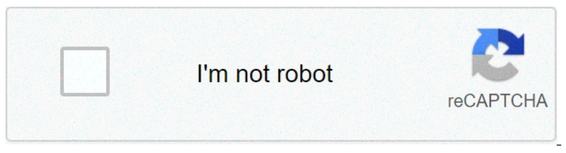

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Creativity and design thinking ppt

Design thinking is a way of working that sharpens creativity to come up with new ideas to solve user problems. It is inspired by the working methodology of product designers and has five main categories: empathy generation, definition, ideation, prototyping and testing. In this template you will find different types of infographics with them as the main character: diagrams, timelines, tables, etc. 1 “ Industry 4.0 & Idea, Design Thinking and Innovation”DGIST MOI Seminar “ Industry 4.0 & Idea, Design Thinking and Innovation” Design Thinking Laboratory , 2 Curriculum Vitae (朴在鎬) ㅇ ㅇ Design Thinking(DT) Laboratory , Managing Director ㅇ , ㅇ Goettingen() , ㅇ , ㅇ Harvard University University of Michigan(Ann Arbor) , Meio, , Yokohama National University, Research Professor CSPP(California School of Professional Psychology), Teaching Professor SYMLOG Consulting Group, San Diego, Partner, 1984 – Center for Creative Leadership(CCL), Greensboro, USA, Liscencee Global Integration, UK, Partner Scandinavian Design Thinking Consortium, General Director 3 Design Thinking Workshop for Professor, DaeJin University, Design Thinking for Faculty members, Widuk University, Design Thinking for Facilitator Training, LG Education Center, Design Thinking for Cross-cultural Communication, Norway NTNU students, Design Thinking Workshop, Kyoto University Design School, Japan, DT Bergen, Design Arena, Creative Week, Bergen, Norway, Cross-cultural Design Thinking, NHH, Norway, Design Thinking Seminar, St. Gallen University, Switzerland, Design Thinking for Professor, Catholic KD University, Design Thinking and Innovation, Andong National University, Design Thinking for Healthcare Organization, Seoul National Univ. Hospital, 2015. Design Thinking for Tourism, Hawaii Tourist Office, Creativity and Innovation Conference, Tromso University, Norway, 2015 “Design Thinking Workshop with Prof. Tina Selig(Stanford University) Singapore Polytech, Design Thinking Conference, 2014, 7. Singapore National University, Design Thinking SF Design Thinking for Education, Kanazawa Institute of Technology, Japan, 4 Norway NTNU & DT Laboratory MOU Singapore National University, Singapore Pracademy, Bergen, Norway Partnership Trondheim University, Norway Stanford University, USA St.Gallen University, Switzerland ㅇ Samsung Human Resource Development Center, Advisory Professor ㅇ Samsung Electronics, Advisory Professor ㅇ LG Academy, Consulting Professor ㅇ POSCO Human Resource Development Center, Consulting Professor Phone; (Office) Fax; Mobile; ; 5 Coke bottle time! ㅓ 6 VUCA(가) 가 “ , ” - Lou Aronica & Ken Robinson- 가 Douglas Thomas & John Seely Brown - 21 5 7 가 ? ; Industry 4.0k ; Industry 4.0 가 ? Digitalkompetenz…> (Angelika Merkel) Macht Wechsel(Deutschland AG) From Deutsche Bank, BASF, Siemens, VW To SAP Walldorf(Sandhausen & Hoffenheim) Testing is part of an iterative process that provides students with feedback. The purpose of testing is to learn what works and what doesn’t, and then iterate. This means going back to your prototype and modifying it based on feedback. . In the testing phase – think about that you have two moving targets. One is that you are trying to hone in on a solution. The other, related thing, is your point of view. Your point-of-view is guiding you, but can iterate itself. So, have you identified the right need to be working on. As you testing work to learn about both of these. 8 Industry 4.0 Global ; Create “Digital AG Germany”k Industry 4.0 Global ; Create “Digital AG Germany” Henning Kagerman 4 2000 Industry 4.0 Architech SmartFactory, IoT Testing is part of an iterative process that provides students with feedback. The purpose of testing is to learn what works and what doesn’t, and then iterate. This means going back to your prototype and modifying it based on feedback. . In the testing phase – think about that you have two moving targets. One is that you are trying to hone in on a solution. The other, related thing, is your point of view. Your point-of-view is guiding you, but can iterate itself. So, have you identified the right need to be working on. As you testing work to learn about both of these. 9 Industrie to 4.0 10 Tractor becomes smart produkt 1-3 11 Tractor becomes smart product 4 - 5 12 13 DESIGN IS NOT AESTHETIC 14 „Design Thinking“ © Prof. Dr.-Ing. Alexander Czinki 15 Thinking out-of-the-boxDesign To solve problems Design Thinking Thinking out-of-the-box It gets us to think out of the box. Introduction to Design Thinking: Reframing Problems into Opportunities, 16 Purpose Corporates Tesler, Amazon, Apple, FedEx, Starbucks: 10 400% LEGO: “Inspire and Develop the Builders of Tomorrow” IAG(Australia Insurance company): “Our purpose is to help people manage risk and recover from the hardship of unexpected loss” 17 “”(場) Desgin Thinking Korea , , , , Abduction 18 Human Behavior (Behavior Observation) Human Behavior (Behavior Observation) (Interview) (Immersion) Testing is part of an iterative process that provides students with feedback. The purpose of testing is to learn what works and what doesn’t, and then iterate. This means going back to your prototype and modifying it based on feedback. . In the testing phase – think about that you have two moving targets. One is that you are trying to hone in on a solution. The other, related thing, is your point of view. Your point-of-view is guiding you, but can iterate itself. So, have you identified the right need to be working on. 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Introduction to Design Thinking: Reframing Problems into Opportunities, 22 Sleeping Giant Creative Confidence Testing is part of an iterative process that provides students with feedback. The purpose of testing is to learn what works and what doesn’t, and then iterate. This means going back to your prototype and modifying it based on feedback. . In the testing phase – think about that you have two moving targets. One is that you are trying to hone in on a solution. The other, related thing, is your point of view. Your point-of-view is guiding you, but can iterate itself. So, have you identified the right need to be working on. As you testing work to learn about both of these. 23 ” ” Step by Step Guided mastery Albert Bandura ” ” 24 Innovator d School 가? Innovator d School DESIGN THINKING; THINKING DESIGN , 가 . 1) Teamwork 2) Idea Generation Methods 3) Creative Confidence 4) Learn from Failure 25 DT 가 ,(Interntererdisciplinary) team , innovative solution 가 “ ” 26 27 28 29 The d.school, Stanford University.Innovation The d.school, Stanford University. 가 Through Design thinking approach, it is said that design innovation happens when technological feasibility, user desirability, and business viability meet. We would like our students to learn this process together, and then personalize it, internalize it, and apply it to their own challenges. INNOVATION 30 innovation is not an event 가 가 UREKA . 30 31 innovation is a (design) process . Innovation vs innovators 31 32 3 1: ( ) 2 : . 가 3 : 가 . 가 This is the very first step in the design thinking process and ultimately sets the foundation for true innovation to occur by putting all assumptions and ideas aside and letting your users be your inspiration for the key problems to solve. 33 DT: How might my classroom be redesigned to better meet students' needs? How might we create a leading edge learning experience for students at our university? 33 From: IDEO Toolkit for educator 34 Design Thinking : 가 가 , 가 Empathy () 가? - - 易地思之 Design Thinking : 가 가 , 가 This is the very first step in the design thinking process and ultimately sets the foundation for true innovation to occur by putting all assumptions and ideas aside and letting your users be your inspiration for the key problems to solve. 35 Observation Pixel Bob Peterson; 3 Bob 36 Bob Peterson 37 Module 4 (Ideation) Module 5 38 Ideate From: Singapore Polytechnic 39 3 ; “” k 3 ; “” ; 가 ; “ ” ; 가 – “ ” Testing is part of an iterative process that provides students with feedback. The purpose of testing is to learn what works and what doesn’t, and then iterate. This means going back to your prototype and modifying it based on feedback. . In the testing phase – think about that you have two moving targets. One is that you are trying to hone in on a solution. The other, related thing, is your point of view. Your point-of-view is guiding you, but can iterate itself. So, have you identified the right need to be working on. As you testing work to learn about both of these. 40 real projects always 41 Embrace incubator projector: Product Redesign Embrace incubator projector: , From: To: (low cost incubator) ( ) Stanford : design for extreme affordability vs - 가? prototyping , , , , 2 가 41 42 Rules of Design ThinkingThe Human Rule: All Design Activity is Ultimately Social in Nature The Ambiguity Rule: Design Thinkers Must Preserve Ambiguity The Re-Design Rule: All Design is Re-Design The Tangibility Rule: Making Ideas Tangible Always Facilitates Communication The Human Rule: All Design Activity is Ultimately Social in Nature “human-Centric point of view” Satisfy human needs and acknowledge the human elements! The Ambiguity Rule: Design Thinkers Must Preserve Ambiguity Innovation demands experimentation at the limits of our knowledge, our ability to control events, with freedom to see things differently Works well on poorly bounded problem The Re-Design Rule: All Design is Re-Design The human needs that we seek to satisfy have been with us for millennia. How these needs have been addressed in the past. We can apply “foresight tools and methods” to better estimate social and technical conditions in the future The Tangibility Rule: Making Ideas Tangible Always Facilitates Communication , “prototypes are communication media” 42 42 : Design Thinking Understand-Improve-Apply, C. Meniel et al.Springer 2011 43 OXO CEO ' ()' ; Extreme User! 43 44 Define () 가 . 45 k (Google) Testing is part of an iterative process that provides students with feedback. The purpose of testing is to learn what works and what doesn’t, and then iterate. 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