projects of strategy and innovation covering different company needs: from new business opportunity identification, to the co-creation and design of products, services and experiences, their development and market launch. Besides her professional experience, she currently collaborates with Esade in Design Thinking, Design Management and Entrepreneurship courses.

#### ANTIVITION – DIEGO IÑIGUEZ

Audiovisual is a design collaborative team-based studio in Barcelona. The studio specializes in direction & design for video, photography and interactive experiences built by the mastery of diverse media and the finesse of communication tools. Diego Iñiguez graduated in Philosophy at UNAM, México D.F. and is a Freelance Visual Artist (photography, videography, installations and VJing). He has worked in Mexico, USA, Belgium and Spain doing Corporate Videos, Documentaries, Videoclips, Audio/Visual Installations and Shortfilms.

## **RELATED COURSES**

Summer Design Thinking for Business Transformation.  
Summer Innovation and Future Thinking.  
Summer Service Design for Innovation.  
CSP Project Management para Empresas Creativas.  
Postgraduate Trends Research.  
Postgraduate Design for Innovation Strategy.  
Master Interaction Design.  
RSP Design Management.

## **GENERAL ENTRY REQUIREMENTS**

The application for all IED Barcelona courses is made directly with the Orientation and Admissions Department Advisors or through an online Admissions Platform. Your Advisor will give you the credentials to access the platform once you want to start the Admission Process.

Documents required:

- Professional experience related to the course area/subject.
- Scanned copy of DNI (Spanish students) or passport (foreign students).
- Scanned copy of university degree (bachelor's, degree or equivalent).
- Letter of motivation in the language of the course.
- CV in the language of the course specifying languages level and IT skills.
- Advanced knowledge of Spanish or English as appropriate. Courses in English require an intermediate level, corresponding to TOEFL 550 or IELTS 6.5. Courses in Spanish require a B2 language level. If a prospective student has neither of these certificates, his or her language skills will be assessed in a face-to-face interview or via a Skype call.
- Portfolio for creative courses or admission exercise if required.

Students with a university degree can be admitted into the programmes, while those without may be admitted into specific programmes on the basis of their professional merits. In the latter case, it will be at the discretion of IED Barcelona to determine what type of certification will be obtained.

Students must complete the course satisfactorily in terms of knowledge and show an attendance of more than 80% to obtain the Diploma.

## **ADDITIONAL COSTS**

All additional costs will be paid by the student (project specific material, cardboard, printing...).

---

C/ Biada, 11 · 08012 - Barcelona  
T. + 34 93 238 58 89  
contact@bcn.ied.es  
iedbarcelona.es  
ied.es · ied.edu

---

Milano  
Roma  
Torino  
Venezia  
Firenze  
Cagliari  
Como  
Madrid  
**Barcelona**  
São Paulo  
Rio de Janeiro



Innovation and Future Thinking  
Design Thinking for Business Transformation  
Design Thinking and Co-Creation  
Rural Design  
Service Design for Innovation  
Future Materials in Fashion: Lifestyle, Trends and Design  
Fashion Product Management  
Moda Sostenible

Diseño de Interiores Comerciales: Gastronomía y Retail  
Packaging Design  
Diseño de Mobiliario  
Diseño de Producto Deportivo  
Beachwear Design  
Estampación de Moda  
Fashion Trends Investigation

Decoración y Estilismo de Interiores  
Global Design  
Diseño Gráfico  
Creative Illustration  
Social Media Management  
Diseño de Joyas  
Experimental Jewellery Design  
Marketing de la Moda  
Visual Merchandising  
Asesoría de Imagen y Personal Shopper  
Fashion Styling  
Fotografía de Moda  
Graphic Design in Branding  
Fashion Design Research

Global Design Junior  
Diseño de Moda Junior  
Fashion Design Junior  
Ilustración y Animación Creativa Junior