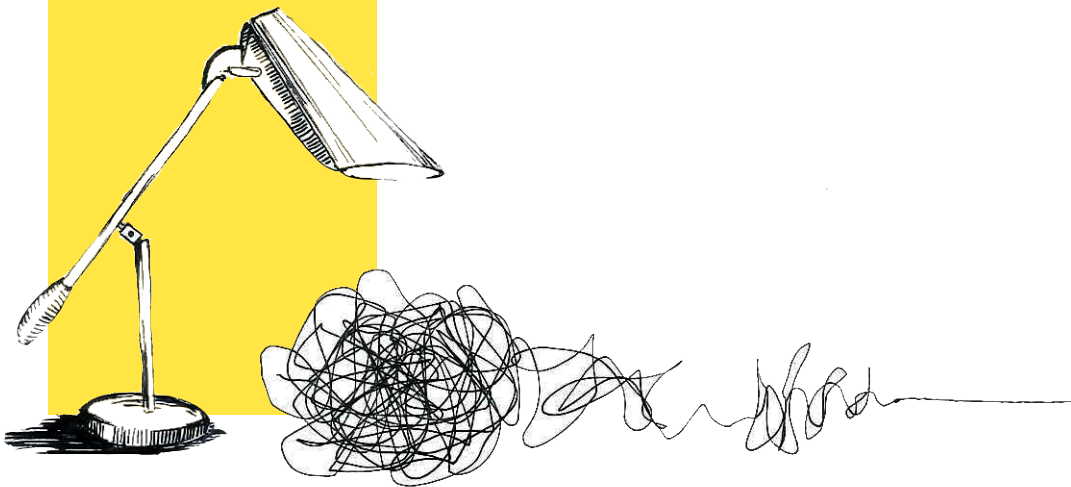
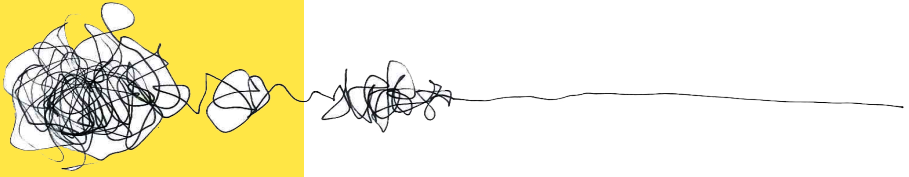




New Nordic  
**Design Thinking**



This SDU talent programme invites gifted students from all faculties to explore the value of New Nordic Design Thinking.



# New Nordic **Design Thinking**

Together, we will explore what is particularly 'Nordic' about 'Design Thinking' – and how it can make your science matter in society.

Do you want to make a difference, engage in challenges, develop tomorrow's world?

Design thinking is recognized as a strong innovation driver within many professions. In a fast-moving world we increasingly face new challenges that demand radically alternative ways of thinking and doing. Nordic countries have strong design, innovation and organizational traditions. Nordic design is characterised by minimalist solutions with natural materials and rich experience, collaborative design processes and inclusive decision making. New Nordic Design Thinking helps identify and solve such challenges where solutions require that multiple sciences work together, and where many different people are involved: citizens, specialists, organizations, businesses, administrators, policy makers etc.

In the talent programme you get to experience such processes and collaborate with students across the natural sciences, health, engineering, business and humanities. This is what it takes to make your science matter in society. Become a talented, visionary, high achiever who wants to make a difference!

**SDU Design** has a unique approach to New Nordic Design Thinking. We integrate Design Cultures, Participatory Innovation and Design Management research. You get to work with experienced professors and live cases to investigate the 'Nordic' of 'Design Thinking' in a truly cross-disciplinary environment. You will be able to map back what you learn to your main study discipline as practice in action.

## [design thinking]

Refers to a set of methods not exclusive for designers, that helps people understand and develop creative, business-oriented ways to solve complex challenges. Design thinking is especially useful when addressing *wicked problems*, in which both the problem and the solution are ill-defined at the outset.

# Who can join?

We admit top grade Master students and final-year Bachelor students from any SDU programme. Up to 25 students will be selected to join.

### Acceptance Criteria

- A high academic level in your regular study programme.
- An ability to creatively express your opinions and ideas orally, visually, in text, video, theatre or otherwise.
- An urge to explore and experiment.
- An ability to take initiative and responsibility (you may already have leadership roles in sports or social activities).
- An ability to establish networks and engender collaboration.

### How to apply

Please send your application including:

- a letter of motivation,
- your CV,
- your grade records.

### Deadline for applications:

January 8th, 2019

**Contact:** [pafre@sdu.dk](mailto:pafre@sdu.dk)

Selected applicants will be invited for interviews in January.



New Nordic  
**Design Thinking**



## [design cultures]

Nordic ideas of forms and values.

## [participatory innovation]

Collaborative processes of designing.

## [design management]

Strategy and practice of Scandinavian management.



# Unique learning involvement

## The programme combines:

- group project collaborations on exciting live cases
- close supervision and co-learning with professors
- career coaching sessions

By studying the New Nordic Design Thinking talent programme you earn an honors degree that can boost your job prospects.

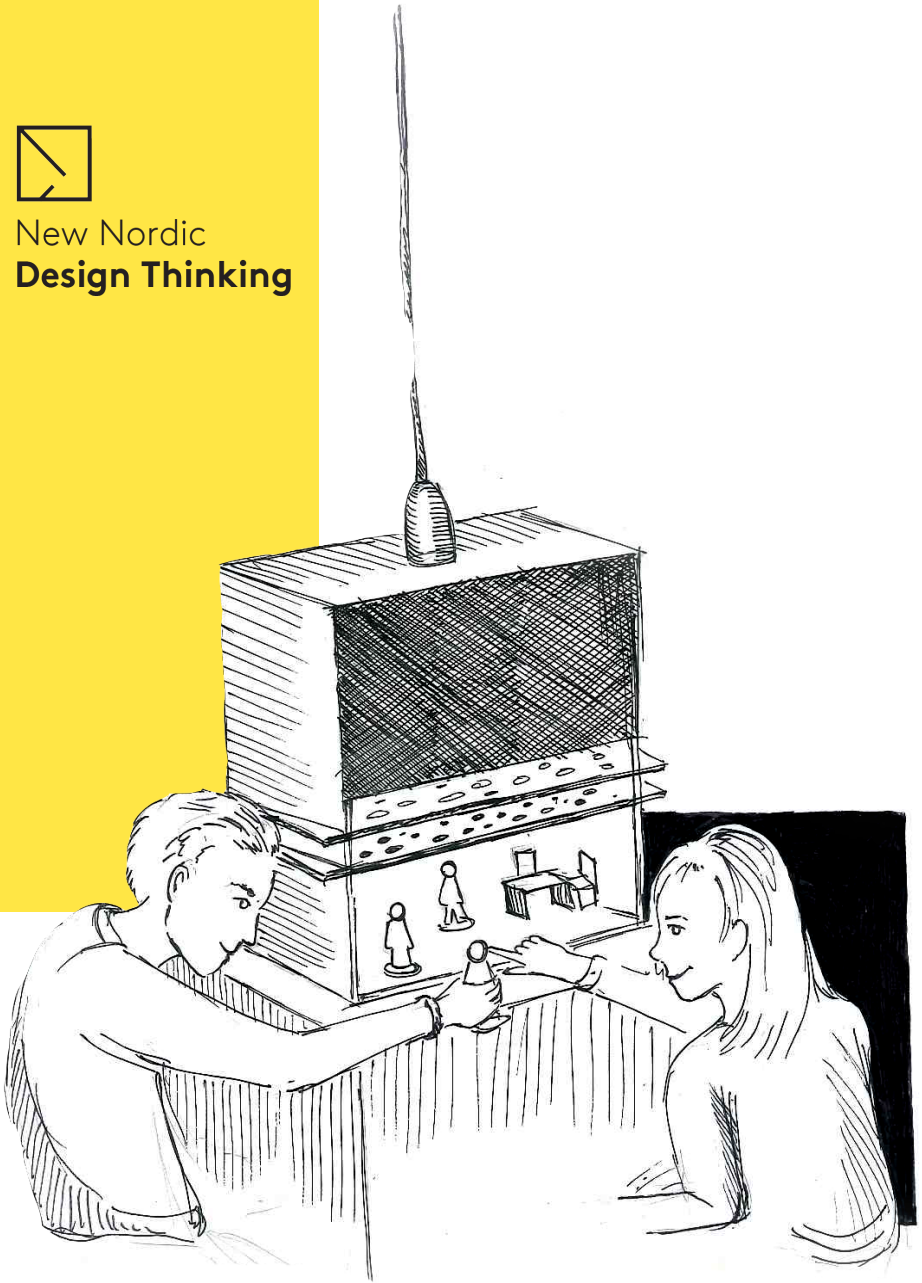
Industries and public organizations are eager to employ talented, visionary, high achievers who want to make a difference.

## You will learn to:

- apply New Nordic Design Thinking within your own field of study
- solve complex problems that require cross-disciplinary efforts
- understand the cultures you are working in, both inside and outside an organisation
- engage public and private organizations, users and other stakeholders in your work
- manage co-creation projects
- contribute to design research.



New Nordic  
**Design Thinking**



# Innovation Challenges

We will organize three Innovation Camps with companies and organisations. You get the opportunity to acquire hands-on techniques and develop your perspective on New Nordic Design Thinking.

## A design enterprise

Nordic design companies rely heavily on artistic designers and brand value. The first camp is about product design and provides fundamental methods:

**Design culture analysis:** How is Nordic culture different?

**Prototyping:** What are the design challenges with new technologies and Apps?

**Strategic design:** How can an iconic design company gently renew its products?

## A municipality

Public design is a different challenge that relies on the municipality's ability to engage citizens in decisions. The second camp ventures into urban design and expands your toolbox:

**Public design culture:** What role does

design play in the public realm?

**Participatory design:** How can a municipality engage citizens?

**Design maturity:** What does it take to manage design processes?

## A health organisation

Welfare is a particular innovation challenge in society. The third sprint engages both private enterprises and a public health organisation. The final camp operates on a system level:

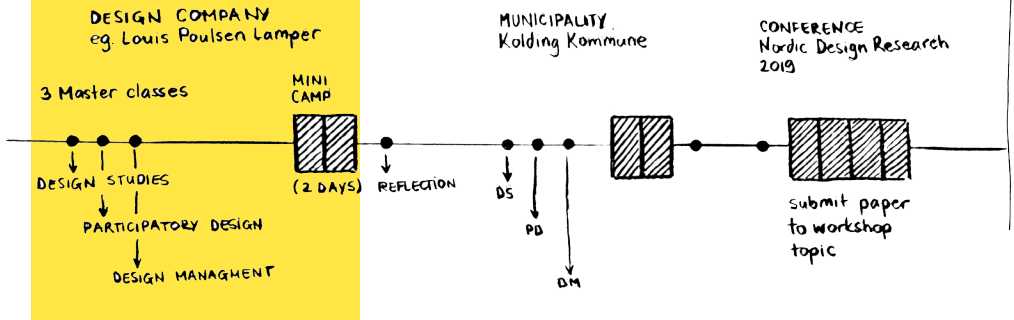
**Public-private innovation:** Can private enterprises contribute to public welfare?

**User ethnography:** How do citizens relate to 'welfare design'?

**Multi-stakeholder innovation:** Is it possible to balance all the wishes of the many people who are involved in a project in some capacity?



## New Nordic Design Thinking

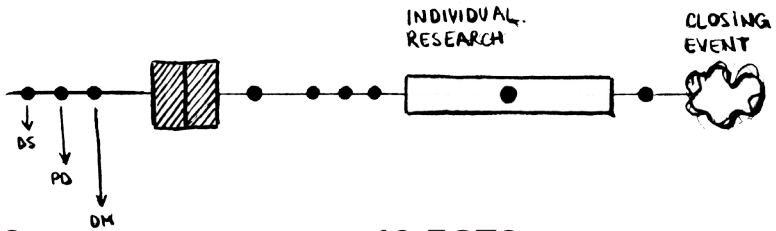


## Structure of the programme

Our 20 ECTS programme is organized in three sprints, each with master classes and a camp. The 10 ECTS programme offers additional classes, individual research and a study tour.



PUBLIC HEALTH  
eg. Hospital, Nursing Home



## 20 ECTS Programme (Spring)

### Master Classes

Nine late-afternoon Master classes (4 hours). The Master classes establish a lively discussion between professors and their disciplines. Teaching is organized in inspiring settings away from the university with hands-on activities in Odense and Kolding.

### Innovation Camps

Three 2-day camps in private and public organizations to work with real-life challenges.

### Career coaching

Three small-group coaching sessions to ensure your individual progress.

### Research Workshops

All disciplines reflect together on the why, how and what of the results achieved.

### Conference

Participation in the 'Nordic Design Research Conference' in Helsinki.

### Colloquium

Presentation of final papers in an open mini-conference.

## +10 ECTS Programme (Fall)

In addition to the 20 ECTS programme, the +10 ECTS programme includes:

### Master Classes

Three Master classes on design in research.

### Individual Research

Find your own field of interest and conduct your individual research with coaching support from one of the three professors.

### Study Tour

Join us on a trip to Stockholm to discuss 'New Nordic Design Thinking' with businesses and universities.

A talent programme is **extra-curricular**, meaning that the credit you earn is on top of regular studies. To earn an honors degree, Bachelor students must complete 30 ECTS, Master students 20 ECTS on top of their ordinary programme. Students must also finish their programme on time. In any event you will get a diploma added to your graduation certificate.



New Nordic  
**Design Thinking**



SDU Design is a research center which brings together seven fields of design research across the humanities and social sciences. We have our own Design Studios, Maker Space and Theatre Lab in Campus Kolding.

**Jacob Buur**

Professor of User-Centered Design, research director of SDU Design Research Centre. Jacob is an engineer with 10 years of corporate experience before accepting the chair with SDU.

**Pia Erichsen**

Associate professor of Design Management. Pia graduated in management and does her research in design integration in small and medium-sized companies.

**Anders Munch**

Professor of Design Cultures. Educated an art historian, Anders now heads the most prominent research programme on Design Culture in Denmark - at SDU.

**Henry Larsen**

Professor of Participatory Innovation. Henry employs organisational theatre to understand the conflicts, power relations and political negotiations that enable innovation.

**Annette Svaneklink Jakobsen**

Associate Professor of Design Cultures. Annette is an architect with research on materiality, the aesthetics of social spaces and the lived experience of architecture.

**Majbritt Rostgaard Evald**

Associate professor of Intrapreneurship and Organization. Majbritt's field is public-private innovation, and she heads a Living Design Lab with the Municipalities of Kolding, Haderslev and Billund.



New Nordic  
**Design Thinking**  
**SDU**