

*Created for Learning By Design panel.*

## Mission

To create transformative impact for clients and end-users through strategic user centric Design Innovation (DI).

## Services

### Design Education

Interdisciplinary program for private and public sector professionals, focusing on fundamental design and innovation thinking abilities, skillsets and mindsets.

### Design Guidance

Targeted design mentoring and consultations, providing design and innovation support to enterprises.

### Design Research

Advancing all dimensions of design and the 4D process to better understand underlying and hidden desires, needs, insights, and challenges of end users and the next generation of methods, tools, and principles.

### Incubation

Enterprise program for the development and spin-out of technology start-ups, leveraging the resources and innovation expertise of the DI Team.

**250+**

Design education programmes conducted

**18K+**

Total participants till date

**120+**

Partners

**4.3-5.0**

Average ratings received out of 5.0 in DI workshops

**DESIGN INNOVATION**

A part of  | DesignZ



## DI Process & Methods



Awarded the Singapore Good Design 2022

The DI 4D process is an iterative approach that provides an order of action in design projects holistically. It consists of four phases and their associate mindsets. The process has a dual diverge-converge cycle and represents a “sprint”.

Our signature in-house DI Method Cards and DI Methodology Handbook provide bite-sized yet complete representations of engineering and advanced methods that designer innovators of all experience levels can benefit from.

# Why partner us?

Embedded within SUTD, Design Thinking and Innovation is core to our parent organisation and ethos.

We cater for primary school to JC students, with proven experience as direct educational providers as well as knowledge transfer through our co-creation/mentorship portfolio.

We are happy to explore all types of themes with you.



## Select Co-Creation Partners



Land Transport Authority



ST Engineering



## Resources



### Design Innovation Journal

A reflection and hands-on revision resource for trainers-to-be of the DI methodology.



### Sprint Buddy

A group-based workbook targeted towards secondary school students and up learning and practising DI at foundational levels.



### Teaching Slides

Teaching slides complementing the Sprint Buddy.

## Our STEAM Partners

Our partners provide additional, modular teaching tools and materials to supplement STEAM skills in approachable and affordable ways for schools.



IMAGINE CREATIVE  
Cultivating Creativity from within

2016-2019

# Design Odyssey

## Summary

A voluntary, co-curricular and outside-the-classroom mentorship and training program, Design Odyssey (DO) helped SUTD students apply the principles of human-centric design and making and bridge the gap between theory and practice to unleash innovation, social awareness and social entrepreneurship.

## Impact

Through the program's 4 pillars, students were expected to apply theory by:

- Imparting knowledge to students of rural and less privileged backgrounds
- Work on a real-world design project with industry
- Being immersed overseas and having exposure to other countries' needs, challenges and opportunities
- Obtaining mentorship

# 126

Unique projects developed from the programme

# 200

partnerships with faculty, industry and enterprise mentors

# 3

Annual runs



### Application-driven innovation tracks

SUTD students are expected to enter all 4 phases over the course of their Design Odyssey, with an emphasis on applying their learnings.

#### Drive



Participants **create, discover, and explore** the path of **social innovation and entrepreneurship** through existing or self-initiated project(s).

#### Lead



Participants develop portfolio through a **unique leadership experience**; to inspire students from rural or diverse backgrounds and with them on social innovation projects through **in-depth mentorship**.

#### Enterprise Innovation



Participants pursue a **design-centric internship** to challenge their design acumen, working on **real-world design projects** for an **extended interaction** with industry, voluntary welfare organizations, non-profit organizations, and government-public sectors.

#### Overseas Social Immersion



Participants exposure to other countries' needs, challenges, and opportunities; to deepen practice of Design Innovation methods & mind sets, by **cross-cultural interactions** and **local Design Innovation learning and applications**.

In partnership with **J.P.Morgan**



Ongoing

# Learning by Design

HMW provide a student-centric programme that values student voice, caters to their learning abilities, develops deep understanding of social and community issues and fosters student agency and self-directedness?

## Summary

As part of DesignSingapore's Learning By Design run in 2022, we worked closely with Peicai Secondary school to impart knowledge to their Applied Learning Programme educators (10+) and directly educate a select group of 50+ Sec 1 pupils on the Design Innovation methodology.

The key features of the programme were derived from a 6-month research study conducted by the team at SUTD.

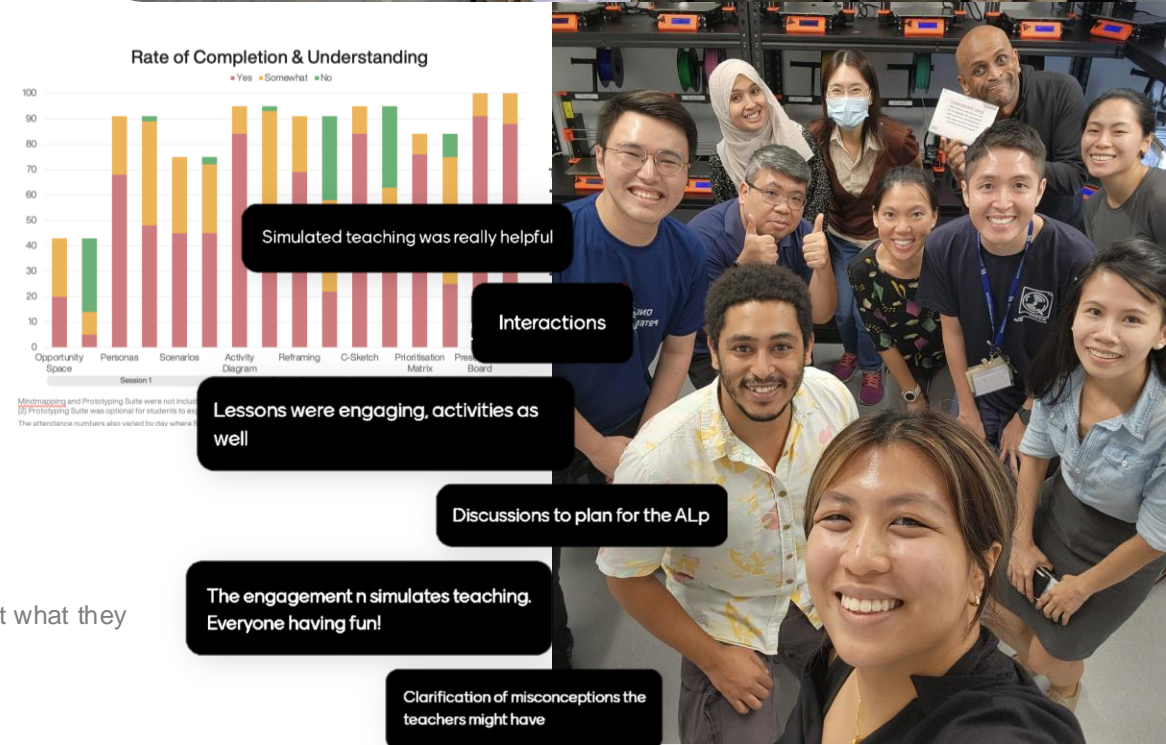
## Impact

We have gotten great positive feedback in running interactive and engaging sessions with the educators, growing their creative confidence and DT skillsets through 5 compact, application-driven lessons.

Impartation of concepts to the students was also rewarding, with students performing within expectations despite the challenging and abstract nature of DT concepts.

Both groups also had the joy of visiting the Dyson Innovation Lab at SUTD to inspire their prototyping phase.

Chart: Favourable rates of completion and understanding measured through the Sprint Buddy run with students. Speech bubbles: Verbatim from educators about what they enjoyed in one of our sessions



Here to partner with you to  
make a difference, embed  
Design Innovation and  
transform the world.

*Thank you.*

*Get in touch*



**Vaughn Chandra Oliver**

Lead Innovation Designer,  
Vaughn\_oliver@sutd.edu.sg