Design Thinking course

This design thinking class helps participants discover the importance of converting relevant and insightful information into compelling products and meaningful visual design. Attendees discover creative thinking processes that help them focus on key messages and ideas that resonate with their audience and produce tangible results. This workshop teaches a framework for the human-centered design process.

This design thinking class includes hands-on exercises and projects. For groups and organizations, the design thinking course is a private workshop tailored to your workflows and includes relevant sample projects.

Audience for Design Thinking course

The design thinking course is suitable for both design and non-design roles. Participants include designers, video professionals, creative directors, software developers, product managers, business analysts, client services professionals, account managers, and anyone who needs to take ideas and convert them into practical designs and products.

Design thinking topics

- Discover how to overcome typical constraints and recognize solutions through various interactive exercises.
- Adjusting your attitude
- Challenging assumptions
- Deferring judgment
- Breaking traditional rules
- Taking risks, making mistakes.
- Giving and receiving criticism

Research: The foundation of all solutions

- Recognizing users' needs, goals, typical scenarios, environments, and more.
- Discover processes to discover user needs
- Interviews, surveys, journey mapping, and more
- Creating scenarios to understand goals
- Converting research into usable information

Discovery in the design thinking process

- Find out how to use design thinking artifacts
- Using iterative methods to map ideas
- Discovering important ideas through brainstorming
- Promoting what your product does best
- Understanding goals and how to achieve tangible results

Converting content into information design

- Defining what information is most important for the users to complete their goals.
- Prioritizing design elements, eliminating distractions
- Iterative processes you can use to share your information with your team
- Discovering how to eliminate distractions and focus on the most important content
- Building relevant content based on goals

Converting ideas to visual design

Discover design fundamentals that help users reach their goals.

- Discover the importance of sketching and iteration
- Understanding that there is a reason for every element in the design
- Keeping distractions at a minimum
- Create designs using easily accessible resources
- Giving and receiving feedback
- Defending design decisions with confidence