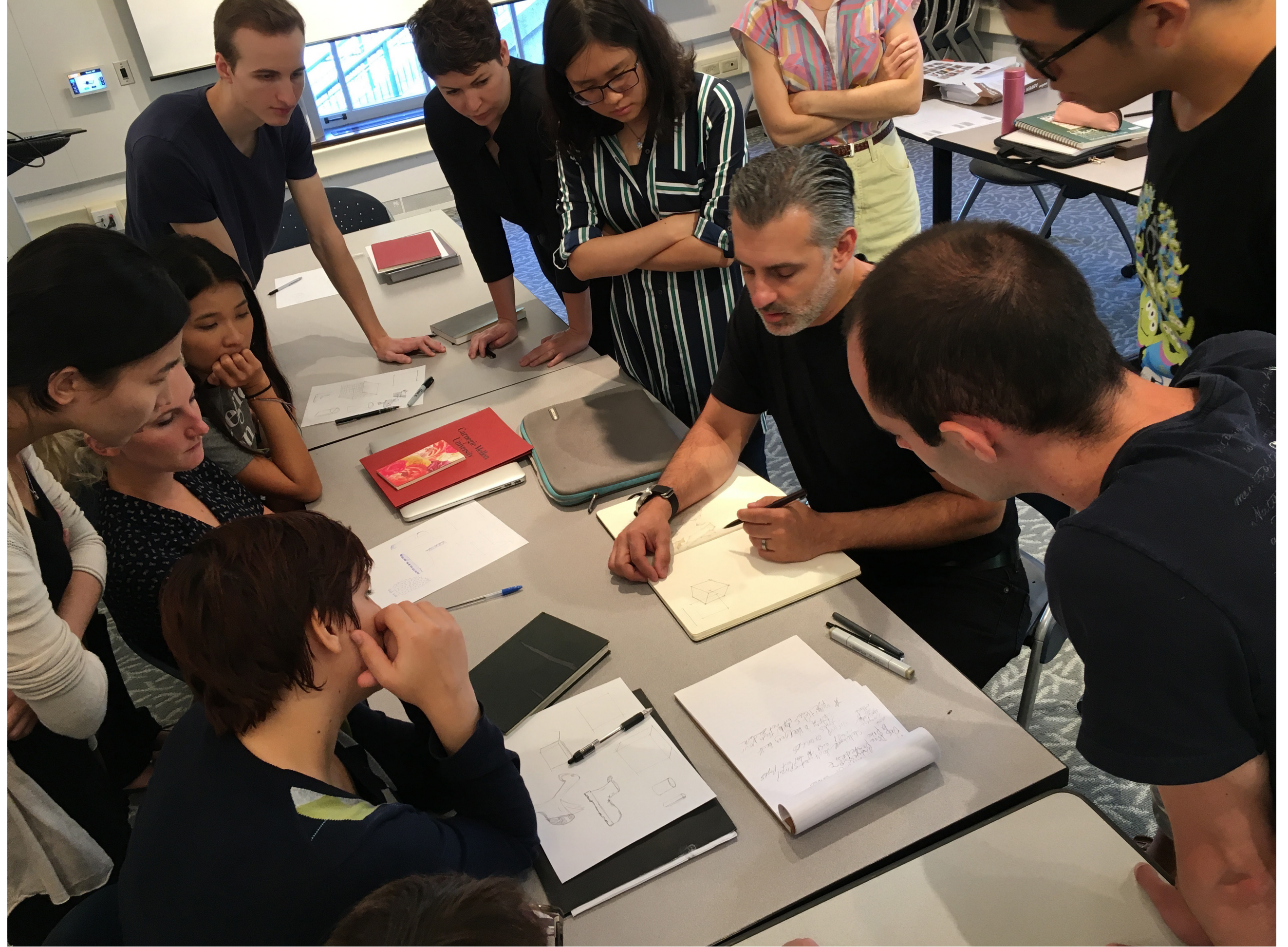
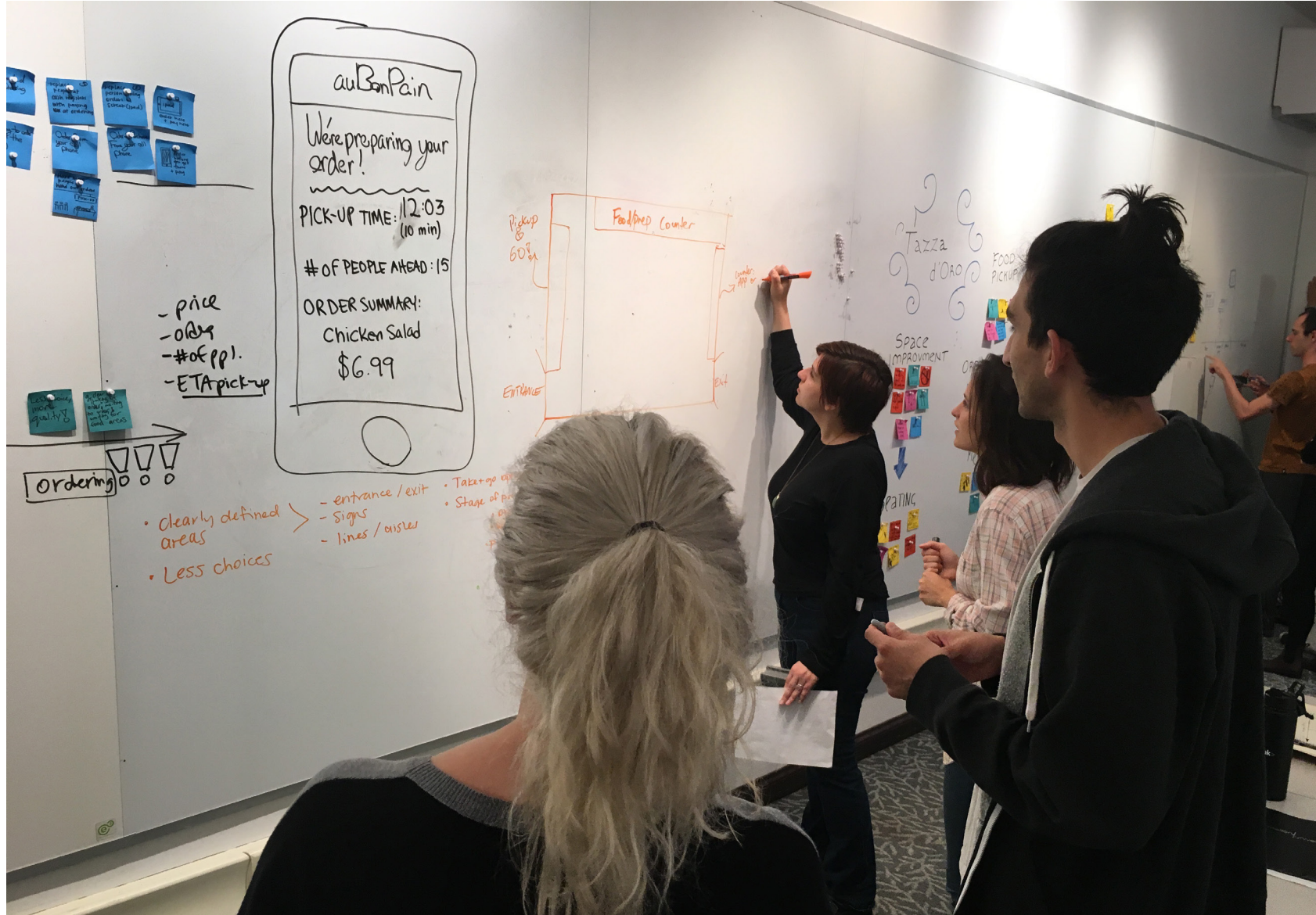


Design sprints and substance

Assessing the spectrum of design education opportunities for non-designers

Overview

This work in progress examines design education opportunities for non-designers, including key factors differentiating a degree program from the proliferation of executive education and short course exposures. The study includes findings from the inception and early iterations of a one-year MA program, providing an in-depth education to non-designers seeking a complementary education to other credentials, or conversion to design through modular degree options.



Exec Ed assessment

- Largest target audience is business, broadly defined across other terms including leadership and team management
- Key words include design thinking, problem framing and problem solving, team collaboration, innovation, and human/user or customer-centered design
- Material is sequenced through the “design process” variously described, some including prototyping
- Some courses have a particular focus such as service design, social design or sustainability
- Range of online and on-site delivery, from 90 minutes to several weeks, and from free to several thousand dollars

COURSE	INSTRUCTOR	AUDIENCE	THEMES	LENGTH	MODE	COST
Introduction to Human-Centered Design	Acumen + IDEO	Various design, non-design, social change-makers	Social innovation, human centered design	9 weeks, 4 hours/week	Online	Free
Harnessing the Power of Design Thinking	Dark Horse (Germany)	Innovative start-ups, passionate entrepreneurs	Complex problems, collaborative innovation, holistic, sustainable, human centered solutions	One day workshop	On-site	\$530-\$875 (450-740 Euro)
Design Thinking Workshop	Harvard Continuing Education	Professionals tasked with problem solving, new approaches to finding solutions	Design thinking processes and methods	2 days	On-site	\$2700
Hello Design Thinking	IDEO	Non-designers and designers	Design thinking process and creative problem solving	90 minutes	Online	\$199
Design Camp	Illinois Institute of Technology IIT, Institute of Design ID	Innovation leaders, directors, managers and problem-solvers	Problem framing, user research, analysis, concept generation, prototyping, design communication	5 days	On-site	\$5500
Fundamentals of Innovation through Human-Centered Design	LUMA Institute	Those who want to accelerate innovation in their organizations and learn about HCD	Human centered design, innovation	2 days	On-site	\$1600-1900
Design Thinking for Non-designers: How to Become User-centered at Rapid Speed	O'Reilly (via Safari Books Online)	Developers, product managers, innovators	Design thinking, user centered problem solving	Three, 2-hour sessions over 3 weeks	Webinar	Unknown
Design Thinking Bootcamp: From Insight to Innovation	Stanford d.school	Executives tackling strategic challenges; Teams who want to collaborate on design	Design thinking, human centered, prototype-driven design	4 days	On-site	\$12,600

MA 1 YEAR NON-DESIGN BACKGROUND

Modular pathways allow non-designers to use the MA as a standalone degree, or pair it with the MPS or MDES if converting their career to design

MA

+

MPS 1 YEAR DESIGN BACKGROUND

MA

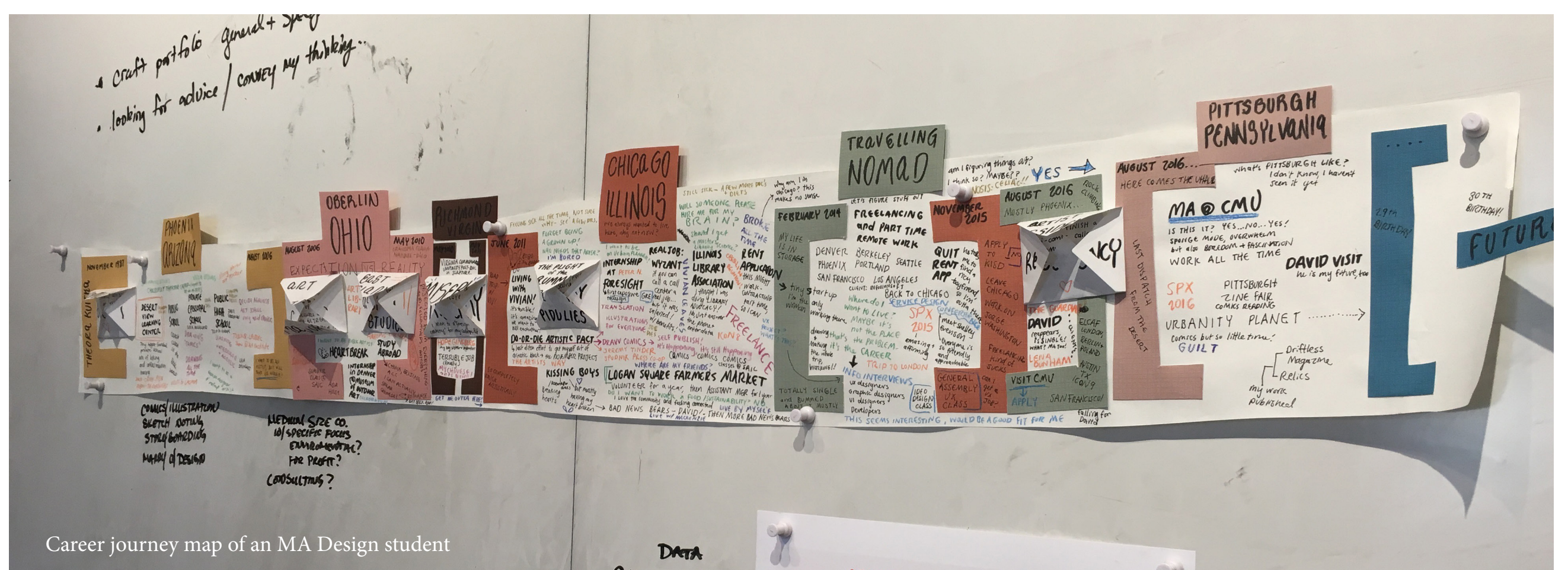
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MDES 2 YEARS DESIGN BACKGROUND

MA Design assessment

- Students want to see prior backgrounds respected for their unique contributions to design
- Students from many non-design backgrounds are used to more rigorous or measured forms of evaluation and regular feedback
- Students appreciate practical “hand skills” and applied principles and practices

“I needed a process - from taking ideas, sorting through them and picking the good ones and moving them forward. Design has taught me those things and I feel prepared now in any setting to be a better communicator and make things come to fruition.”



Career journey map of an MA Design student

Discussion questions

- How can short courses impart an appropriate sense of design without minimizing its complexity?
- What are the essential components of design, and optimal timing and formats needed for meaningful delivery?
- How can we educate those who seek a robust design complement to their existing professions?
- What are best pathways for those seeking a full transition of non-design careers into design practice?
- What can executive education offer mainstream degree programs, and what can degree programs offer executive education?



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