

DESIGN / BUSINESS THINKING CAMP 28. 11. – 4. 12. 2021

Ladislav Sutnar Faculty of Design and Art, Ceramic Design Studio (FDU) / Faculty of Economics (FEK)
University of West Bohemia, Pilsen / Czech Republic

DESIGN / BUSINESS THINKING CAMP

DAY 1 Sunday 28. 11. / 16:00-17:30 (Hotel)

Intro meeting: introduction to the camp, definition of projects, team building

DAY 2 Monday 29. 11. / 09:00-16:00 (FDU)

Design Thinking: design process phases

Empathy tools - Personas, Insights / Definition

DAY 3 Tuesday 30. 11. / 09:00-16:00 (FDU)

Design Thinking: design process phases

Ideation tools - Brainstorming, Opportunities, Hats, SWOT

DAY 4 1/2 Wednesday 1. 12. / 09:00-12:00 (FDU)

Design Thinking: design process phases

Prototyping-Testing plan / Outputs presentation, Feedback

DAY 4 2/2 Wednesday 1. 12. / 13:00-16:00 (FEK)

Business Thinking: Set up the Studio

Dealing with clients / Design Brief

DAY 5 Thursday 2. 12. / 09:00-16:00 (FEK)

Business Thinking: Set up the Studio

Pricing / Project Thinking

DAY 6 Friday 3. 12. / 09:00-16:00 (FEK)

Business Thinking: Set up Business

Business Model Design

DAY 7 Saturday 4. 12. / 09:00-12:00

Individual Consultations (OPTIONAL)

Voluntary tour - Loos' Interiors (inspiration for creation)

SCHEDULE

CRAFT WORKSHOP 5. 12. – 10. 12. 2021

Ladislav Sutnar Faculty of Design and Art, Ceramic Design Studio (FDU)

CRAFT WORKSHOP

DAY 1 Sunday 5. 12. / 15:00-17:30 (Hotel)

Intro meeting: introduction to the workshop

DAY 2 Monday 6. 12. / 09:00-16:00 (FDU)

Workshop



DAY 5 Friday 10. 12. / 09:00-16:00 (FDU)

Workshop