

LEARN THE BERKELEY METHOD OF INNOVATION!



Design Thinking Immersion Training 2021

The 2 days *Design Thinking Immersion Training* for undergraduate and graduate students will be held online by the Berkeley Innovation Group. All great innovators in literature, art, music, science, engineering, and business have practiced *Design Thinking*. You will be able to learn the idea of *Design Thinking* and its process in use through this training course.

Contents

Fundamental of Design Thinking

- Observe & Understand
- Extract & Insight
- Generate Ideas
- Prototype & Experiment
- Group work

Date & Time (JST)

1 st	Nov. 14 (Sun.)	9-10:30am
2 nd	Nov. 21 (Sun.)	9-10:30am

The number to be accepted

50 students

- ※ Free of charge (students)
- ※ We will stop accepting applications once the places for screening are taken (around 50 applicants).

Application

<https://forms.gle/V94mW4Z8Pr2BCV6x9>



- ※ Fill in the required fields and send it to us
- ※ **Zoom URL will be sent one day before the class.**

Application deadline

November 11th (Thu), 2021

デザイン思考とは、前例のない課題や未知の問題に対して最も適した解決を図るための思考法です。事象や人々を観察した上で課題を定義し、アイデアを出し、そのアイデアを元にプロトタイプや戦略を作成し、実際に顧客やユーザーにテストを行いながら試行錯誤を繰り返すことで、新たな製品や価値を生み出し、課題解決につなげるというプロセスです。この講義では、デザイン思考とは何か？ということ学びます。



CLARK KELLOGG

FACULTY LEAD, INNOVATION, CREATIVITY + DESIGN PRACTICE

UC BERKELEY, HAAS SCHOOL OF BUSINESS
CO-FOUNDER, BERKELEY INNOVATION GROUP

<https://designthinking.berkeley.edu/about-us/>
<https://tbi.group/clark-kellogg>



JEFF EYET

LECTURER, INNOVATION, CREATIVITY + DESIGN PRACTICE

UC BERKELEY, HAAS SCHOOL OF BUSINESS
CO-FOUNDER, BERKELEY INNOVATION GROUP

<https://designthinking.berkeley.edu/about-us/>
<https://tbi.group/jeff-eyet>

Contact : EARTH on EDGE Office

E-mail / edge.event@grp.tohoku.ac.jp