



CONTINUING EDUCATION

Photo: François Ruaud

PROTOTYPING IDEAS / DESIGN THINKING

How to go from idea to project?

What techniques can we use to build quick and simple prototypes?

How to persuade the public?

DESIGN THINKING

Design Thinking is a method of user-centered creation. It uses the following techniques: Empathy/Observation – Definition – Creation – Prototyping – Test. Experimental prototyping lets you test and validate design assumptions. It makes ideas more concrete and brings them to life using a simple physical formalization.

The user-centered approach aims to reduce iterations in the process of solution design and to identify early on the conditions for success.

The aim: learning to create a story to communicate and prototype ideas simply in order to respond quickly to specific challenges linked to products or services.

PUBLIC

- Project Managers, R&D, Innovation, Marketing, Production, After-sales Service, Admin, Finance Staff, etc.
- Participants: 4-8 people

OBJECTIVES

At the end of the training program, you will be able to:

- Define the stages to prototype a concept
- Produce a prototype using storytelling techniques
- Propel yourself into the next phases, iterate and improve the product/service experience
- Define the right representation format

DURATION

2 days (14 hrs)

LOCATION

Nantes or in-company

COST

Inter-company: €1,000 net/participant

Intra-company: please contact us for details

FINANCING

Financing may be covered by the employer or by a collection body (OPCO) or Pôle Emploi (French employment agency).

CONTACT

Continuing Education Team

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LEARNING BY DOING

The school has always championed project-led teaching, the aim being to apply the knowledge transmitted to the learner and to test it in the context of a real project. This immersive approach encourages the use of methods and techniques, and develops soft skills such as empathy, creativity, team work and the Maker mentality. This pedagogical method, led by a designer, gives learners the confidence to take a different approach to the innovation process and to embrace the concept of Design Thinking.

ORGANIZATION OF THE TRAINING

INTRODUCTION TO PROTOTYPING

- A key stage of the Design Thinking approach: the mock-up
- What use is a prototype? Who is it for? Why? How?
- Techniques and creative tools

DEFINITION OF PROTOTYPING STRATEGY

- Knowing how to create a story with your users
- Being able to identify the key elements to prototype

IMPLEMENTATION

- Development of ideas/concepts

PROTOTYPING

- Development of the prototype
- Concept pitch
- Thinking ahead to the next phases

ASSESSMENT-VALIDATION

Assessment of the work or exercises carried out during the training by the instructor.

INSTRUCTOR

François Ruaud
Designer

OUR REFERENCES

ORANGE / CARSAT / AÉROPORT DE NANTES ATLANTIQUE...

Training program selected by Opcalia



Training program registered with



 www.linkedin.com/showcase/design-thinking-by-lecole-de-design

 www.facebook.com/designthinkingbylecolededesign

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L'ÉCOLE DE DESIGN NANTES ATLANTIQUE

Created in 1988, and member of the "Conférence des Grandes Écoles", L'École de design Nantes Atlantique trains professionals to become Designers through initial training or continuing education.

L'École de design Nantes Atlantique is a member of Cumulus, International Association of Universities and Colleges of Art, Design and Media.

It offers a range of corporate services and design promotion: internships, work-study contracts, continuing education, prospective studies, research contracts, innovation watch and organization of themed events.

As such, the school is involved in many national and international professional networks.

It maintains a close relationship with the world of business and industry and has a broad experience in design practice.