THE OLD PROGRAM vs THE NEW PROGRAM

QUEST
PBN FOGGY MOVE
NGUAGE TO WORK WITH
LEIFER

B T D
desirability

PATEL - INSPIRES REAL PROJECT PLANNING
PAUL BENNETT WORDS & QUOTES

PROTOTYPE THE CULTURE
UNDERSTAND OBSERVE

FINDING WAYS TO REMOVE ROAD BLOCK TO INNOVATION

RADICAL COLLABORATION

WHAT IS OUR INTENT?
"BEST DESIGN SCHOOL"

FRED D. HELP!

BIG IDEAS ON BIG BOARDS

OUR METH
• OLOGY - OUR EXPERT

KNOW HOW

MBA TECH CLASS ROOM + DISTANCE LEARNING

SHARING OUR KNOWLEGE AMONG STUDENTS AND FACULTY

CORE FACULTY COMMUNITY

PEOPLE WE

the d-school STANFORD

THE GLUE THAT HOLDS INTERDISCIPLINARY TEAM TOGETHER

NEW BUILDING #550

BUILD SUPER COOL ROOM (DURAN)

EMPATHY FOR USERS/ HUMANS

ITERATIVE HANDS-ON PROTOTYPING

LOTS OF STUDENT WORK FROM PROTOTYPE CLASS - SES

$

LIVING IN SAME ROOM HELPS

PROTO-TYPE SEVERAL CLASSES

WHAT'S DIFFERENT

FUND RAISING

EXPAND TO INCLUDE EXPERIENCES SERVICES SMART SPACES

OTHER SCHOOLS

COMPETITIVE BIG IDEA vs

INTENTION

EXPLOIT IMPACT EMOTION HAVE ON PRODUCT

DESIGN THINKING

CREATE A MOVEMENT

INVOLVE STUDENTS

THEY'RE BEST

COMPETITIVE BIG IDEA vs

Welcome to design thinking bootcamp at the d.school

This course provides a series of immersive experiences in **innovation and design thinking**.
It is a unique forum for learning that prepares participants for real world innovation, and, we hope, changes the way you work and live. You will collaborate with other students and faculty from all areas of the university (business, earth sciences, education, engineering, humanities and sciences, law, and medicine) on projects that require the combination of your points of view. Instead of conventional classroom formats, you will experience hands-on exercises and projects rich in frameworks and methods that support breakthrough thinking. Our hope is that you will leave confident in your ability to be human-centered, prototype driven, and mindful of process in everything you do. This class is uniquely fun and uniquely d.school. Some quotes from past students:

> *"I learned more about innovation in a week at the d.school than I did in a year in my other classes"*

> *"You think you are coming to a take a class, but you leave with a higher self-awareness and a commitment to personal growth"*

> *"This space has a change-the-world energy. It makes me want to think out loud"*

Important details

Course number: ME377
Title: Design Thinking Bootcamp: Experiences in Innovation and Design
Days: MW 1:15-3:05p, Lab: F 1:15-3:05p
Room: Building 550, 416 Escondido Mall
Units: 3-4
Grading: Letter (ABCD/NP)

Teaching team

All d.school classes are co-taught with **multi-disciplinary teaching teams** for two important reasons:
1) innovation requires different points of view & 2) design thinking is a highly collaborative and iterative process.
This requires a high-touch teaching strategy that is accomplished best with a team of instructors. Here's your team:

Teaching Team:
bootcamp@dschool.stanford.edu
Thomas Both - thomas@dschool.stanford.edu
David Janka - djanka@dschool.stanford.edu
Lia Siebert - lia@dschool.stanford.edu
Sarah Stein Greenberg - sarah@dschool.stanford.edu
Molly Wilson - molly@dschool.stanford.edu

Extended Teaching Team:
Carissa Carter
Scott Doorley
Elysa Fenenbock
Julian Gorodsky
Peter Rubin
Susie Wise
Scott Witthoft

d.School Community:
Charlotte Burgess-Auburn - cbauburn@dschool.stanford.edu
Tammy Goodall - tammy@dschool.stanford.edu
Kim Kendall-Humphreys - kim@dschool.stanford.edu

IT:
Bruce Boyd - bruce@dschool.stanford.edu

You will also be introduced to a wide group of industry coaches, guest faculty, and project partners throughout the quarter.

Projects

We have an exciting list of projects this year. Each year the team projects are new and all provide immediately relevant real-world challenges from which to learn the fundamentals of design thinking and practice leading innovation. You will work in multi-disciplinary teams, pursue new-to-the-world solutions and develop your own personal innovation process. Coaches, mentors, industry partners, guest experts, and the teaching team will support you.

Project Calendar, Team Coordination and Expected Workload

Classes will meet Monday, Wednesday, and Friday from 1:15p - 3:05p at the d.school. Fridays will be primarily reserved for team time and coaching. Design is a team sport. Projects throughout the quarter will require tight coordination and collaboration with your teammates. Expect to spend 6-12 hours per week on project work outside of class time. Much of this time will be with your team. We've included an overview of the Bootcamp project due dates below to help plan your team collaboration and personal commitments over the next 10 weeks:

Design Project 1 Due: Wednesday, October 5th
Design Project 2 Due: Monday, October 31st
Design Project 3 Due: Friday, December 2nd
Last Class: Friday, December 9th

Grading and Critique

Throughout Bootcamp you will be encouraged to stretch yourself by learning new skills, trying out new roles on your teams and taking creative risks. This is a **safe environment** for learning the fundamentals of design thinking and recognizing that failure is a powerful teacher + a critical part of the design process. You will be given feedback on both your underlying design process and your project deliverables; this feedback will come primarily in the context of your team projects. Course grading will be based on both the journey and the destination: you can expect to do well if you exhibit thorough exploration of the design process, contribute strongly to the class, provide value as a team player, and commit to personal growth as a designer.

More specifically, you will be evaluated on the basis of two general categories: Class Criteria and Design Project Criteria.
The Class Criteria include: engagement in the course on a daily basis as well as over the quarter; attendance; and maintenance of the class space. Maintenance of the class space includes "owning" the space where you work, being respectful of other team spaces, and actively cleaning the space prior to leaving the building. The Design Project Criteria include individual and team contributions to the three design projects (DPs). We are interested in you as an innovator as well as your innovations.

This is a high-paced course, and as such, we require that you arrive in time for a CLASS START at 1:15 PM.

Our class planning philosophy

We are designing this class in the same way we expect you to run your projects – in a human-centered, prototype-driven, iterative way. We have a current prototype for the class plan. But we invite you to give feedback in our formal debrief sessions, and at any time. We do make changes to the class both on-the-fly and year-to-year based on your feedback.

Team collaboration spaces

As a student at the d.school, you will always have a place for creative work. Students have 24 hr access to the space, and you and your team will have a place to work for the duration of the quarter. Shared resources (computers, couches, printers, cameras & prototyping materials) are also yours to use. We hope to provide you with everything you need to be creative and that you'll become part of the community responsible for this unique space. We'll introduce you to the space further in the coming days.