



Design Driven Innovation Short Program

Matt Kressy
June 28-30, 2021

	6/28 MONDAY	6/29 TUESDAY	6/30 WEDNESDAY	
9:00 AM	Lecture: Leadership and Design Process <i>Value of design and how it is currently harnessed by various organizations. Exploring empathy, expression, integration, leadership.</i>	Lecture: Creating <i>Creating functional and emotional value, strategy, selection</i>	Virtual Studio Tour: Design Driven Innovation "in the wild"	
9:30 AM				
10:00 AM				
10:30 AM				
11:00 AM				
11:30 AM	Exercise: Exploration and Empathy Participants perform interviews & observations	Lecture: Online Collaboration tools	Lecture: Leadership & Excellence	
12:00 PM	Working Lunch	Exercise: Design Challenge <i>Create a functional and beautiful User Interface UI/UX</i>		Program Reflection
12:30 PM		Working Lunch		
1:00 PM	Lecture: Expression + Connection (HCD) Learn various methods such as storytelling, personas, boards, photos, video.			Exercise: Design Challenge (cont'd)
1:30 PM				
2:00 PM				
2:30 PM	Exercise: Expression			
3:00 PM				
3:30 PM	Presentations	Design Review		
4:00 PM				
4:30 PM				
5:00 PM	Optional Cocktail hour: 5:30-6:30pm			

KEY

 Lectures and Demonstrations

 Interactive Exercises & Group Discussions

 Reflections & Logistics