

THE UNIVERSITY OF SYDNEY

Design Thinking Course

Centre for Continuing Education

Design Thinking Course

In contemporary workplaces, innovation is necessary to keep up with change. Design thinking helps organisations develop innovative solutions that not only resonate with their target audience but also deliver meaningful impact.

The design thinking methodology adopts a human-centred approach to problem-solving and innovation, prioritising an understanding of user and stakeholder needs and experiences. By embracing human-centred design, even the most complex problems can be solved. This approach asserts that individuals facing these complex problems play a key role in devising solutions. Taking a human-centred approach enables problem solvers to develop empathy for their target audience, to continuously frame and reframe their understanding of the problem based on insights, and to ideate and test solutions that address these needs. This methodology helps design innovative products, services and experiences that are more likely to be adopted and used because it keeps people's deeper needs at the centre of problem-solving.

Design thinking methodology was originally used by designers; however, it is now used in various fields beyond design, including business, education, and social innovation to facilitate creative problem solving. Design thinking unlocks team creativity by supporting the team's generative thinking (refraining from judgement), assisting teams in developing tangible prototypes of their ideas, and enabling them to test their idea and iterate until they achieve the desired outcome (embracing rapid learning and user feedback).

This is a practical course, where you will learn about design thinking while practising it. The process is designed to facilitate direct learning from people, open yourself up to a breadth of creative possibilities, and focus on what's most desirable, feasible, and viable for the users you're designing for. You will be working in a team to learn how to frame a problem as a design challenge, how to ideate, and ultimately, how to prototype and test your solution. You will also learn to test the assumptions that make your idea desirable, feasible and viable.

Course duration
1 session, 8 hours total

Time
9am - 5pm

Format
Face-to-face
or
Online in real-time

Dates
Browse available
course dates

Intended audience

This course is intended for anyone in business, government or creative industries seeking to innovate with design solutions to better meet the needs of customers.

Prerequisites

None.

Upon completion

Every participant receives a University of Sydney statement of completion.

Aims

This course aims to provide a practice-based experience of design thinking. You will apply the methodology to a case study or a problem from your own professional practice, and will utilise a variety of problem-framing, ideation, and prototyping methods to bring your idea to life and test it.

Outcomes

By the end of this course, you should be able to:

- apply design thinking methodologies to creative problem solving
- frame a complex challenge into a design challenge
- ideate, prototype, and test your idea
- develop an initial Proof of Concept.



Content

Practising design thinking
- Design thinking practice
- Design thinking principles
- Reflections

Problem discovery and framing
- Exploring problems relevant to your professional practice
- Framing problems from a human perspective
- Problems as design challenges

Ideation and prototyping
- Ideation methods
- Prototyping and testing

Presenting your idea
- Pitching your idea and what you learned to stakeholders

"I didn't just learn new concepts, I learned an entirely new way of thinking and a practical set of frameworks for approaching complex problems. The facilitator has an outstanding ability to explain complex concepts in a practical, engaging and accessible way, encouraging curiosity, discussion and critical thinking throughout every session."

Marianne Yaghljian

"The facilitator is an engaging and knowledgeable instructor. The course is structured well, leading with activities and 'doing' has really helped the theory resonate and provided a lot of room for personal and professional reflection. This course will directly and immensely help with my career."

Vivian Nguyen

"Excellent session with real insightful learnings. I am sure the take-aways from the session will be beneficial at my workplace."

Madhu Arora

Materials

Course materials are distributed digitally, so we recommend bringing your own device, such as a laptop or tablet, to work with them during the course.

Organisational training and development

This course can be delivered as a private session for groups, and tailored to meet the needs of your business. Contact us to discuss our range of organisational training solutions.

Learn more

THE UNIVERSITY OF SYDNEY

We recognise and pay respect to the Elders and communities – past, present, and emerging – of the lands that the University of Sydney's campuses stand on. For thousands of years they have shared and exchanged knowledges across innumerable generations for the benefit of all.

Empower ambition,
inspire leadership

For more information

Centre for Continuing Education
+61 2 7255 1577

cce.sydney.edu.au

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