NORMATIVE FUTURES

OPEN ELECTIVE 2021

OE2135

POST COVID INNOVATION:
DISRUPTIVE DESIGN

INSTRUCTOR

KENNETH SEGAL

Associate Professor, Hadassah College Israel

https://www.linkedin.com/in/kenneth-segal-9989121/?originalSubdomain=il

CO-INSTRUCTOR

SAHIL THAPPA

Faculty, National Institute of Design Ahmedabad

Sahil is a Maker, Tinkerer and an alumnus of the Product Design programme at NID. Currently he is faculty in Product Design and teaches making, open source and systems thinking. Apart from this he's interested in music, origami, speculative design and reading.

http://nid.edu/people/faculty/sahil-thappa

OVERVIEW

As we experience a changing world in the aftermath of the Covid pandemic, designers should be asking questions about our new normal. What has changed and how has it changed us? And of course what does design have to offer to society in the post covid era? Perhaps this is the time for design to review what we know and apply disruptive innovation to arrive at new ideas for society. Unfortunately for many years design and designers have been hijacked by marketing sectors to enhance sales and product experiences and the focus has been on competitive marketing instead of significant innovation. This is especially evident in the bigger startups and services. A new trend is emerging, particularly in Israeli society which has placed a high value on individual innovation, where designers are becoming the innovators that drive the essential value propositions of the startup industry rather than serving and shaping the ideas of others. The elective will focus on Disruptive Design seeing the designer as the generator of innovation for new ideas for society and startups. The tools of the design thinking process will be used to create unique ideas that will be developed so designers become entrepreneurs.

OBJECTIVE

The seminar objective is to be a platform for the students to develop innovative concepts for startups while using the methodology of design thinking.

METHODOLOGY

During the seminar students will be required to develop solutions for recognized needs or problems using design thinking methodology and will be able to: - Understand the concept of disruptive and transformative innovation - Understand the process of design thinking - Understand the implement the terms: Problem definition, concept and idea - Define the terms of design thinking for future implementation - Understand and implement design observation/research - Understand and implement methodologies for innovative thinking and team work - Write a design thinking brief for problem solving

KEYWORDS

Disruption, Startups, Entrepreneurship, Business, Innovation

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