

HARVARD GSD, 7-9PM TUESDAY, FEB 13

AT THE BEGINNING OF EVERY PROJECT THERE IS A UNIQUE MOMENT TO SET THE TONE FOR THE REST OF THE ENGAGEMENT AND GET EVERYONE ON THE SAME PAGE: THE WORKSHOP. KNOWING HOW TO SET UP AND RUN EFFECTIVE WORKSHOPS IS RARELY TAUGHT IN SCHOOL AND YET MIGHT BE ONE OF THE HIGHEST-IMPACT, LOWEST-EFFORT SKILLS YOU CAN LEARN TO MAKE YOU A BETTER DESIGNER/MANAGER/BADASS. THIS WORKSHOP WILL TEACH A FORMAT AND SET OF EXERCISES TO GET DISPARATE CREATIVE IDEAS ALIGNED, SET EXPECTATIONS, BUILD TRUST, AND IDENTIFY THE FOUNDATIONAL ELEMENTS OF WHATEVER YOU’LL BE BUILDING AS A TEAM.

TECTONIC IS A DESIGN STUDIO IN SEATTLE AND BOSTON FOCUSED ON THE DELTA OF INTERACTION, VISUAL, AND MOTION DESIGN. WE COLLABORATE WITH AMBITIOUS COMPANIES INCLUDING AMAZON, BANG & OLUFSEN, AND HBO. AS CREATIVE DIRECTOR AT TECTONIC, BENJAMIN SHOWN LEADS ENVISIONING PROJECTS WRESTLING WITH THEMES OF EPHEMERAL MEDIA, DIGITAL PRODUCTIVITY TOOLS, AND DYNAMIC BRAND SYSTEMS.

TECTONIC EXPERIENCE DESIGN STUDIO



THE  
WORKSHOP  
WORKSHOP

A WORKSHOP ON HOW TO RUN CREATIVE WORKSHOPS

\*TO RSPV, PLEASE EMAIL [GSDXDESIGN@GMAIL.COM](mailto:gsdxdesign@gmail.com) BY FEB 10  
\*\*DRINKS AND SNACKS WILL BE PROVIDED AT THE WORKSHOP!!