

TRAINING + PROGRAM

Master/Apprentice Program

Workshop Goals:

Gain practitioner competency. Participants learn to function as practicing designers, using the methods in their current jobs.

Experience a repeatable process. Participants work through the entire process of design, gaining “muscle memory” of the steps and sequence of design thinking.

Learn from a master. Participants work alongside an expert designer, gaining experience in a studio environment and with immediate criticism and feedback.

Topic	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10
<i>Kickoff, problem definition, and process overview</i>	■									
<i>Research focus definition and recruiting</i>		■								
<i>Contextual research</i>		■	■							
<i>Synthesis and sensemaking</i>				■	■	■				
<i>Rapid ideation</i>						■	■			
<i>Scenarios and storyboarding</i>							■	■		
<i>Capability and feature brief</i>									■	
<i>Roadmapping</i>										■