



Welcome to design thinking bootcamp at the d.school

This course provides a series of immersive experiences in **innovation and design thinking** and blurs the boundaries among **technology, business, and human values**. It is a unique forum for learning that prepares participants for real world innovation and for future d.school classes. 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 (see calendar below for Lab logistics)

Room: Building 524, 451 Panama Mall

Units: 3-4

Grading: Letter(ABCD/NP)

Application process:

If you are a grad student with an interest in changing the world, please apply to be a part of our class and community. Application details can be found at:
<http://me377.stanford.edu>

APPLICATIONS ARE DUE NO LATER THAN 11:59p AFTER THE FIRST CLASS SESSION (Monday September 22nd, 2008). The class list will be announced via email by 11:59p, Tuesday, September 23rd. **Limited enrollment.**

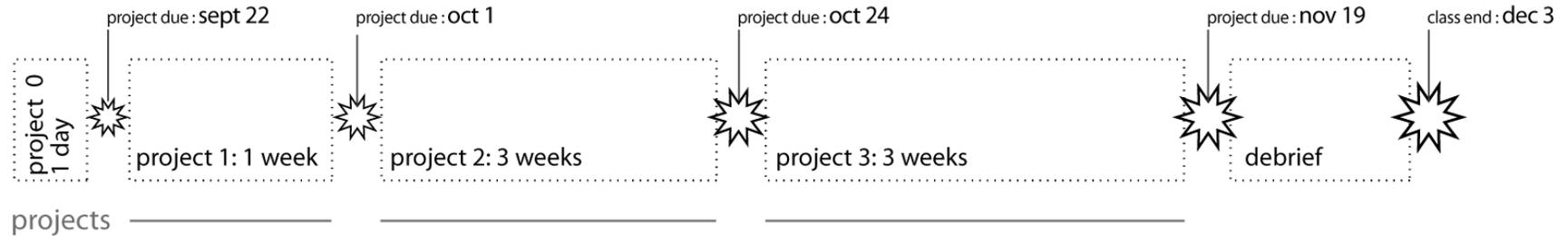
Projects

We have an exciting list of projects this year. Each year the projects are new, and all provide immediately relevant real-world challenges around which to learn the fundamentals of design thinking and practice leading innovation. You will work in multidisciplinary teams, pursue new-to-the-world solutions and improve your 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 from 1:15p-3:05p at the d.school. Labs will meet most Fridays from 1:15p-3:05p and will be reserved for team time and/or skills training.

Design is a team sport. Projects throughout the quarter will require tight coordination and collaboration with your teammates. Expect to spend 4-6 hours per week on project work outside of class and lab time. Most of this these work-sessions will be with your team. We've included an overview of the Bootcamp project calendar below, including project deliverable dates to help plan your team collaboration and personal commitments over the next 10 weeks.



Grading and Critique

Failure is a powerful teacher and a critical part of the design process. Throughout Bootcamp students are encouraged to stretch themselves by learning new skills, trying out new roles on their team and taking creative risks. The Bootcamp class is a safe environment for learning the fundamentals of design thinking. Throughout the quarter students and teams will be given feedback on both their underlying design process and their project deliverables. Course grading will be based on both the journey and the destination. Students who 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 design thinker, can expect to do very well.

Specifically, students will be evaluated on the basis of two general categories: Class Criteria and Design Project Criteria. The Class Criteria includes: engagement in the course on a daily basis as well as over the quarter; attendance; and maintenance of the class space. It is important to note that this is a high-paced course and as such we require that students arrive on-time to class; lateness is not only uncool, it is unacceptable. Maintenance of the team 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 toward innovative project work.

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 after every class session, we will debrief the experience. We invite you to join us in this process (usually 3:10-3:25 pm every Monday and Wednesday). As we learn what's working and what's not working, we will iterate the design of the class along the way. This means more work for us, but a better experience for you. And it will give you an inside view of how we work.

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 permanent 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 you'll become part of the community responsible for this unique space. We've been working hard to bring innovations to your workspaces and we'll introduce you to the space further in the coming days.

Teaching team

All d.school classes are co-taught with **multi-disciplinary teaching teams** for two important reasons. First, innovation requires different points of view. Second, 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:

George Kembel	gakembel@stanford.edu
Scott Doorley	sdoorley@stanford.edu
David Baggeroer	davebags@stanford.edu
Erica Estrada	eestrada@stanford.edu
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Community:

Charlotte Burgess Auburn cbauburn@stanford.edu

IT:

Bruce Boyd bboyd@stanford.edu

Admin:

Erika Basu ebasu@stanford.edu

Charlie Ellinger ellinger@stanford.edu

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

Design thinker's reading list:

Design thinkers are "T-shaped" people, pairing deep domain expertise with a breadth of knowledge across disciplines. Reading, hanging out with interesting folks, and generally living life out loud are great ways to increase your breadth. We can only help you with the reading part. Here's a list of books related to themes of the course. Enjoy!

Design Process

Aesthetics of the Japanese Lunchbox by Kenji Ekuan
Zen and the Art of Motorcycle Maintenance by Robert Pirsig
Cradle to Cradle by William McDonough
Emotional Design by Donald A. Norman
How Buildings Learn by Stewart Brand
Understanding Comics by Scott McCloud

Marketing

Crossing the Chasm by Geoffrey A. Moore
Purple Cow by Seth Godin
Marketing High Technology by William H. Davidow
Pattern Recognition by William Gibson
The Tipping Point by Malcolm Gladwell
A Brand New World by Scott Bedbury
Influence by Robert Cialdini

Design thinker's reading list (cont'd):

Business, Finance and Entrepreneurship

How to Read a Financial Report by John A. Tracy
Good Business by Mihaly Csikszentmihalyi
The Art of the Start by Guy Kawasaki
Startup: A Silicon Valley Adventure by Jerry Kaplan

Innovation

The Innovator's Solution by Clayton Christensen
Weird Ideas that Work by Robert Sutton
The Art of Innovation by Tom Kelley
Innovation & Entrepreneurship by Peter Drucker

Personal Brand Communication

The Brand You 50 by Tom Peters
Brag: The Art of Tooting Your Own Horn Without Blowing It by Peggy Klaus
Learned Optimism by Martin Seligman
Zen and the Art of Making a Living by Laurence Boldt
www.presentationzen.com by Garr Reynolds

Creativity

The Universal Traveler by Don Koberg & Jim Bagnall
Conceptual Blockbusting by James L. Adams
Creativity by Mihaly Csikszentmihalyi
Orbiting the Giant Hairball by Gordon MacKenzie
Rapid Viz, by Kurt Hanks & Larry Belliston
Negotiation, Getting Past No by William Ury