

MASTERING INNOVATION & DESIGN-THINKING

JULY 14–16, 2021 | Instructors: Blade Kotelly and Reza Rahaman | professional.mit.edu/midt

DAY 1 - WEDNESDAY, JULY 14						
Session	1	2		3	4	5
Time Block	9:00–10:30 AM	10:45 AM–NOON	NOON–1:00 PM	1:00–3:00 PM	3:30–5:00 PM	5:45–9:00 PM
Topic	Introduction and organization of class Evaluating designs 10-step design process	Principles of good design <i>+reflection</i>	Lunch Break	The origin of innovation Specifying the design: Vision creation	Sketching designs in words and pictures <i>+reflection</i> Stakeholder analysis <i>+reflection</i>	Evening project: Photo hunt

DAY 2 - THURSDAY, JULY 15					
Session	1	2		3	4
Time Block	9:00–9:45 AM	10:00 AM–NOON	NOON–1:00 PM	1:00–4:00 PM (3–3:30 BREAK)	4:00–5:00 PM
Topic	Opening remarks Presentation of design analysis from evening assignment	Psychology of human-media interaction Hands on: Designing the experience	Lunch Break	How leadership affects innovation <i>+reflection</i> Usability testing Organizing and evaluating usability results <i>+reflection</i>	Presentation techniques Design philosophy <i>+reflection</i>

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DAY 3 - FRIDAY, JULY 16					
Session	1	2	3	4	
Time Block	9:00–9:45 AM	10:00 AM–NOON	NOON–1:00 PM	1:00–2:30 PM	3:00–5:00 PM
Topic	<p>Opening remarks</p> <p>Group project: Redesigning something “real”</p>	<p>Group project: Redesigning something “real”</p>	<p>Lunch Break</p>	<p>Presentation of analysis and design</p> <p><i>+reflection</i></p>	<p>Design philosophies</p> <p>On design thinking</p> <p>Wrap up</p>