STUDIO-BASED CLASSES
USE SKILLS TO ENACT SOCIAL CHANGE
ONE LARGE PROJECT, NOT MANY SMALL ONES
EARN 16 HOURS OF COURSE CREDIT

» A multidisciplinary community engagement program—all majors are welcome
» Collaborate with interdisciplinary peers, faculty, and staff
» Become a social changemaker
» Work with Alamance County Wellness Collaborative to identify and address complex local problems
» Spend the semester working in a start-up agency environment
» Learn about human-centered and empathetic design processes, and develop divergent and convergent critical thinking skills
» Employ rapid prototyping processes
» View failures as data, not mistakes
What is Design Thinking?
Design thinking is a process used to generate insights about human problems in order to create innovative ways to address those issues. Design thinkers start with a goal in mind (e.g., make it easier for non-designers to share data visually, or make life better for those living in poverty) rather than a problem to solve (e.g., cool infographics, or poverty). Because problems often have many potential causes, design thinkers try to approach problems from a variety of angles.

Formalized by the Hasso Plattner School of Design at Stanford University (commonly known as the d.school), a standard design thinking process is made up of five stages that are continuously repeated during the development of innovative solutions: Empathize, Ideate, Define, Prototype, and Test. Using a “fail fast, fail forward” mindset, design thinkers test multiple concepts early and often to see what works for real users and invest energy in the best options.

More information available at blogs.elon.edu/innovationstudio

Have questions or want more information now? Contact any of the following faculty:
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