

Global Summer School 2024

15 - 26 July



Design and Innovation in Business - 10cps

Content

You will explore the business case for design and creativity in the workplace. Working in teams you will explore and solve design problems, experimenting with creative approaches and thinking in design which may be new to you.

Through taught and practice sessions within the design studio, workshops, and seminars, you will build your understanding of how to visually communicate ideas collaboratively. You will use design methods as a tool for improving your observational skills and to create suitable outcomes, you will practice how to identify problems / opportunities and develop a line of inquiry through the design process.

After studying on this course, you should be able to:

- Appreciate the value of creativity and innovation in today's business environment.
- Communicate ideas and thinking and be able to apply techniques to do this effectively.
- Use sketching and modelling techniques to develop tangible concepts.

During this course you will:

- Learn what type of creative person you are.
- Learn how to visualise your own thought process.
- Explore where to find inspiration for ideas and how to translate these into concepts.
- Demonstrate your ability to use basic sketching and modelling techniques to show your thinking.
- Learn how to explore and unpack trends to identify focused themes and discover meaningful insights.
- Improve your project management, leadership skills, & verbal presentation.

You will be taught by a mixture of lectures, seminars, demonstrations, workshops, practical drawing exercises, and research trips!



Ariel - this course exceeded my expectations! The teachers were wonderful in guiding our discussions and end product.



NTU Global Summer School 2024
Application Form



This course is ideal for university-level business and marketing students who wish to explore their creativity by combining techniques from the design and marketing professionals.

Your tutors are Kathryn Pashley and Christopher Hanley, Lecturers in Product Design.