

EBU ACADEMY

MASTER CLASS
DESIGN THINKING AND INNOVATION
ROYAL COLLEGE OF ART
5 & 6 MARCH 2018

OUR PARTNER



PROGRAMME

Day 1 – Monday 5 March

- 12:00 – 13:00 *Arrival and access to the RCA cafeteria to grab a sandwich and a coffee/tea*
- 13:00 – 13:30 **Welcome, introductions and ice-breaker**
- 13:30 – 15:00 **The principles of Design Thinking**
- Core building blocks
 - Theory frameworks
 - Practical exercise: empathy and observation
- 15:00 – 15:15 *Coffee break*
- 15:15 – 16:00 **Selection and set-up of group projects**
- 16:00 – 16:30 **Group project work: the discovery phase**
- 16:30 – 17:00 **Case study 1**
Guest: Fergus Bell
- 17:00 *Drinks*

EUROPEAN BROADCASTING UNION

L'Ancienne-Route 17A
PO Box 45
1218 Le Grand-Saconnex
Geneva, Switzerland

Tel. +41 22 717 2111
Ext. +41 22 717 2030
Email: eurovision_academy@ebu.ch
www.ebu.ch/academy

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Day 2 – Tuesday 6 March

- 09:00 – 10:00 **Warm-up portrait exercise**
- Case study 2 and recap of Day 1
 - The principles of Design Thinking: experimentation and cross-pollination
 - Practical exercise: cross-pollination
- 10:00 – 11.00 **Group project work: the define phase**
- The principles of Design Thinking: visualisation
 - Practical exercise: using visualisation
- 11:00 – 11: 15 *Coffee break*
- 11:15 – 12:15 **Group project work: applying the principles to your own project**
- The develop phase (11.15)
 - The deliver phase (11.45)
- 12:15 – 13:15 **Presentations and debrief**
- 13:15 – 13.30 **Feedback and wrap-up**
- 13:30 *End of the Master Class*