



Project International Collaboration

ProjectInc

Osiriscode
CMVB24PIN



Collaboration across borders

Impressions of the face to face week



01. What is ProjectINc?

This course is designed for students who want to develop their skills in creating digital media solutions for professional clients using the design thinking cycle while working in multidisciplinary teams on digital assignments.

Throughout the course, students will use design thinking principles and apply them to real-world projects with a global perspective. This hands-on experience will help students develop solutions that meet the needs of clients and target audiences from diverse cultures and backgrounds.

The course will cover the following topics:

- Defining client needs and project goals from an international perspective
- Conducting research and gathering insights on micro and macro trends
- Ideation and brainstorming in multidisciplinary teams
- Prototyping and testing media solutions with (international) audiences
- Designing and delivering culturally sensitive media solutions
- Presenting solutions to international professionals

The course will be delivered through a combination of lectures, workshops, and hands-on project work. Students will work in multidisciplinary teams to develop a media solution for a professional client, using the design thinking cycle as a framework.

Show your design skills in an international context

02. Classes: Online and Face to Face

In this program, mixed-student teams (approximately 4 to 6 members) collaborate both online and offline, following the **design cycle** to develop real-life solutions to problems presented by actual partners or clients. In this process you will be guided by a facilitator.

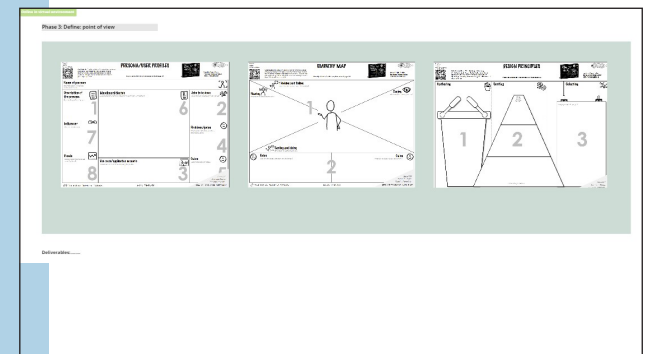
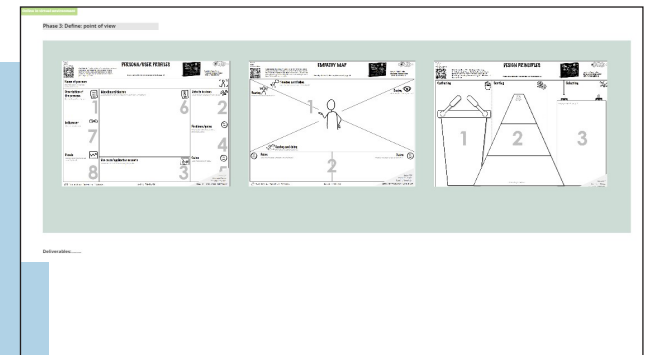
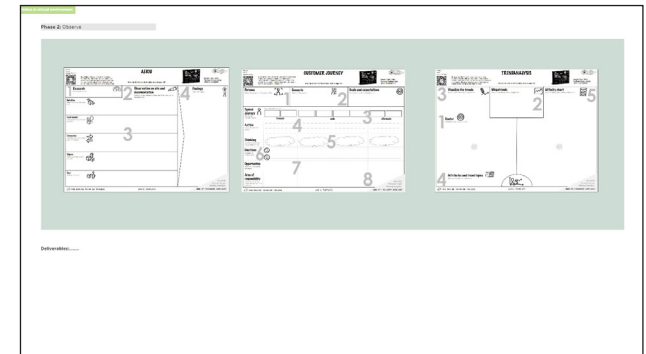
In the online phase, teams will be introduced to the problem, conduct research into the partner or client, the problem, and the stakeholders, and create and validate possible solutions.

During the final offline, physical phase, the teams will further implement the design cycle by developing prototypes, testing, iterating, and ultimately presenting their solution to a professional jury. Throughout the course, you will make use of an online **virtual workspace** where you share your work with your team. The link to this space will be provided.

Collaborate online in a
multi-disciplinary team



Virtual workspace



03. Work flow, Deliverables and Final Presentation

At the end of each phase of the design cycle you hand in work (deliverable). In the face to face week your team presents the solution with relevant deliverables to a professional audience.

The phases of the design cycle include: Understand, Observe, Define (Point of View), Ideate, Prototype, and Test.

An overview of the entire design process and the deliverables can be found on the Miro board; your team's virtual workspace for the project. Your team is expected to place all the work produced throughout, on this board. Each phase requires deliverables that will be evaluated with a Go or No Go. In case of a No Go, the deliverables must be improved.

Deliverables

At the end of each design phase, you will need to hand in specific deliverables. These submissions are crucial for monitoring your team's progress and offering timely feedback from your facilitator. Your team's Miroboard contains information about each deliverable in every phase (see also page 4).

Final presentation

Finally, you will wrap up your project with

a presentation of your work. This final presentation will take place at the end of the face-to-face week. You and your team will present your solution to a professional audience. Each team member explains their contribution.

The presentation should meet the following requirements:

- A visual summary of each phase's output.
- The final prototype addressing the need and wants of the stakeholders.
- Showcase the team's ability to incorporate feedback and iterate.



04. Content of classes

You , your team and the facilitator will schedule the weekly meetings

WEEK 1

INTRODUCTION KICK OFF

Get to know your team, understand what you will bring to the team, and what you will gain. Read the challenge and prepare for the debrief.

Deliverables: Planning, Collaboration contract, Interview questions client.

WEEK 2 & 3

Phase 1: Understand

Goal: Grasp the problem and the client's needs.

Activities:

- Research the client and project background.
- Conduct initial meetings with the client.

Deliverable: Visual summary/conclusion of the outcomes from this phase (poster, infographic, concept map, etc.)

Assessment: Go / No Go

No Go: Incorporate feedback and improve the report.

WEEK 4 & 5

Phase 2: Observe

Goal: Gather insights by conducting practical research.

Activities:

- Conduct interviews and field observations.

- Collect user feedback.

Deliverable: Visual summary/conclusion of the outcomes from this phase (poster, infographic, concept map, etc.)

Assessment: Go / No Go

No Go: Improve with provided feedback.

WEEK 6 & 7

Phase 3: Define

Goal: Define the point of view (an actionable problem statement) based on insights from the previous phase.

Activities:

- Analyze the data from the Understand and Observe phases.
- Formulate a Point of View, resulting from a brainstorm/mind map.

Deliverable: Visual summary/conclusion of the outcomes from this phase:

- A visualized persona with pains, gains, wants, and needs related to the problem area.
- A set of design requirements.
- An actionable statement starter, etc.

Assessment: Go / No Go

No Go: Improve with provided feedback.

Week 7: General Poster presentation: each team presents the work done so far.

WEEK 8

Phase 4: Ideate

Goal: Generate a wide range of potential solutions.

Activities:

- Brainstorming sessions.
- Mind mapping and sketching ideas.

Deliverable: Visual summary/conclusion of the outcomes from this phase (poster, infographic, concept map) and three different sketches for a solution direction.

Assessment: Go / No Go

No Go: Refine and expand the ideas as per feedback.

WEEK 9

Phase 5: Prototype

Goal: Create tangible prototypes of the best ideas.

Activities:

- Select the most promising ideas.
- Build prototypes using available resources.

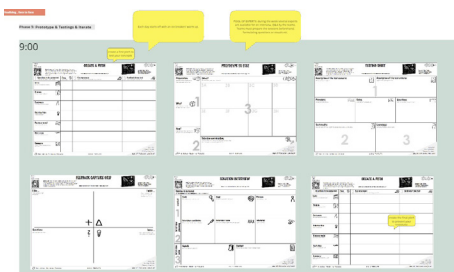
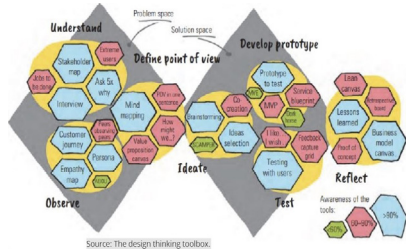
Phase 6: Test

Goal: Validate prototypes through user testing.

Activities:

Conduct user and expert tests. Collect and analyze feedback.

Final Solution Presentation.



05. The Team: roles

You're working in a team on a realistic assignment from a client using the design cycle.

Besides the tasks each team member is assigned to do, there are some specific roles.

Roles in the team

To effectively develop a solution for your external client, each team member will take on a specific role aligned with the design cycle and will be in the lead of this process. The other team members will join in the activities of the process.

Possible roles:

Project Manager:

- Oversee the project timeline and ensure deadlines are met.
- Coordinate team meetings and communication with the client.
- Monitor overall progress and address any issues that arise.

Lead Designer:

- Develop initial design concepts and prototypes.
- Ensure design consistency and quality throughout the project.
- Collaborate with other team members to incorporate feedback and improvements.

Research Analyst:

- Conduct market research and gather relevant data.

- Analyze user needs and preferences to inform the design process.
- Present research findings to the team and integrate them into the project.

Technical Specialist:

Ensure the feasibility and functionality of the design solutions.

Documentation Coordinator:

- Maintain records of the project's progress, including meeting notes and design changes.
- Prepare deliverables for each design phase.

Client Liaison:

- Serve as the main point of contact between the team and the client.
- Communicate client feedback and requirements to the team.
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- Communicate client feedback and requirements to the team.
- Ensure the client's expectations are met.



06. Planning, Collaboration and Communication

Planning, collaboration, and communication are crucial for success in an online team project. Planning ensures everyone knows their roles and deadlines, keeping the project on track. Collaboration leverages diverse skills and ideas, making the project richer and more innovative. Communication is the glue that holds everything together; regular check-ins and updates prevent misunderstandings and ensure everyone is aligned.



TIPS FOR SUCCESSFUL ONLINE COLLABORATION

Do's:

- Schedule regular virtual meetings to discuss progress and challenges.
- Use clear and concise communication channels.
- Clearly define roles and responsibilities within the team.
- Keep detailed records of meetings, decisions, and progress.
- Clearly define roles and responsibilities within the team.
- Time Management: Make a planning and stick to the planned timeline and meet deadlines.
- Ensure tasks are distributed evenly and manage workloads.

Don'ts:

- Don't leave space open to interpretation; be clear and specific.
- Don't delay tasks and meetings.
- Don't blame team members for mistakes; focus on solutions.
- Don't ignore conflicts; address them promptly and constructively.
- Don't fail to keep the client regularly informed and involved.



07. Competences learning outcomes, Assessment

These competencies and learning outcomes are used by the teacher/facilitator to assess your presentation/work.



A. ORIENT AND UNDERSTAND

You immerse yourself in the problem context and are able to describe and frame it: you map out the current and desired situation and approach the design problem from different perspectives taking into account cultural sensitivities;

B. VISUALIZE AND CONCEPTUALIZE

You are able to generate and visualize a creative concept for a digital media product based on the acquired knowledge, idea generation and the problem context;

C. DEVELOP AND PROTOTYPE

You develop digital prototypes from 'low-fidelity' to 'high-fidelity' and use appropriate methods for (quick) validation;

F. ORGANIZED DESIGN

You are able to work together in a multidisciplinary, multicultural and/or international environment and operate in a team and know how to connect different roles and disciplines.

The assessment

Final Presentation (75%): The concept is presented as a presentation in which each team member explains their contribution and is assessed by the coach(es).

Process assessment (25%): During the course you will be assessed on your contribution to the team.

Both assessments combined will give a grade.



08. Previous work

