

**WORKSHOP: Principles of Design Thinking**

**FACILITATOR: Dr. Daniela Quacinella & Dr. Maarten van der Sanden**

**DATE/TIME: Monday 11 November, 16:15 – 16:45**

***“Close to the soul as possible, that’s what good design is”***

(Documentary Abstract, 2018/2019)

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Since learning about design thinking is much more about actually doing it, this direct input session is an ultra short introduction to the topic. We will share our ideas on how the process of design combines science, art and entrepreneurship. But foremost, it is a stimulating kick-off to get you started.

Designers describe design thinking as a process of organising complexity or finding clarity in chaos. It is an evidence-based, outcome focused and iterative process that combines together a scientific and artistic approach: it aims to make sense of the apparently mysterious process of creativity to make it a replicable process that can benefit anyone to “think out of the box”. Humans naturally develop patterns of thinking modeled on repetitive activities and commonly accessed knowledge. These assist us in quickly applying the same actions and knowledge in similar or familiar situations, but they also prevent us from looking at a situation from a new angle and perspective.

Contemporary design culture is based on the principle that a designer should start the research process by shifting his/her individual perspective in an attempt to understand the world from somebody’s else shoes taking into account all the different voices and actors that shape the world, especially the weaker voices usually underrepresented.

Design thinking helps us in the process of questioning: questioning the problem, assumptions and implications. It is extremely useful in tackling problems that are ill-defined or unknown, by re-framing the problem in human-centric ways, creating many ideas in brainstorming sessions and adopting a hands-on approach in prototyping and testing. The process of design also involves ongoing experimentation: sketching, prototyping, testing and trying out concepts and ideas. Making thoughts and ideas tangible in a visual way is a very powerful communication tool: it brings together different mindsets and different ways of knowing by using a common language.

### **Reading**

- Dorst, K. (2011). The core of ‘design thinking’ and its application. *Design Studies*, 32, p. 521-532.
- Manzini, E. (2016). Design Culture and Dialogic Design, *Design Issues: Volume 32, Number 1* : [https://www.mitpressjournals.org/doi/pdf/10.1162/DESI\\_a\\_00364](https://www.mitpressjournals.org/doi/pdf/10.1162/DESI_a_00364)