

Important information

Student profile

Design thinking and doing is open to all eligible students within the Amsterdam University of Applied Sciences (HvA), bachelor students in Dutch universities and universities outside The Netherlands that have a partnership agreement with our faculty.

Our aim is for you to work in multi-disciplinary teams and so we encourage applications from you no matter what bachelor degree you are following. However, given the nature of design thinking and our educational approach, the following personal characteristics are important:

- Openness
- Curiosity
- Strong analytical skills
- Empathy
- Excellent team-work
- Ability to apply theory to practice
- Independent learner

In addition you should write and speak good English and be able to read and understand university-level English texts quickly and thoroughly.

Logistics

The minor will run in the 2nd semester of the academic year 2019-20.

As the minor involves working *face-to-face* in multi-disciplinary teams you must be available to work at the HvA at least four days per week.



Application

HvA students should register for minor via SIS in the 1st semester of the 2019-20 academic year.

Students from other Dutch universities should register via kies op maat (<https://www.kiesopmaat.nl>)

International students should contact the Communication and Multimedia Design international office via email (international-cmd@hva.nl)

For more information

If you require more information please contact the minor co-ordinator, Charlie Mulholland via email (c.mulholland@hva.nl)

Design Thinking and Doing

Designerly thinking and acting to solve 21st century problems

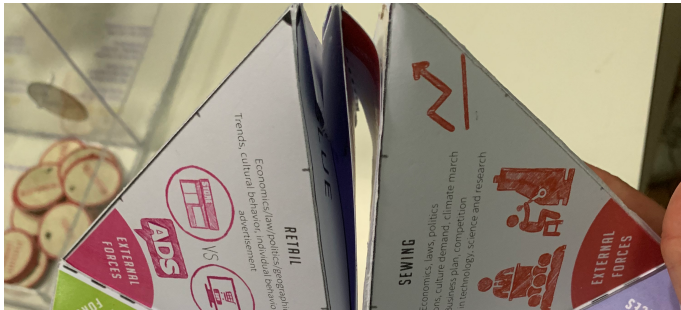


Problem solving in the 21st Century

Change is constant

We live in a complex and fast moving world where one of the few things we can be certain of is that things will change and change quickly.

For businesses and organizations this means that traditional approaches to dealing with problems and taking advantage of opportunities are not enough. Trying to do the same thing, only better, is no longer an option.



Design thinking and doing

Design thinking is an approach to this problem that has caught the attention of professionals and academics alike. The approach that involves using designerly ways of thinking and acting to develop solutions that allow organizations to deal with uncertainty in a sustainable manner.

The minor Design Thinking and Doing offers you the chance to develop yourself as a problem solver who can use designerly ways of thinking and acting. You will learn to think about today's problems and design creative and sustainable solutions.

Project-based learning

Learning together through team projects

We believe that the fundamental aim of design thinking is action to improve things for people. Our goal therefore is to ensure that you do not simply learn about design thinking, but actually experience doing it. To achieve this we will use a project-based learning approach that allows you to learn to both think and act in designerly ways.

For the main part of the minor you will work in small multi-disciplinary teams to solve complex, ill-defined and real-world problems. You will be supported by coaches with many years experience in design.

Personal project (20% genius time)

You will also have the chance to spend 20% (6 ECTS) of your time working on a personal project that you have agreed with your mentor. The project itself does not have to be strictly related to design, but it should result in something tangible that future students can use as inspiration or to build on.



Workshops and seminars

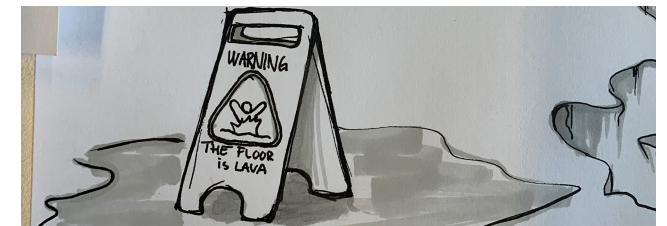
Our project-based approach means you will be expected to work with your coaches to identify the knowledge, skills and tools you require, and locate this yourself. However, there are three important areas where we will support you through more formal teaching.

Making things tangible

An essential part of designing is the ability to make problems, ideas and solutions tangible. To this end you will have the opportunity to take part workshops to help you sketch and model your ideas.

Design theory

At the start of the minor we will run a series of student-led seminars to introduce you to some basic theories of design and design thinking. The goal of these will be to develop a common vocabulary and understanding between students from different disciplines and backgrounds.



Creative facilitation

Design thinking involves working closely with stakeholders, such as users and clients, to understand problems, gain insights and co-create solutions. The workshops in creative facilitation will help you prepare for and manage these stakeholder sessions to maximize their usefulness while minimizing the risks.