

Title of BIP: Design Thinking: The glue between all disciplines.

General information

Objectives and Description:

Summer school programs focusing on design thinking for arts and design students can be immensely beneficial for fostering creativity, problem-solving skills, and innovation.

Design Thinkers Academy is one of the leading 'design driven' Innovation Agencies facilitating organizations around the world making the transition from being strictly product oriented and sales driven, towards being service oriented and human centered.

Methods and outcomes:

This course will help you to feel and understand how to turn trends into actionable strategies for innovation. You will gain hands-on practice using tools and approaches to come to future scenarios. Based upon these scenarios you will learn to develop strategies to deal with these different futures. As Design Thinking is at the core of everything we do it will be part of this Course as well however in a light touch way.

(Advanced BA, students and masters)

Field of Education:

Teaching staff and invited experts will facilitate the debate and understanding of the proposed issues, starting from concrete cases, which together with the students they will place in broader conceptual and theoretical contexts. The aim is to contribute in this way, even if initially, to the training of urban innovators.

- Innovation Professionals: seeking how to explore different futures to enrich their innovation process
- Strategic Thinkers and Doers: needing guidance to further develop their Futures Thinking muscle as part of a Strategy building effort
- Executives or Decision Makers: wanting to understand how Futures Thinking can help them in enriching the Strategy building process

Target audience / Participants profile:

Throughout the program, students should engage in a mix of lectures, workshops, group projects, and hands-on activities to reinforce their understanding and application of design thinking concepts. Additionally, guest speakers, industry visits, and networking opportunities can enhance the overall learning experience and provide valuable insights into potential career paths in design.

No of ECTS issued:

3 ECTS

Language of instruction and requirements: English

Dates for physical activity:

03 June – 07 June 2024

Location of physical activity:

Timisoara Faculty of Arts and Design

Dates for virtual component:

13-15 may 2024

Virtual Component Description:

we introduce each university and the participants

Organizing Board

Receiving/Host university:

West University of Timisoara Romania, country (Diana Andreescu, diana.andreescu@e-uvt.ro)

Sending/Partner universities:

P1. University of Zaragoza, Spain

Detailed programme

1. Planned activities during virtual component:

13-15 May

we introduce each university and the participants

2. Planned activities during physical component: 03 June – 07 June

1st day:

9.00 – 12.00

Welcome Day

Guided tour Timisoara

Guided tour of the Faculty of Arts and Design

12.00 - 14.00

Lunch

14.00 – 16.00

Discover the city on foot

Free time

2nd day:

9.00 – 12.00

Introduction to DT - Why, what and how?

Challenge introduction

Mind mapping

Stakeholder Mapping

12.00 - 14.00

Lunch

14.00 – 16.00

Preparation for research, construction of Interview Guides

Research phase

3rd day:

9.00 – 12.00

Sense Making

Personas

Customer Journey Mapping - Stages, Actions and Emotional Journey

12.00 - 14.00

Lunch

14.00 – 16.00

Customer Journey Mapping - Goals, Barriers, Pain-Points and Opportunity Areas

Framing problem

Ideation – Triggers

4th day:

9.00 – 12.00

Idea Brain-writing

Idea selection

Service Scenarios

12.00 - 14.00

Lunch

14.00 – 16.00

Testing

Persuasive Selling Map

Pitching preparing

5th day:

Pitch DAY

Accommodation & meals

Free accommodation to student participants in university residence for 6 nights (Su-Fri); - free lunch to all participants for 5 days (Mo-Fri)

Application procedure

fill in application form available here:

<https://forms.gle/fDHZyHbyxdfVKqgy6>

deadline:

03 May 2024

ESTUDIANTES DE LA UNIVERSIDAD DE ZARAGOZA

Nº de ayudas: 5

Requisitos:

*Estudiantes de la Universidad de Zaragoza matriculados en el curso 2023-2024 en estudios oficiales de grado de la rama de conocimiento de Ingeniería y Arquitectura o en estudios oficiales de los grados en Administración y Dirección de Empresas, Economía, Marketing e Investigación de Mercados y Programa Conjunto en Derecho y Administración y Dirección de Empresas, que hayan superado 60 créditos en sus actuales estudios hasta el curso 2022-2023.

*Conocimiento de inglés de nivel B1.

Solicitud:

Disponible desde la URL: <https://sede.unizar.es> a través del Servicio “Gestión de solicitudes (SOLICIT@)”

Seleccionar en el menú “Opciones” > “Iniciar Nueva Solicitud”

Identificarse con NIP + contraseña administrativa

En la opción “Catálogo de solicitudes clasificadas por categorías”, elegir “Estudiantes de Grado, Máster, Doctorado, etc”.

Seleccionar el formulario “Programas Intensivos Combinados –BIP-“

Documentación a aportar :

Acreditación de conocimiento de inglés de nivel B1 de acuerdo con los reconocimientos disponibles en:

https://academico.unizar.es/sites/academico.unizar.es/files/archivos/gradoymaster/B1/tablas_b1.pdf

Los nacionales de países ajenos al Espacio Europeo de Educación Superior, acreditación de estar en posesión de un permiso válido para residir en España durante el período de realización de la movilidad.

Plazo de solicitud: hasta el 18 de abril de 2024