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MASTER CLASS

Practical Design Thinking
Szechenyl Istvan University
May 6-7, 2013

Innovation Expert

Gijs van Wulfen

Design Professor

Katja Tschimmel

FORTH INNOVATION METHOD

esad arte+ design

DESIGN THINKING

The context

Design was always a catalyst for innovation processes in product and service development. But over the last 5 years the term Design Thinking has gained popularity in business and become a label for the awareness that any kind of organisation can benefit from the designers' way of thinking and working. Design Thinking today is one of the hot topics in Management, Innovation and Engineering. But what Design Thinking is and how it can be of value remains often a bit vague. That is the reason that Design Professor Katja Tschimmel and the Innovation Expert Gijs van Wulfen developed a practical Master Class to help future managers, designers and innovators understand the potential of Design Thinking and how to apply Design Thinking Tools in a structured innovation process.

Workshop *Creative Processes and Design Thinking in Companies*, Porto, Portugal, 2012

MASTER CLASS

The content

The Master Class consists of:

- A theoretical introduction into the concept of Design Thinking;
- A reflection on the challenges in innovation processes;
- An introduction of the practical FORTH innovation method and 10 Design Thinking Tools;
- Practical exercises with the Design Thinking Tools in a concrete case;
- Professional feedback inspiring participants to further use of practical Design Thinking.

The Master Class is split into three parts:

1. Morning 1st day: Theoretical introduction of Design Thinking, the innovation method and 10 DT tools, and the assignment of a concrete case.
2. Afternoon 1st day: Students work in groups preparing the case supervised by their regular professor(s).
3. Morning 2nd day: Practical exercises coached by the two guest lecturers.

Workshop *The FORTH Innovation Expedition* - d.confestival, Potsdam, Germany 2012

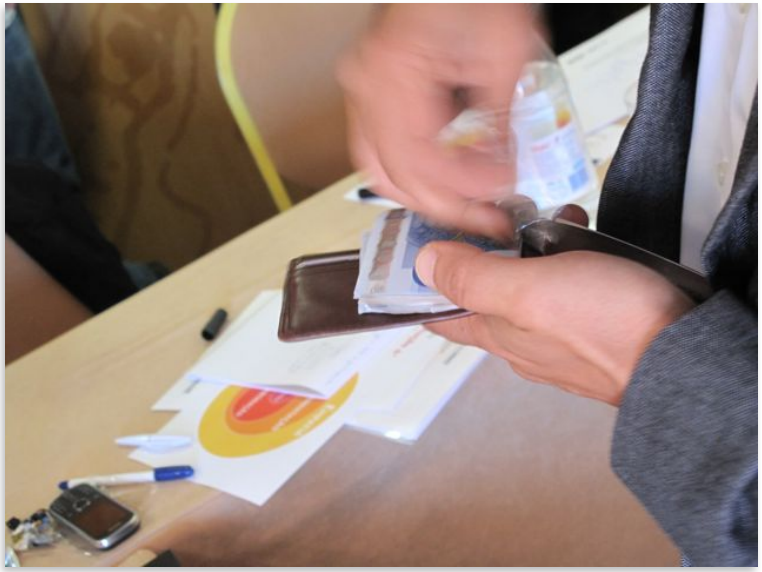
The FORTH Innovation Map 2012

MASTER CLASS

Wherefore

This practical Design Thinking programme will add value to your educational programme. It will enthusiast and educate your students in one of the hot topics in management of today.

Students will exercise with Design Thinking in practice. Two excellent Design Thinking and Innovation professionals will enrich you educational curriculum.



Workshop *Creative Processes and Design Thinking in Companies*, Porto, Portugal, 2012

MIND MAPPING

Workshop *Creative Processes and Design Thinking in Companies*, Porto, Portugal, 2012

Workshop *Creative Processes and Design Thinking in Companies*, Porto, Portugal, 2012

RAPID PROTOTYPING

Workshop *Creative Processes and Design Thinking in Companies*, Porto, Portugal, 2012

MASTER CLASS

Timetable

Both guest lecturers will be available for this programme in **2013** on the following dates:

06 - 07 May 2013

The Master Class will take place at a suitable venue on the Szechenyl Istvan University.

The room should have free space at walls to be able to fix papers on.

MASTER CLASS

Target public

The Master Class is suited for students in the last years of their studies or in post graduation courses.

The Master Class can accommodate around 20 students.

Your Guest Lecturer

Katja Tschimmel (1965)

Katja Tschimmel, German, has lived for 22 years in Porto, where she is Professor and Researcher at ESAD, Superior School of Art and Design in Matosinhos. By invitation she also teaches in other institutions of higher education (FBAUP, FEUP, TecMinho, etc.). Currently she is Guest Lecturer at the post graduation course in Marketing Management at the Business School of Porto University, teaching Creativity and Design Thinking.

Katja has a PhD in Design and a Master in Applied Creativity. She presents her research work in national and international conferences; frequently she is invited as a speaker at public events. Publishing regularly in the area of design and creativity, she recently published "Creative Processes - The Emergence of Ideas in the Systemic Perspective of Creativity".

Katja is also Owner and Director of NA'MENTE, a company specialized in Consultancy in, and Training of, Creative and Design Thinking (www.namente.pt). She founded MINDSHAKE, a creativity event for organizations.

Your Guest Lecturer

Gijs van Wulfen (1960)

Gijs van Wulfen is an experienced ideation facilitator from The Netherlands. After working for years with innovation groups, he developed the FORTH innovation method: a fast and effective way to ideate new products, services and business models. He wrote several books, among which *Creating Innovative Products & Services* (Gower, 2011). Gijs van Wulfen helps companies and organisations to jump start innovation. His clients are industrial and services companies and non-profit organisations like governmental and health organisation. He facilitates his method and trains them.

Gijs is an experienced trainer and lecturer at Universities,
He has been training students in innovation management
and creative techniques for more than 15 years at institutions
like: The Hasno Platner School of Design Thinking Potsdam,
The Anton Jurgens Institute 's Hertogenbosch, Hanzehogeschool
Groningen, Hogeschool Arnhem Nijmegen and Laurea University
of Applied Sciences Espoo.

MASTER CLASS

Costs

The total costs for the Masterclass are € 2.000,-. This amount is inclusive costs for flights, accomodation, expenses and fees for two guest lecturers.

If you're interested in hosting the Master Class Practical Design Thinking in your University,

please contact Katja Tschimmel or Gijs van Wulfen. We would be delighted.

Katja Tschimmel: + 351938925217 or katjatschimmel@esad.pt

Gijs van Wulfen: + 31 651483575 or gijs@forth-innovation.com