



You're invited to a
DESIGN THINKING WORKSHOP
Wed., Nov. 6, 4:30-6pm
GA Tech Student Success Center
Press Room B

***To register: please visit Eventbrite:**
<https://www.eventbrite.com/event/8922335947>

On-Ramp to Design Thinking:

There's a growing movement to bring the process of innovation known as Design Thinking to classrooms nationwide. Pioneered by IDEO and Stanford's d.school, Design Thinking is a specific methodology that helps individuals unlock their innate creativity. With the help of our d.school partners, we've built an on-ramp to Design Thinking called the Watch+Design Workshop, which combines clips from our PBS documentary film, *Extreme By Design*, with a hands-on introduction to the process.

The Film:

Extreme By Design is the story of three Stanford students who design low-cost products that meet basic needs of the world's poor. During a 6-month d.school course, Design for Extreme Affordability, they travel to Bangladesh and Indonesia and race to build life-saving breathing devices, IV medicine infusion pumps, and fresh water storage systems. PBS will air the hour-long film nationwide on Dec. 11 at 10 pm (right after NOVA).

The Workshop:

Wednesday, November 6th, 2013 from 4:30-6:00pm at the **GA Tech Student Center, Room 301**
The workshop is a hands-on, 75-minute experience that starts with a design challenge (e.g. how to recruit more girls and students of color to take high school computer science courses) and covers five design steps (empathize, define, ideate, prototype, test). At key intervals, we present clips of the film that provide real-world examples of each step of the process. After the exercise participants can socialize, snack, and watch the film.

Desired Outcomes:

We hope to plant the seeds to demonstrate that workshop participants can employ the design thinking process to change the world around them. Our goal is to accelerate the development of a new generation of problem-solvers as they tackle projects in their own school, organization or community using the Design Thinking skillset. The workshop format allows participants to gain confidence in their own creativity (symbolized by a physical prototype they build on the spot) and to draw inspiration from the film's characters who tackle an almost impossible assignment.

The Plan

Since January 2013, we've pilot-tested several dozen workshops in schools (including more than 500 students, parents and teachers) in the SF Bay Area, Atlanta, Phoenix and Portland led by d.school-trained facilitators. By the end of the year, we expect to make the workshop widely available via PBS LearningMedia (an online database with over 900,000 registered users) so that teachers can deliver the workshops in their own classrooms, as a first step towards turning their students into Design Thinkers.

For more information or directions, contact: Meghan Smithgall, meghan.smithgall@isye.gatech.edu or Ralph King, ralph@extremebymovie.com or go to www.extremebymovie.com.

