

Making the Invisible Visible: strategic design thinking

A hands-on real-world experience that gets you ready for your internship or job. Interesting? This class is interactive and project-based (done in class) to collaboratively co-create and explore ways to unlock a brand's hidden awesomeness. This class involves applying creativity, rapid prototyping and experimentation to generate a viable marketing solution for a pre-selected brand. It is focused on making the invisible parts of the brand visible with a deep dive into the consumer's mind and predicting the trends of tomorrow while applying the insights to a marketing solution.

The class will design a real world experiment around a pre-selected brand while visualizing a creative marketing solution. How? Working with a team of students, you will learn a human centered approach to designing and improving the consumer experience. Company brand experts will be invited to class to help define a problem/challenge, discuss trends affecting the brands and then you will gather data from the users to help develop consumer persona, needs and insights through narratives and stories. This will be followed by idea generation and testable rapid prototyping for potential improvements of the ideas. Ultimately, designing a viable marketing solution. The teams will capture some of the consumer experience (consumer moments) on client site and almost all of the team work will be done in class. There are no exams or homework in this class, teams are graded based on class participation and on the final presentation that will include a short video pitch (using an animation software) of the marketing solution based on the uncovered consumer insight & presented to the client for feedback, consideration and real-world implementation.

This course will integrate consumer insight, brand strategy, trend tracking, human-centered methods, rapid prototyping, and a bias towards action. This is a class for those that want an interactive learning journey that is actionable in the Real World.