Day 1

9:00 AM to 10:00 AM Lecture: The State of Design
Value of design and how it is currently harnessed by various organizations.

10:00 AM to 11:00 AM Lecture: Overview of Design Processes
Understand various design processes and their applications.

11:00 AM to 12:00 PM Exercise: Exploration Needs & Emotions
Teams perform interviews and observation related to IOT device.

12:00 PM to 1:00 PM Lunch

1:00 PM to 2:15 PM Lecture: Expression + Connection (HCD)
Learn various methods such as story telling, personas, boards, photos, video.

2:15 PM to 3:30 PM Exercise: Expression
Teams create compelling presentation of user needs and emotions.

3:30 PM to 5:00 PM Presentations & Debrief
Participant Groups present to the class.

Day 2

9:00 AM to 10:30 AM Lecture: Creating (Tech Driven)
Creating functional and emotional value, strategy, selection, Saltshooter case

10:30 AM to 11:00 AM Making Demo
Sketching, cutting, hot glue, rendering, safety

11:00 AM to 12:00 PM Exercise: Functional Design Challenge
Teams design a structure that will support a given weight.

12:00 PM to 1:00 PM  Lunch

1:00 PM to 3:00 PM  Exercise: Functional Design Challenge cont'd
Teams design a structure that will support a given weight.

3:00 PM to 4:00 PM  Design Review + Competition
Go from team to team and test designs.

4:15 PM to 5:00 PM  Reflection

Day 3

9:00 AM to 10:00 AM  Lecture: Creating (Design Driven)
Courage, vision, drive, togetherness.

10:00 AM to 12:00 PM  Exercise: Emotional Design Challenge
Teams practice the design driven process by creating a beautiful lamp with emotinal value.

12:00 PM to 1:00 PM  Lunch

1:00 PM to 3:00 PM  Design Review + Awards

3:00 PM to 3:30 PM  Program reflection