

Design for change

Welcome to Design Academy
2018—19

Foreword

Sarah Weir OBE, Chief Executive, Design Council



Students today. Change-makers tomorrow.

The world is changing. Many skills important today will be less important in a decade. Some of the jobs we do today will disappear, but new roles will emerge.

At Design Council, we are at the forefront of developing the skills and knowledge required to respond to our changing world. Design plays a fundamental role in innovation and transformation, creating the products we buy, the services we use and the digital and built environments we live and communicate in.

Design Academy, designed by us and run by our design industry experts, will position your university as a progressive and future-thinking institution delivering education and skills to develop the design leaders and change-makers of tomorrow.

This year, we are offering a opportunity for universities and students across the country to get involved in one of society's crucial and growing issues: responding to the needs of people in later life. Students taking part will develop and hone a range of skills including complex problem-solving and creative and critical thinking for real life scenarios.

We look forward to welcoming you to this inspiring programme and I very much look forward to seeing the results.

DESIGN ACADEMY



Design Academy has been created, following intensive research and industry input, to complement existing curricula in design, business and engineering schools. Now in its fourth year, it has supported more than 400 students to become future change-makers and leaders in design.

We invite universities to participate in this year's Design Academy and to join a growing national innovation programme and network.

“I was impressed to see young teams tackling design issues using a well-structured approach, generating proposals that were creative, coherent and well defined. What I found particularly pleasing was seeing their soft skills develop in conjunction with their design thinking.”

Rob Thompson, Digital CTO & Non-Exec
Director, Department for Work and Pensions

“Design students face a catch-22 situation, they need experience to get their first job, but without meaningful opportunities they can't get that experience. Design Academy helps students by creating real-world design briefs, giving them the chance to get valuable experiences that can help them land their first job.”

Mustafa Kurtuldu, Design
Advocate, Google

What is Design Academy?

- It is an expert-led practical module for university undergraduates
- It is designed by Design Council and delivered by its leading industry experts
- Four one-day workshops delivered over four weeks
- The module teaches students to apply design tools and techniques to address real-life issues and address social challenges. This year the challenge is 'Ageing Well'
- It teaches students how to apply design principles to transformational projects and briefs
- It explores why design is an integral part of innovation



What skills and knowledge will students gain?

Through addressing a real-world innovation challenge, Design Academy students develop and improve key skills that strengthen their employability potential, as well as supporting them to thrive in their studies and future careers.

Future skills

- Complex problem-solving and critical thinking, by exploring a significant real-world challenge and defining new ways of potentially tackling it
- Thinking creatively, by identifying new ideas that meet people's needs in entirely new ways
- Emotional intelligence, building empathy and understanding of the needs of others, which is core to good design
- Coordinating with others, collaborative and multidisciplinary team working helps them to strengthen their peer networks
- Becoming more aware of how design can improve services and enhance user experiences

Future career

- Collaborating with sector leaders and innovators through the programme introduces potentially new pathways and destination choices
- Pitching new ideas to address challenges of local and national importance to industry experts, enables students to build their professional networks
- Building students' knowledge and insight on innovation practice, provides them with relevant principles, processes and methods to apply in their roles within industry
- Gaining a Design Council Design Academy Certificate provides participants with a competitive edge
- Students can join a growing Design Academy alumni network comprised of enterprising and dynamic graduates across the UK

“ People who use design skills are 47% more productive than the average UK worker - 43% of workers using design skills are in jobs requiring and generating innovation, compared with an average for the wider UK workforce of just 6%. ”

**Designing a Future Economy report,
Design Council 2017**

“ It’s been really beneficial to work with people from other disciplines, to learn how they think as designers. You see things from a completely different angle. ”

Design undergraduate, Portsmouth University

“ Collaboration seemed so daunting before, but after this course feels natural. ”

Chelsea Carter, Norwich University of the Arts

“ Design is much broader than I had imagined, and it can be applied in many ways and into many products and services. ”

Renais Mejeh, Mechanical Engineering student,
Teesside University

Who is Design Academy for?



Design Academy is aimed at second-year undergraduate students through to post-graduate stages. Universities can sign up one or multiple schools to foster greater collaboration between the faculty disciplines.

The course is ideally suited to students with a genuine interest in innovation and willingness to commit time beyond attendance at the workshop days to apply what they learn.

The ideal candidate for Design Academy is:

- Proactive: inquisitive, curious and open minded.
- Collaborative: open to working with peers across other disciplines
- Insightful: keen to learn strategic skills
- Strategic thinker: capable of seeing the broader context
- Entrepreneurial: able to identify commercially viable solutions

We will support each participating university to recruit students to this programme.



What are the benefits to my university?

By partnering with Design Council, you will:

- Enhance the student experience by providing participants with access to current approaches to innovation, as well as industry expertise
- Develop place-based learning by involving leading local and regional organisations and employers in the health and wellbeing sectors
- Become part of a national university network using design to tackle the 'Ageing Well' innovation challenge
- Increase visibility and raise the profile of your university
- Gain access to our world-leading research, exploring the supply of and demand for innovation skills to boost productivity and transform the UK economy
- Get a tailored report analysing how design has strengthened the innovation skills of your students, benchmarked against our national data.

Course information

Design Academy is delivered through a dynamic and engaging four-day learning process delivered over four consecutive weeks. Students will work in multi-disciplinary teams to collaboratively develop ideas that tackle the 'Ageing Well' challenge. They will apply Design Council's adopted approach to innovation – known as our 'Framework for Innovation'. This framework has been used to successfully deliver transformation at scale in thousands of private, public and third sector organisations.

Project team work

Between workshops, teams will continue to work together to gather insight into the needs of people in later life and share ideas.

On the fourth and final day, each team will present their ideas to a panel of local and regional health and wellbeing experts across private, public and third sectors.

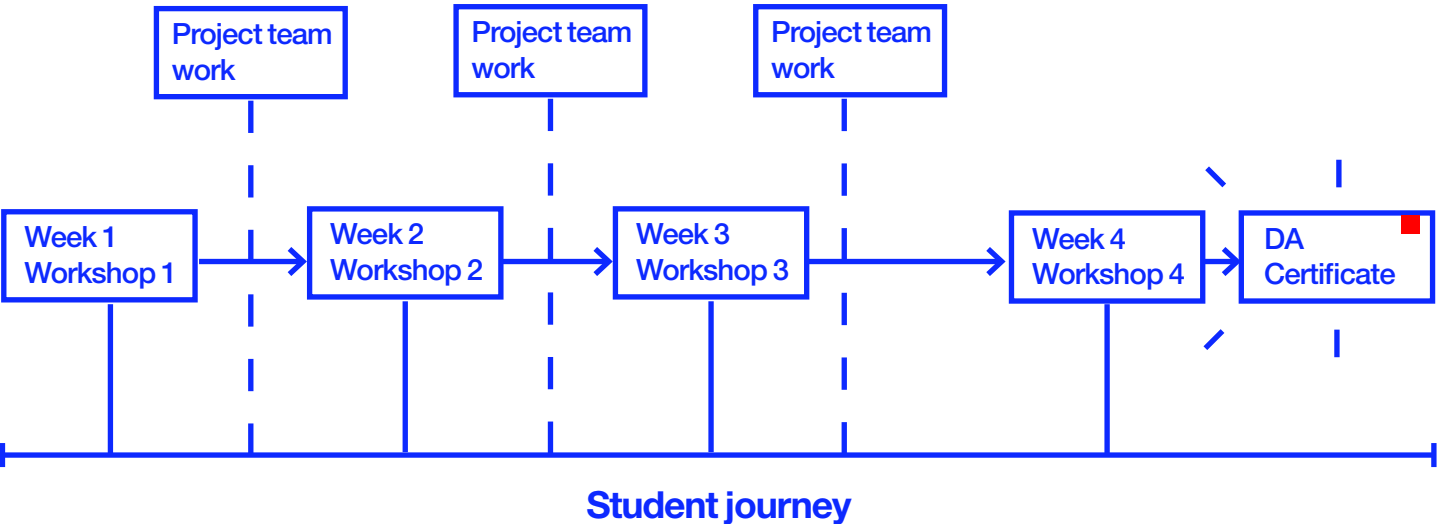
The panel provides professional expertise, insight and feedback and selects a winning team. All students taking part in Design Academy will receive a Design Council Design Academy Certificate.

The course will be managed and delivered by the Design Academy team and workshops will be led by a Design Council Design Associate — an experienced design specialist drawn from our exclusive network. Our design expert will provide hands-on guidance to students throughout.

Progress by teams will be captured and assessed by Design Council and we will provide universities with insights from the programme, including feedback on the skills base of students and how these compare to industry and to the needs of a future workforce.

At a glance

Number of contact hours	A total of 26 contact hours. 4 full-day workshops, with approximately 16 hours of project team work in-between.
Number of students	Maximum of 30 students per university cohort
Disciplines	There's no restriction on disciplines - have a look at the ideal candidate specification
Level of study	Second year and above
Delivery timeframe	Academic year 2018—19
Delivery methodology	A series of facilitated workshops led by Design Council Design Associates
Delivery materials	Design Council will provide materials to deliver the programme, including access to our own tools and methods as well as drawing from global best practice.
Delivery location	All four workshops will be held at your university. Spaces booked for delivery should be interactive, with sound and AV provision required.
Assessment	Students will be required to complete a series of surveys, before, during and after the programme, to track their learning
Cost	£15,000 excl. VAT (£500 per student) Payment terms are 50% of the fee in advance, at the time of booking, and the remaining 50% eight weeks in advance of delivery.



What next?



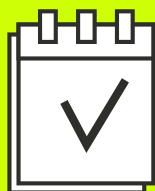
1. Tell us that you are interested

Visit designcouncil.org.uk/design-academy



2. Let's have a conversation

Once you tell us you are interested, a member of our team will be in touch within 48 hours to discuss Design Academy further with you and your colleagues.



3. Welcome on board

Once we have discussed the details of delivering Design Academy at your university and you are happy to proceed, we will provide a contract which we kindly ask you to return before the start of the academic year.

This year's challenge

What is the 'Ageing Well' challenge?

Today, for the first time in history, Britain's over-65s outnumber people under the age of 16. By 2020, the Office for National Statistics (ONS) predicts that people aged over 50 will make up almost one third (32%) of the workforce and nearly half (47%) the adult population.

The consequences

The impact will be felt on all areas of society: health and social care services will be challenged and a rise in the number of retired adults is likely to create gaps in the job market and place further pressure on our public finances. Students will explore these and many other potential issues when working on this challenge.

How do we rise to this challenge?

It will require creative thinking and collaborative approaches to devise, develop and deliver products, services and places that meet the needs of people in later life and improve the experience of ageing. Students will be asked to develop solutions as part of a team and present their ideas to a panel of regional health and wellbeing experts and Design Council specialists.

About Design Council

Design Council is nationally and internationally recognised as a leader in promoting design-led innovation programmes and campaigns to stimulate business growth, transform public services and enhance places and cities.

For more than 70 years, we have been a pioneer in demonstrating the value of design to the economy and society, working closely with the government and our partners in industry and the public sector to raise standards, stimulate innovation and create new markets for design.

Design Academy has collaborated with major industry partners who recognise the critical role design plays in driving innovation, including: AXA PPP, Google, IBM, GSK, Rolls-Royce Aerospace and Bentley, through to Arthritis Research UK, Creative and Cultural Skills, Cabinet Office, the Department for Work and Pensions and the Local Government Association.



“ At IBM Design we strongly believe that great design is about crafting memorable experiences that delight our users and help shape the future. We believe that the new Design Academy offers a fantastic opportunity for students to begin that journey. ”

Matt Candy, European Leader and Managing Partner of IBM Interactive

“ I was very keen to support this year's Design Academy, seeing the coming together of design thought alongside engineering capability delivered well-researched and presented outcomes which were all very feasible. Too often in business scenarios we see good ideas fail because they are either badly designed or poorly thought through; successful ideas are practically possible and usable by the intended audience. The Design Academy approach is helping students up-skill in these key areas which are very relevant to potential future employers. ”

Richard Cooper, Head of Digital, AXA PPP healthcare



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