

# An Introduction to Design Process





**BRIEFCASE PROJECT: HOUR-LONG EXPOSURE TO THE ENTIRE DESIGN THINKING EXPERIENCE**

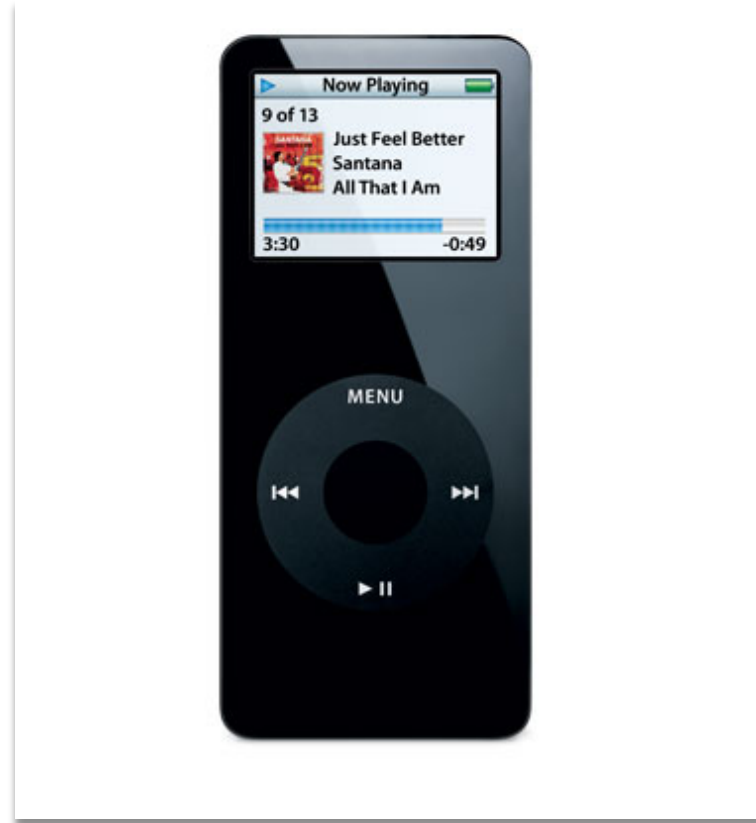
WHAT IS DESIGN?



DESIGN IS NOT AESTHETIC

A dramatic landscape photograph. The foreground is a vast field of golden-brown grass, possibly a prairie or steppe, with a faint path leading towards the horizon. The sky is dark and filled with heavy, dark blue and black clouds. A bright, jagged lightning bolt strikes down from the clouds on the right side of the frame. The overall mood is intense and powerful.

**DESIGN IS NOT AN EVENT**

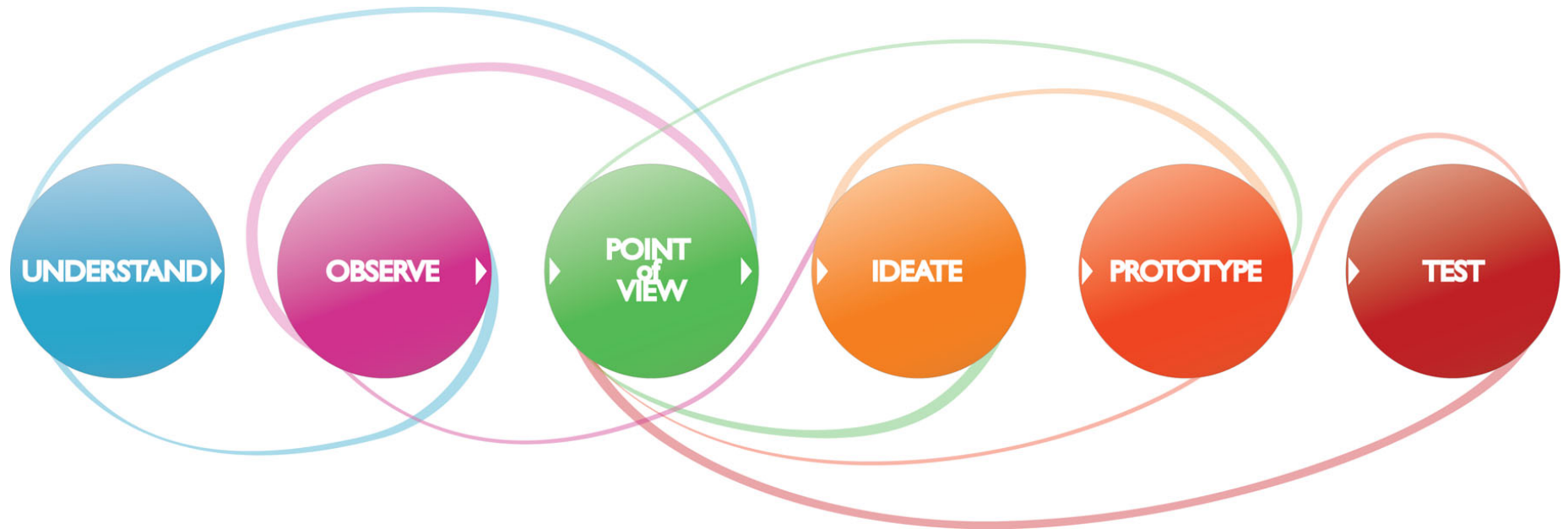


DESIGN IS NOT A PRODUCT

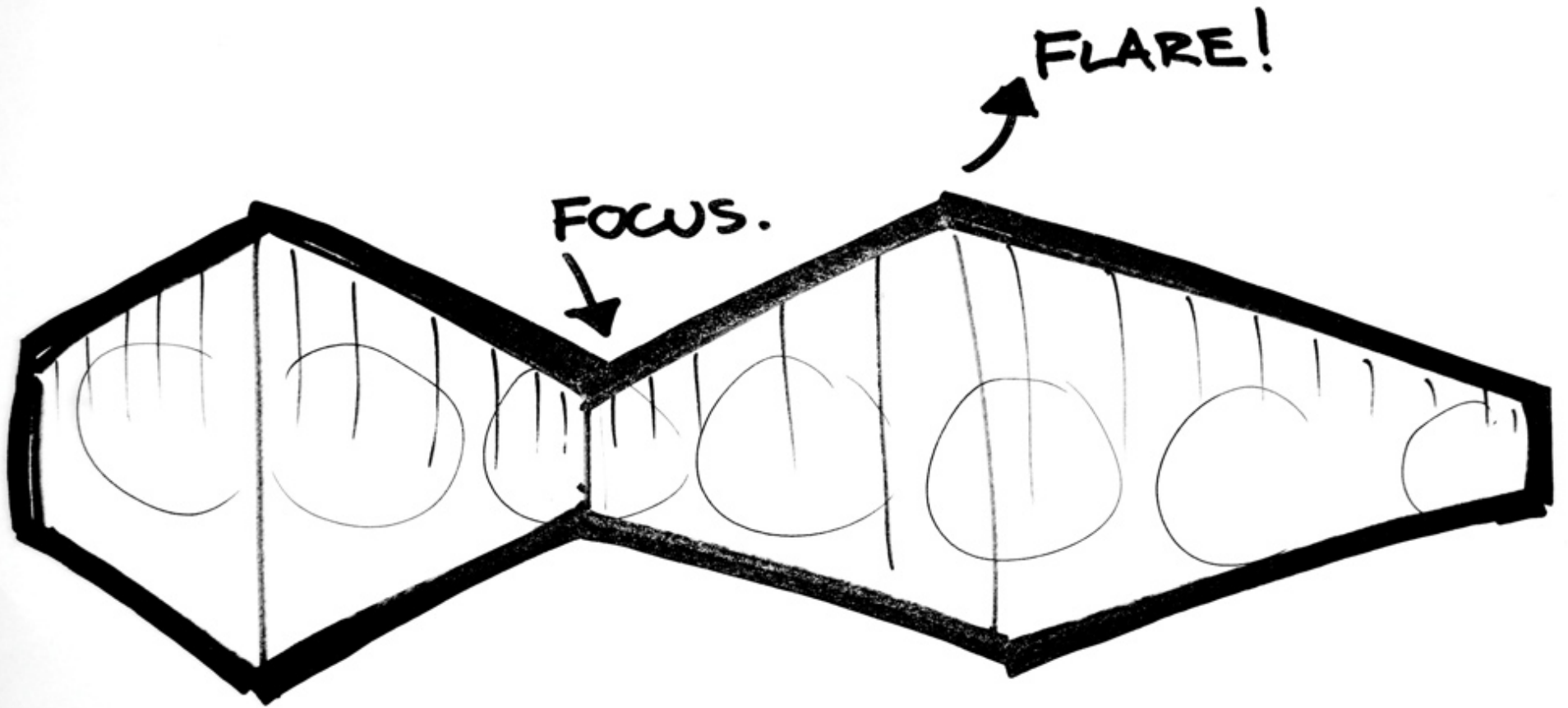


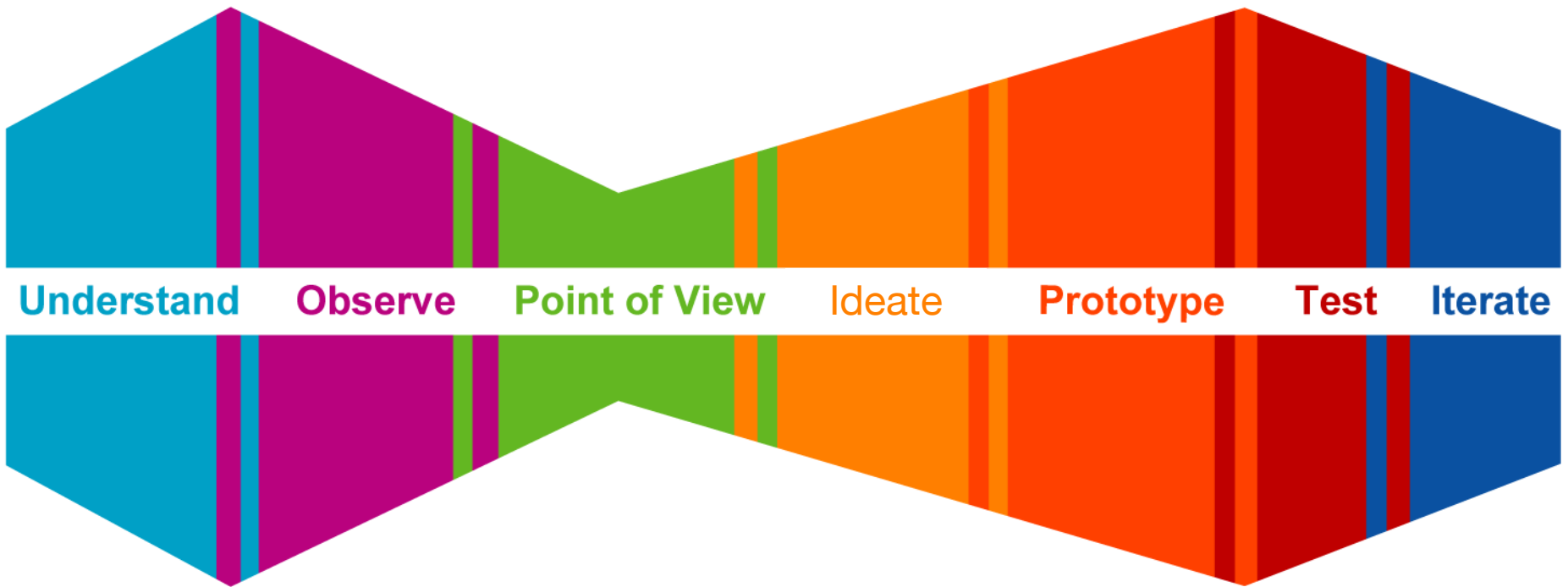
**DESIGN IS NOT AN EXPERIENCE**

# DESIGN IS A PROCESS...







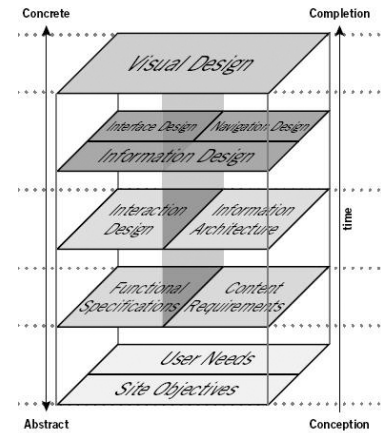
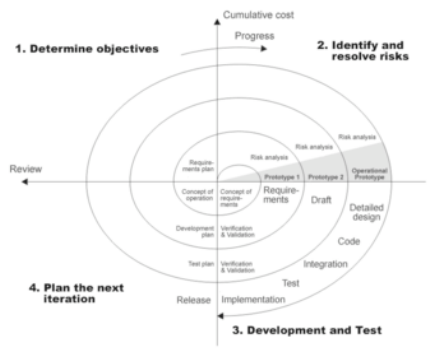
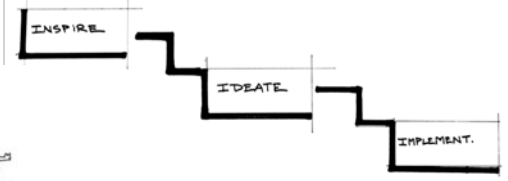
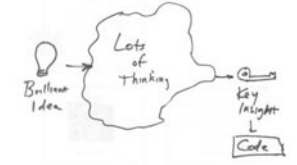
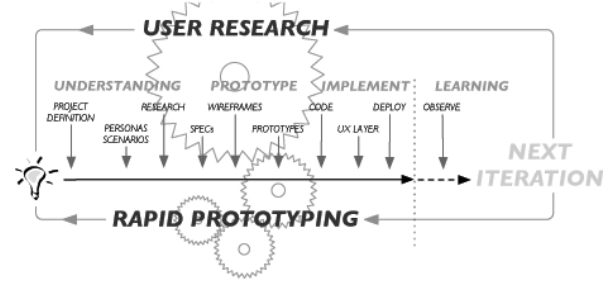
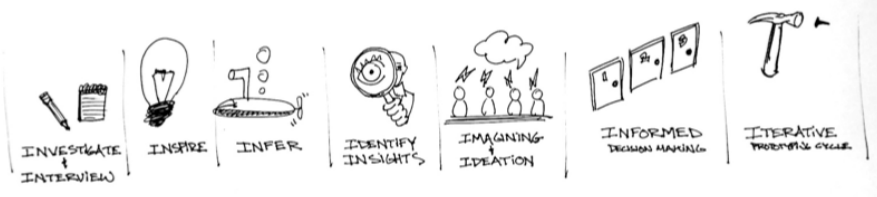
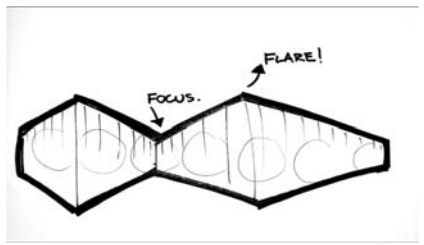
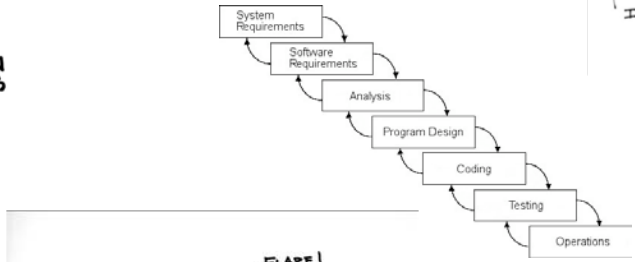
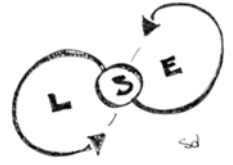


NUEVA I.LAB : 7 INVENTIVE THINKING SKILLS

MITV: PROCESS

- LISTEN
- UNITE
- THEME
- CONCEPT
- EAT THE AUDIENCE
- FILTER
- JUSTIFY

HILLMAN CURTIS

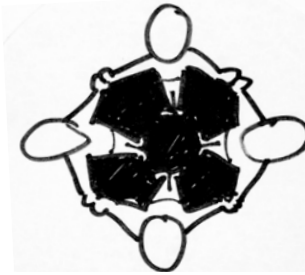




FOCUS ON  
HUMAN VALUES



SHOW  
DON'T TELL



COLLABORATE  
ACROSS BOUNDARIES



GET EXPERIMENTAL AND  
EXPERIENTIAL



BE MINDFUL  
OF PROCESS



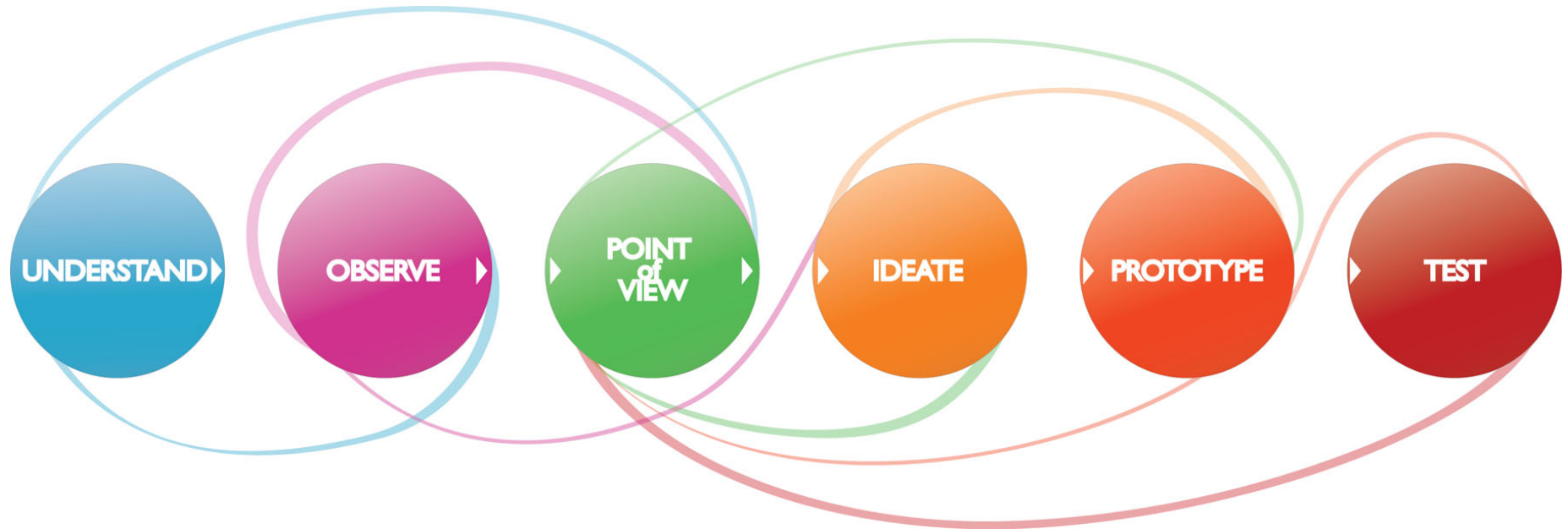
CREATE CLARITY  
FROM COMPLEXITY



BIAS TOWARD  
ACTION

**THE PROCESS REFLECTS THESE MINDSETS**

# DESIGN IS A PROCESS...



# WHAT IS THE D.SCHOOL?

# DESIGN



# design thinking



individuals



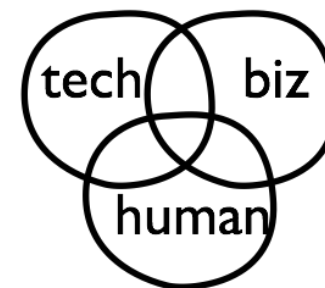
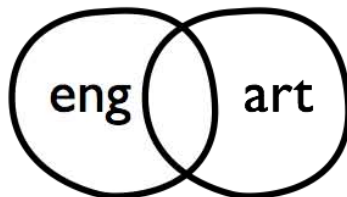
teams



products



experiences



Innovations  Innovators



individuals

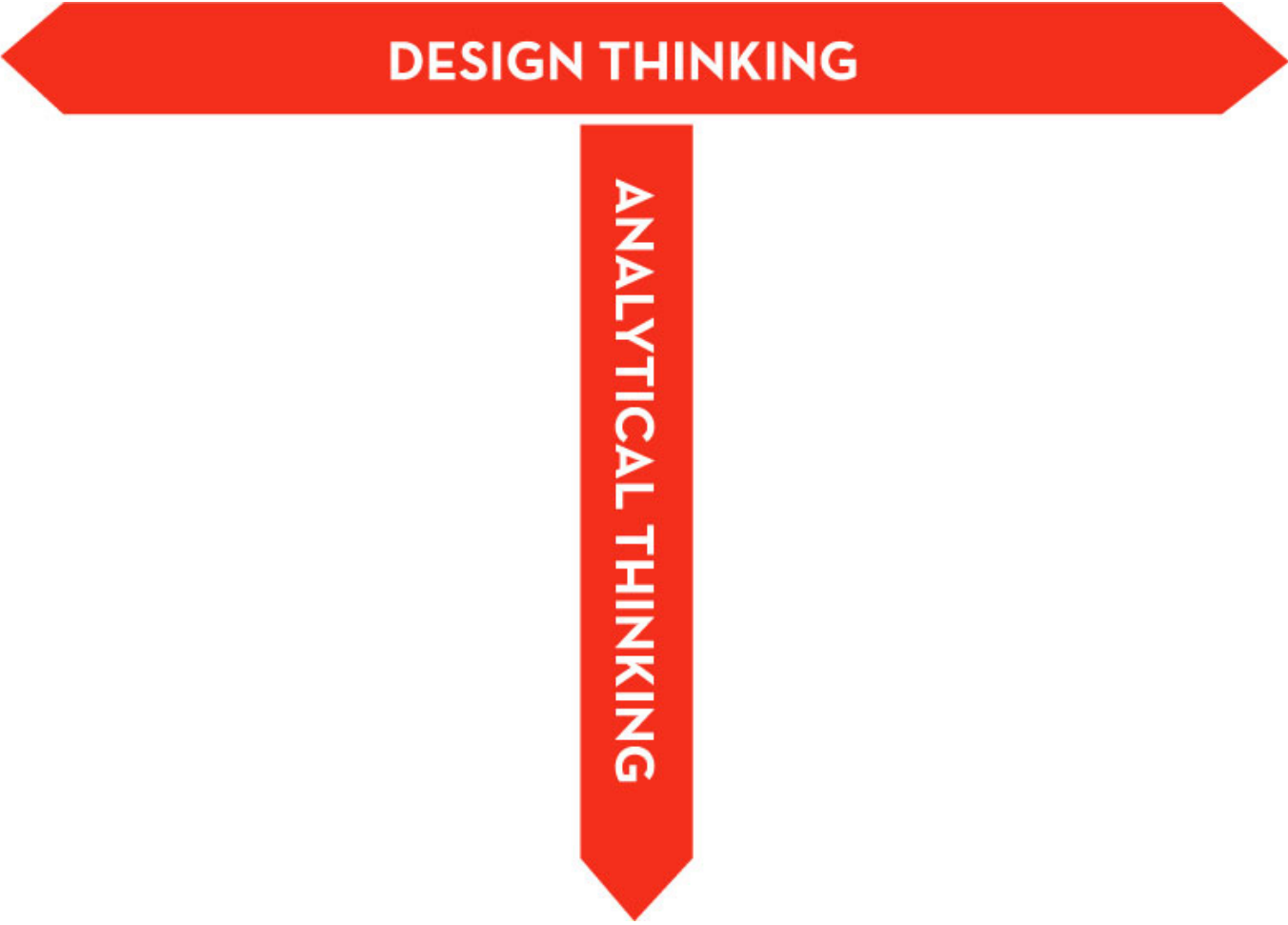


teams

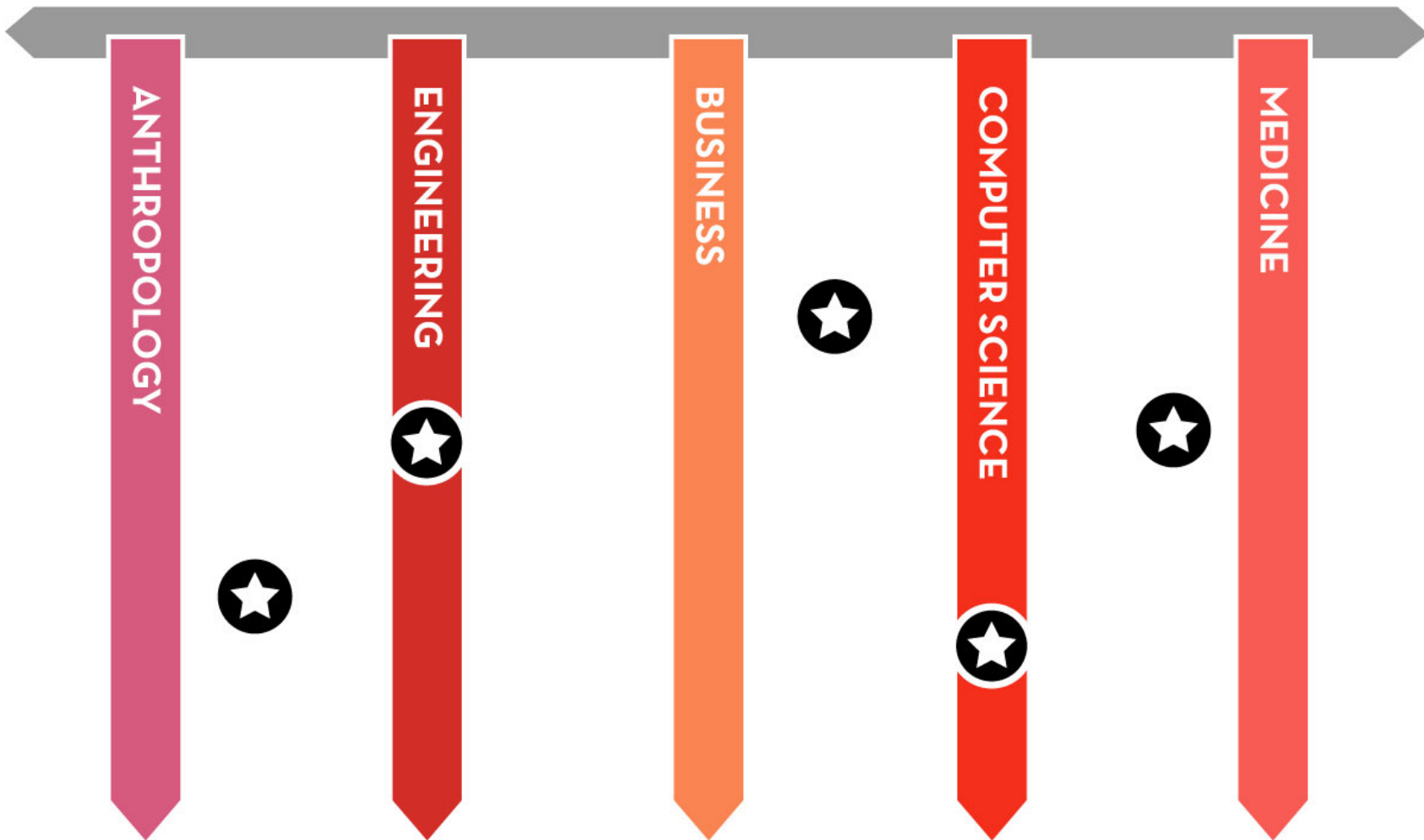


organizations

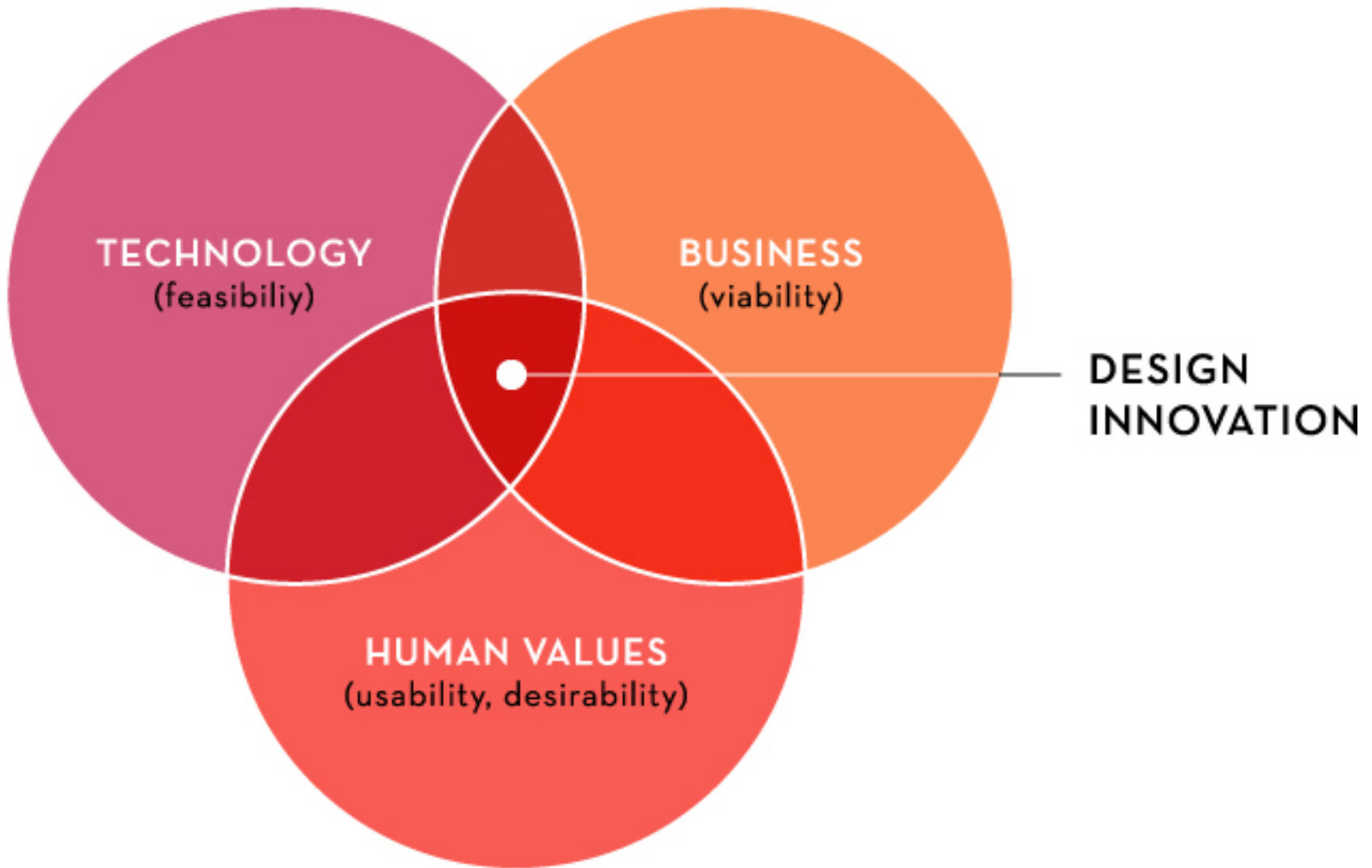




T-shaped people



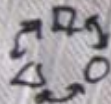
finding new places to innovate



OUR INTENT: CREATE THE BEST  
DESIGN SCHOOL. PERIOD.



prepare FUTURE INNOVATORS to be  
breakthrough thinkers & doers



use DESIGN THINKING to  
inspire multidisciplinary teams



foster RADICAL COLLABORATION  
between students, faculty & industry



tackle BIG PROJECTS and use  
prototyping to discover new solutions

STANFORD & school





+

SOCIAL  
ENTREPRENEURSHIP



WHAT IS THIS?







**Entrepreneurial Design  
for Extreme Affordability**

In developing countries, 80% of all premature and low-birth-weight infants are born far away from hospitals and traditional incubators.

Embrace is a \$25 thermoregulator designed to save premature and low birth weight babies. Our mission is to help the 20 million vulnerable babies born every year around the world, who can't access traditional incubators that cost up to \$20,000.



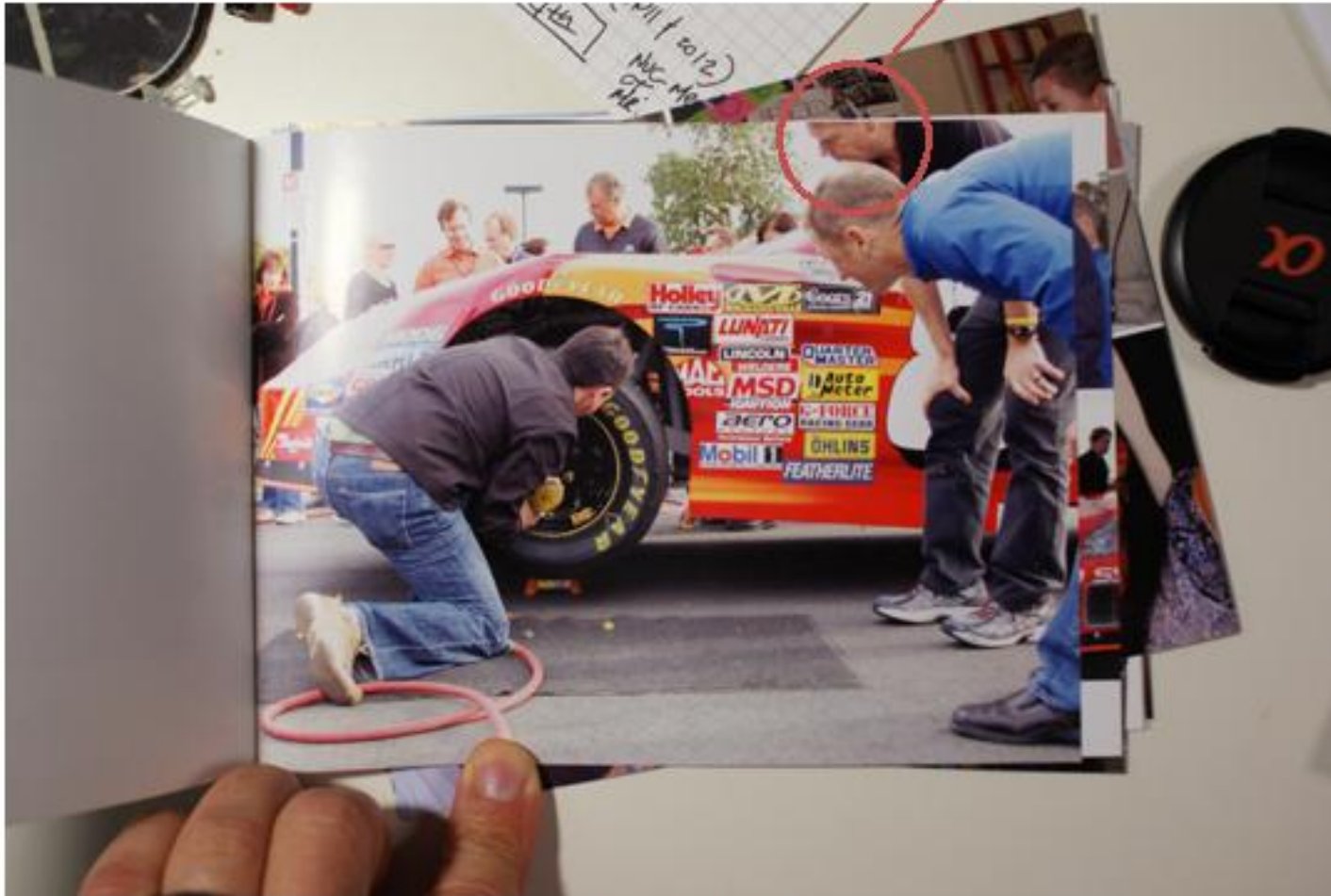




+

INDUSTRY

me





Where we started...



Fern



Kelly



# Procedural Theater UPMC 'Jungle Adventure' Pilot Install

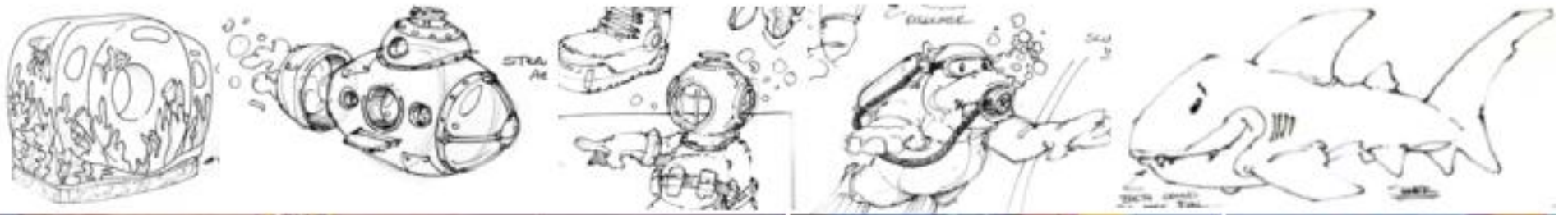




Creative concept + Customer involvement + Professional installers = **Happy Customers**



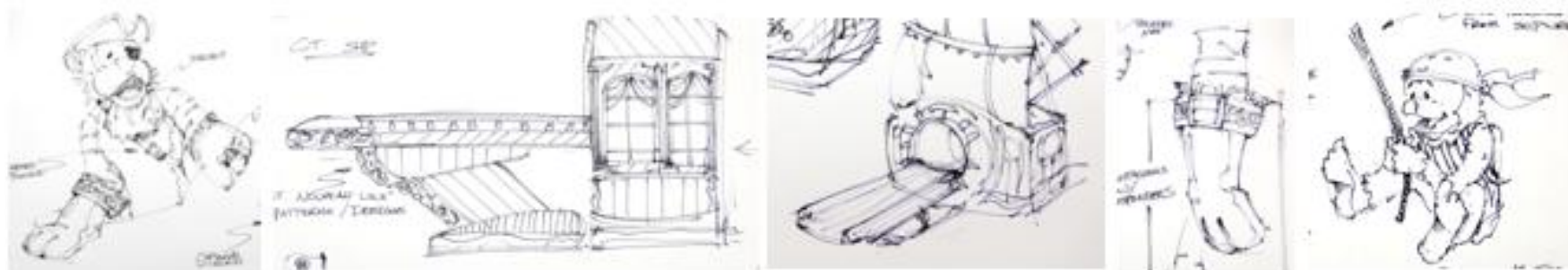
# CT Adventure series Coral Reef



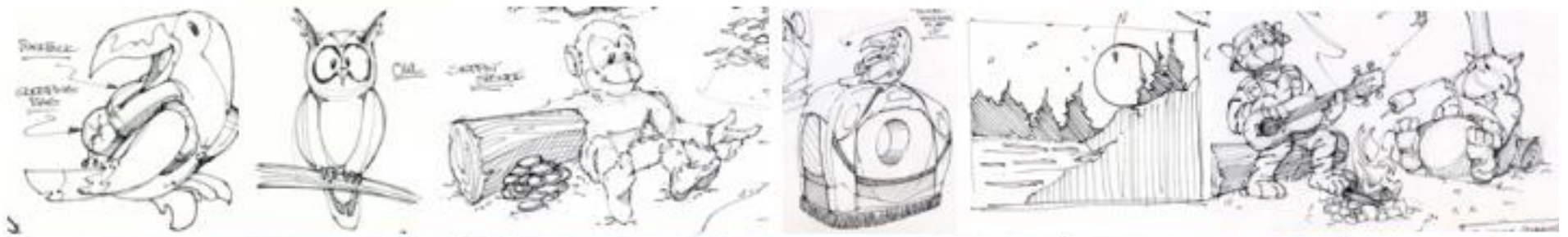
Before



# CT Adventure series **Pirate Island**



# CT/PET Adventure Series Cozy camp



Before



'Fail early, fail cheap'

'Have passion, it is contagious'

'If your not having fun it's half your fault'