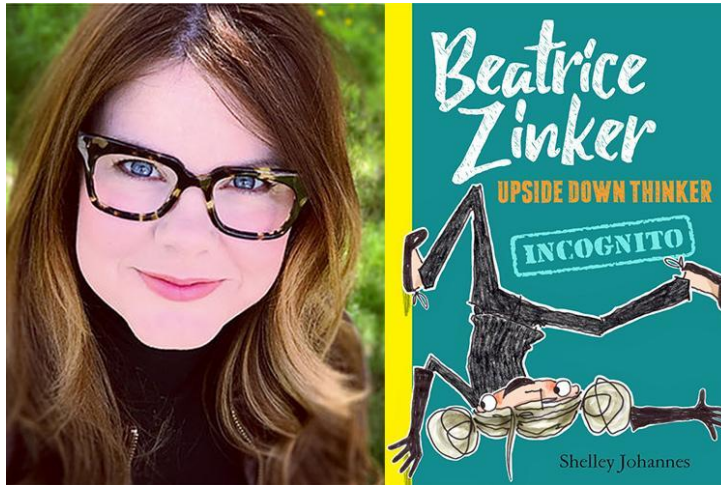
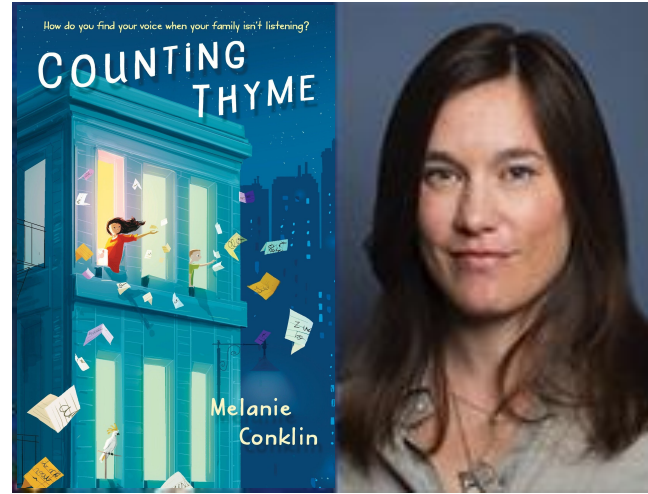
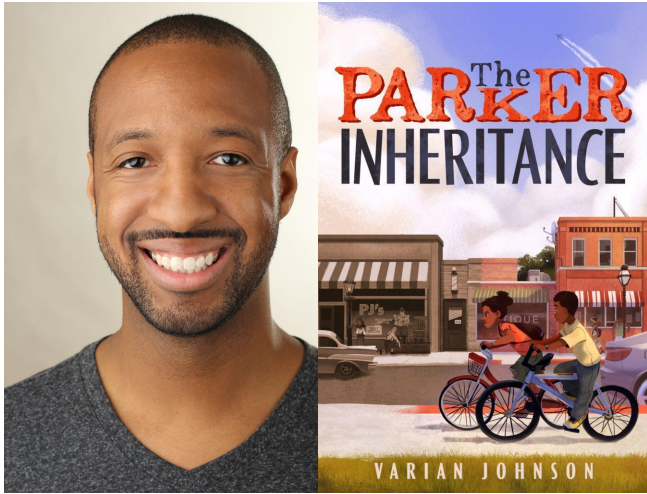


STORY ARCHITECTS

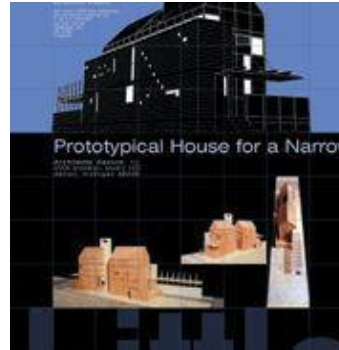
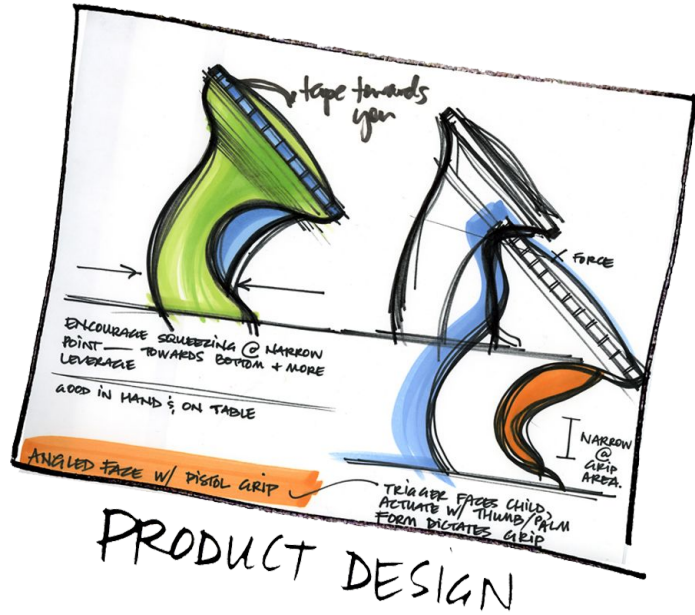
*Using Design Thinking to Inspire
Creative Writing & Build Empathy*



Meet the Authors

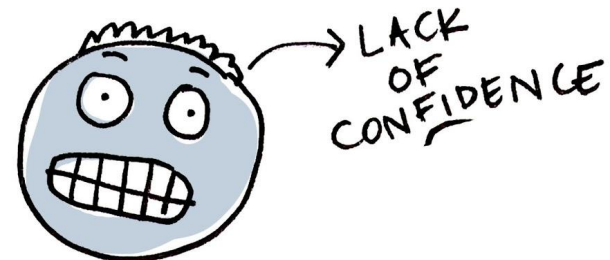
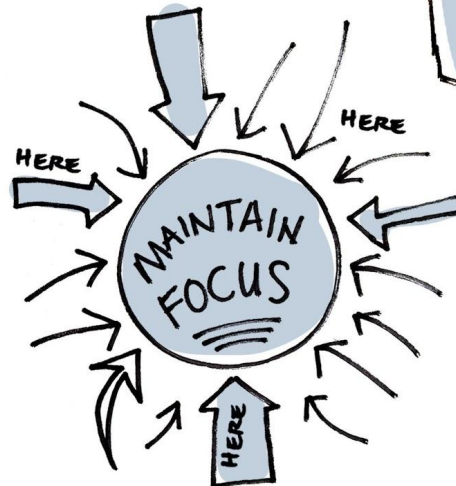
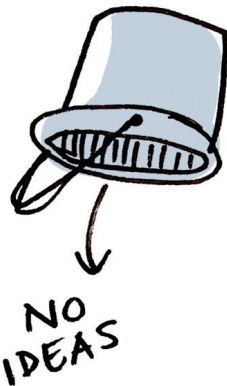
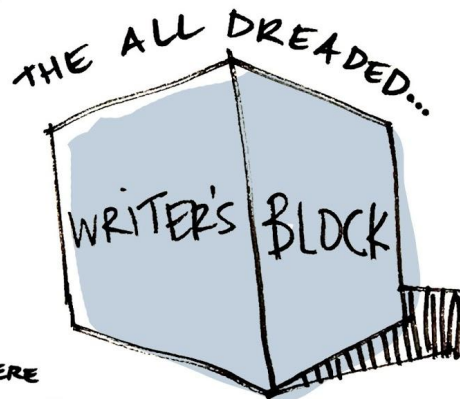


From architect, designer & engineer...to author!



Meet the Audience

We want to know... What are some of the biggest challenges YOU face when teaching writing in the classroom?



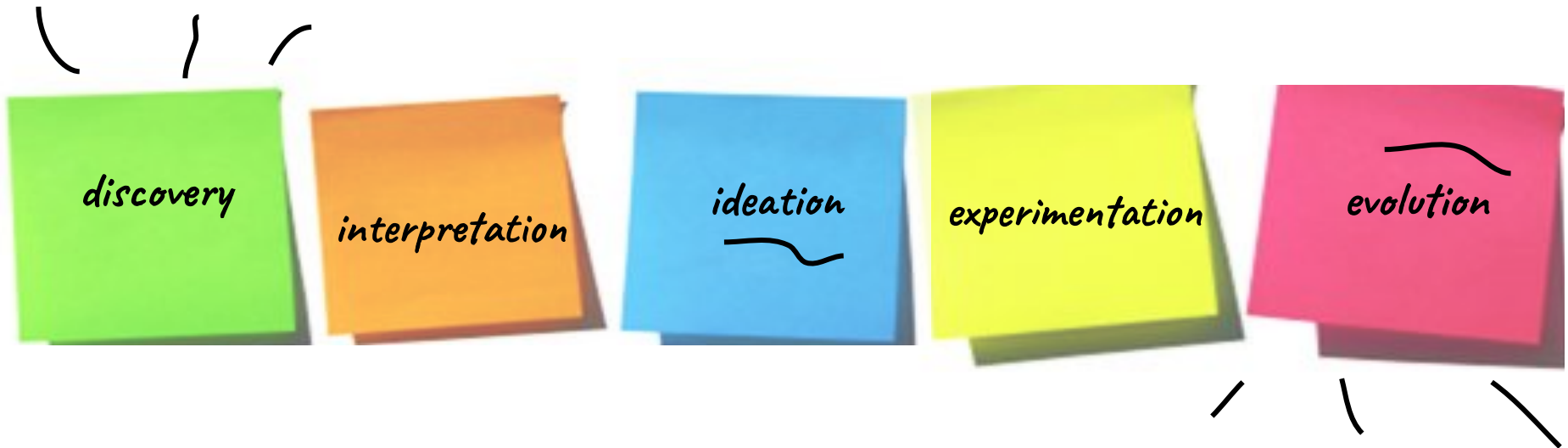
What is Design Thinking?

“**Design thinking** is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.”

— Tim Brown, CEO of **IDEO**



5 Step Process



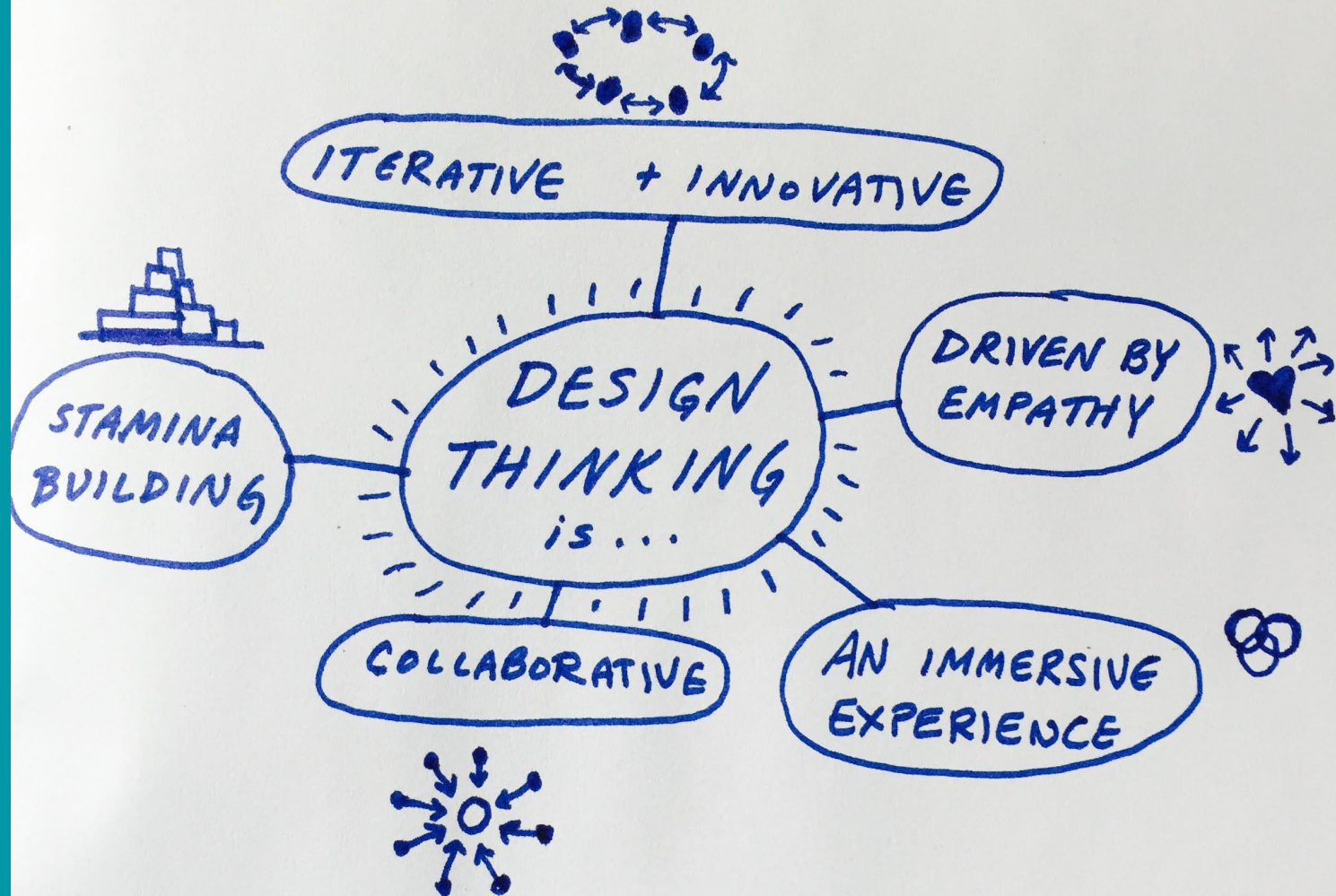
Okay, but what does that look like? What does it mean?

PROCESS IS AN ADVENTURE

The path from Point A to Point B isn't a straight line



At its core...



How does this apply to writing & teaching?



Parallels between design & writing

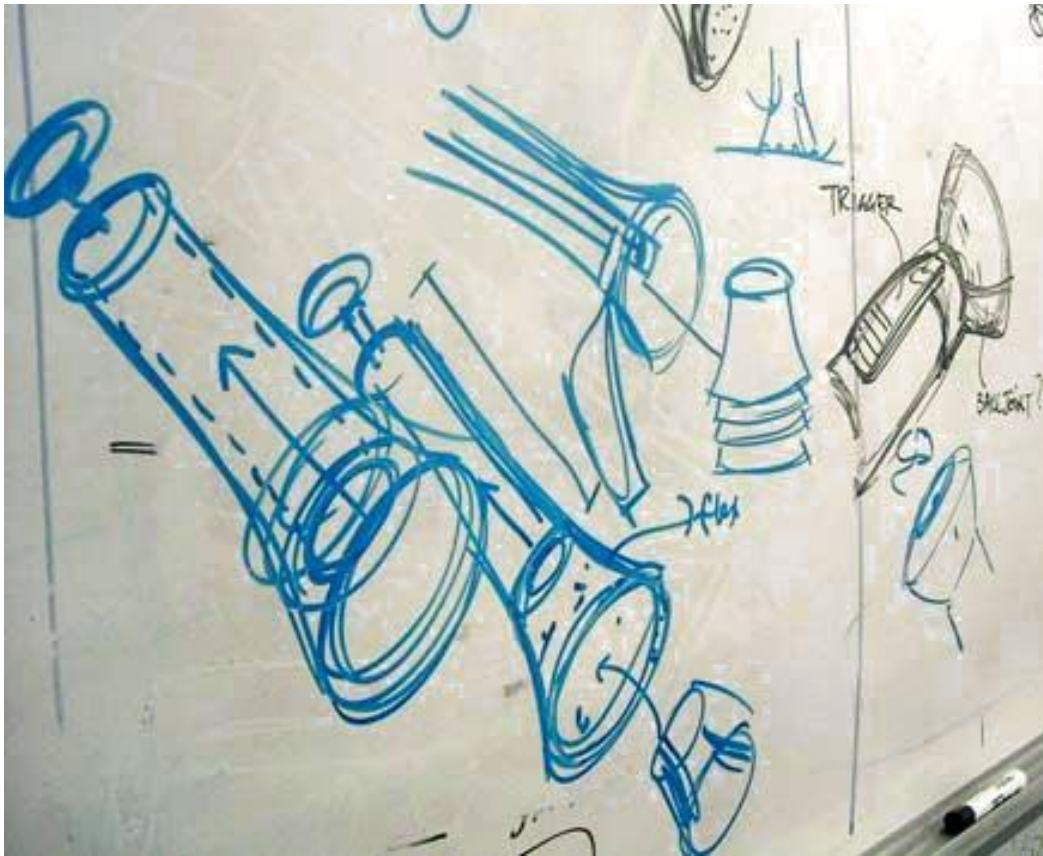
DESIGNERS + WRITERS

MUST be ...

- BOLD + BRAVE
- NIMBLE
- OPEN TO FEEDBACK (GIVE & TAKE)
- OBSERVANT
- OPEN-MINDED
- CURIOUS
- CREATIVE
- EMPATHETIC
- FEARLESS
- RESILIENT
- PLAYFUL
- INQUISITIVE
- PROBLEM-SOLVERS
- EXPERIMENTAL
- RIGOROUS

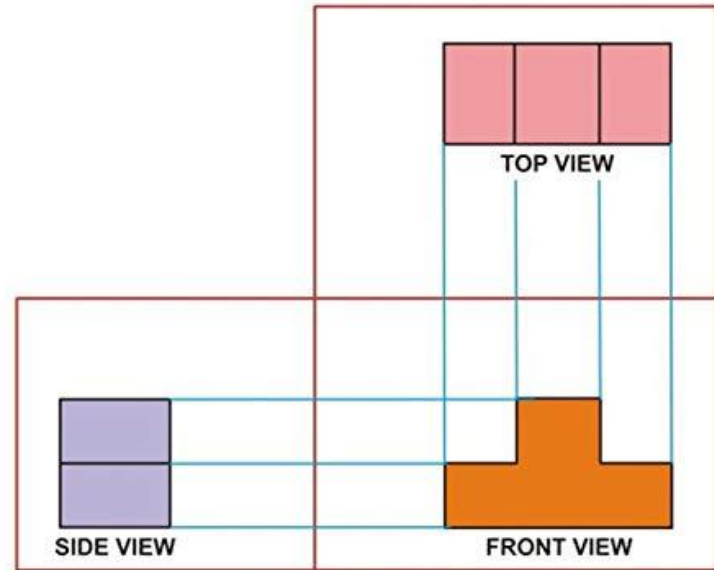
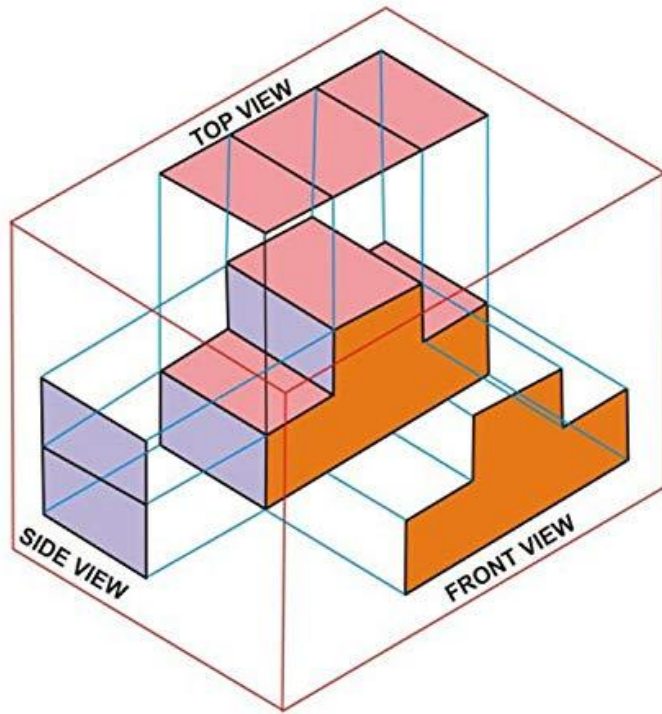


Designers find inspiration in unlikely places

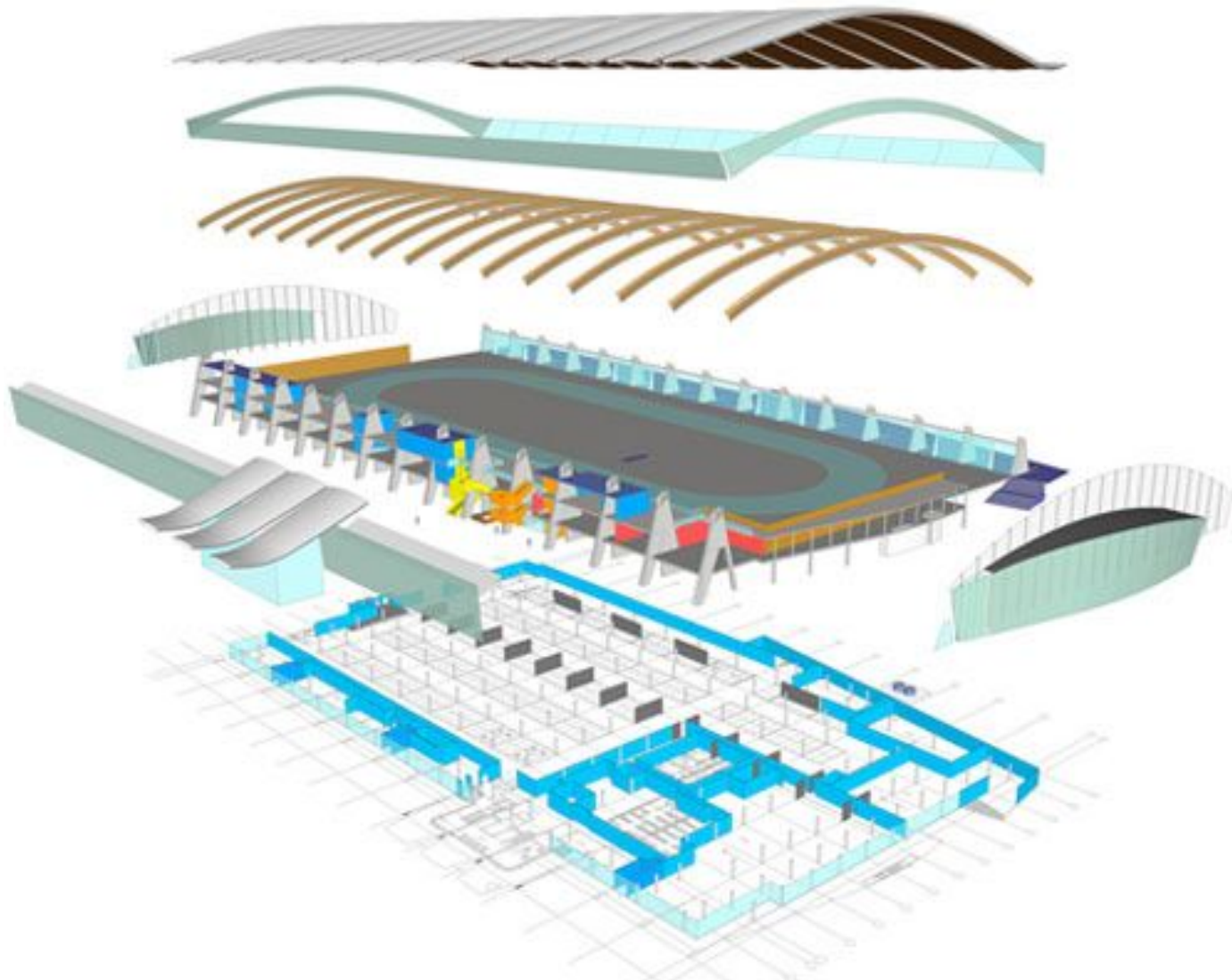


Easy to view interface

They look at challenges from many angles...



And explore how complex systems & ideas connect



They think visually

CHAPTER 1

BEATRICE DELIVERS MRS TAMARACK'S AWARD →

Promises Lenny to be low

Lenny gives Beatrice Wes's AWARD ...

CHAPTER 2
TUESDAY

* GOES INCOGNITO / INTRIGUED / MYSTERIOUS?



SEES SAM WALKING MRS JENKINS CAT.

PEOPLE: BEATRICE + KATE (SAM)

CHAPTER 3

MATCHES PPS KINKAJOU WITH HENRY

EMOTION?



ADD BETTER MOTIVATOR IN WES

PEOPLE: BEATRICE + LENNY (SEEING WES)

CHAPTER 4

LYING LOW / HOPEFUL / DETERMINED



ADD BETTER MOTIVATOR IN WES

PEOPLE: BEATRICE + LENNY (SEEING WES)

CHAPTER 5

RECESS! / KINKAJOU

MATCHES WES REJECTED / FORGETS TO BE LOW

MUST DO SOMETHING



Rules are Rules Good

People: Beatrice / Lenny
Chloe / Wes

CHAPTER 6

BUSTED / WRONG MAILBOX

Beatrice: UH-OH COMPOSED FILLED WITH QUESTIONS



GOOD CHAPTER

People: Beatrice & Sam

OFF TO FIND LENNY

CHAPTER 7

KINKAJOU FEVER!

DESPERATE PANIC



also good names

HEADED to → Miss Cindy

People: Beatrice, Chloe, Wes, Lenny
Mrs Tamarack

CHAPTER 8

SAM DROPS SOMETHING

HAPPY TO HELP



People: Beatrice / Miss Cindy
Sam, Mr. Hannah

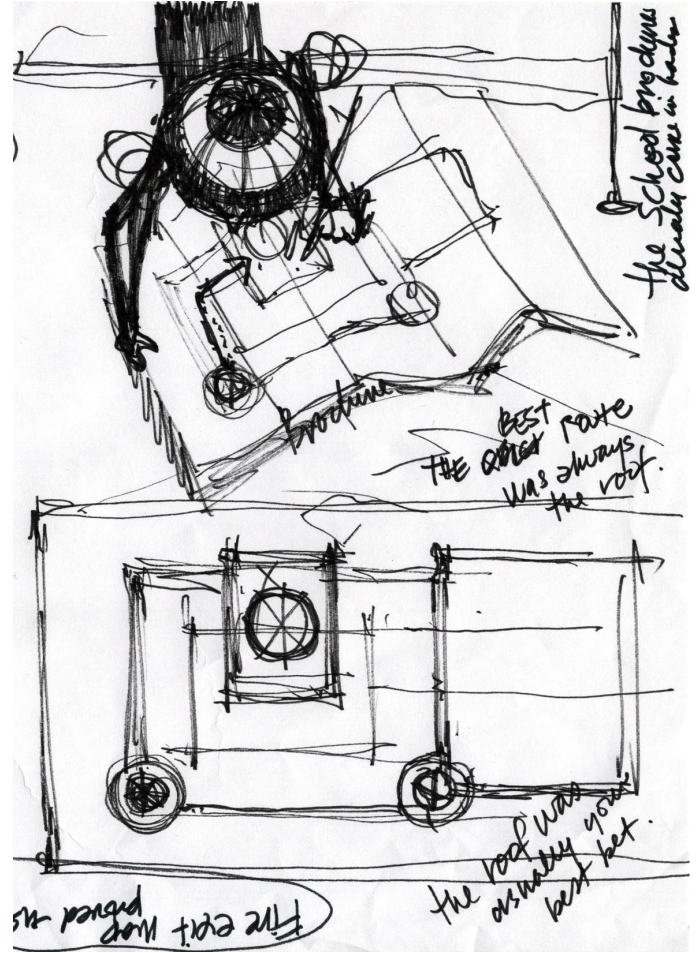
1.20.15

WHEN SHE HAS A PLAN + IT GOES AWRY...

WHAT KIND OF PLAN?

- TO START A CLUB
- TO RETRIEVE A BOOK
- TO RECLAIM HER THINKING CAP
- TO GET SUPPLIES FOR SOMETHING
- PLANNING A GAME
- SCAVENGER HUNT EXTRAGANZA
- SOMETHING ABOUT BOOKS?
- PLAN TO GET OUT OF THE HOUSE IN HER NINJA SUIT?

- GIVING NEW GIRL A TOUR
- WANTS TO SURPRISE SOMEONE.

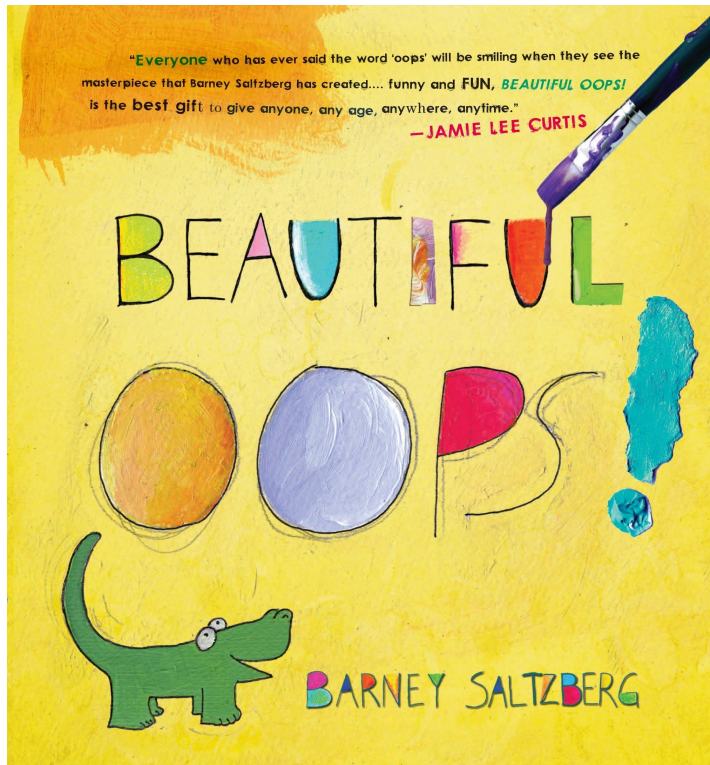


And view mistakes/constraints as opportunities



Let's doodle!

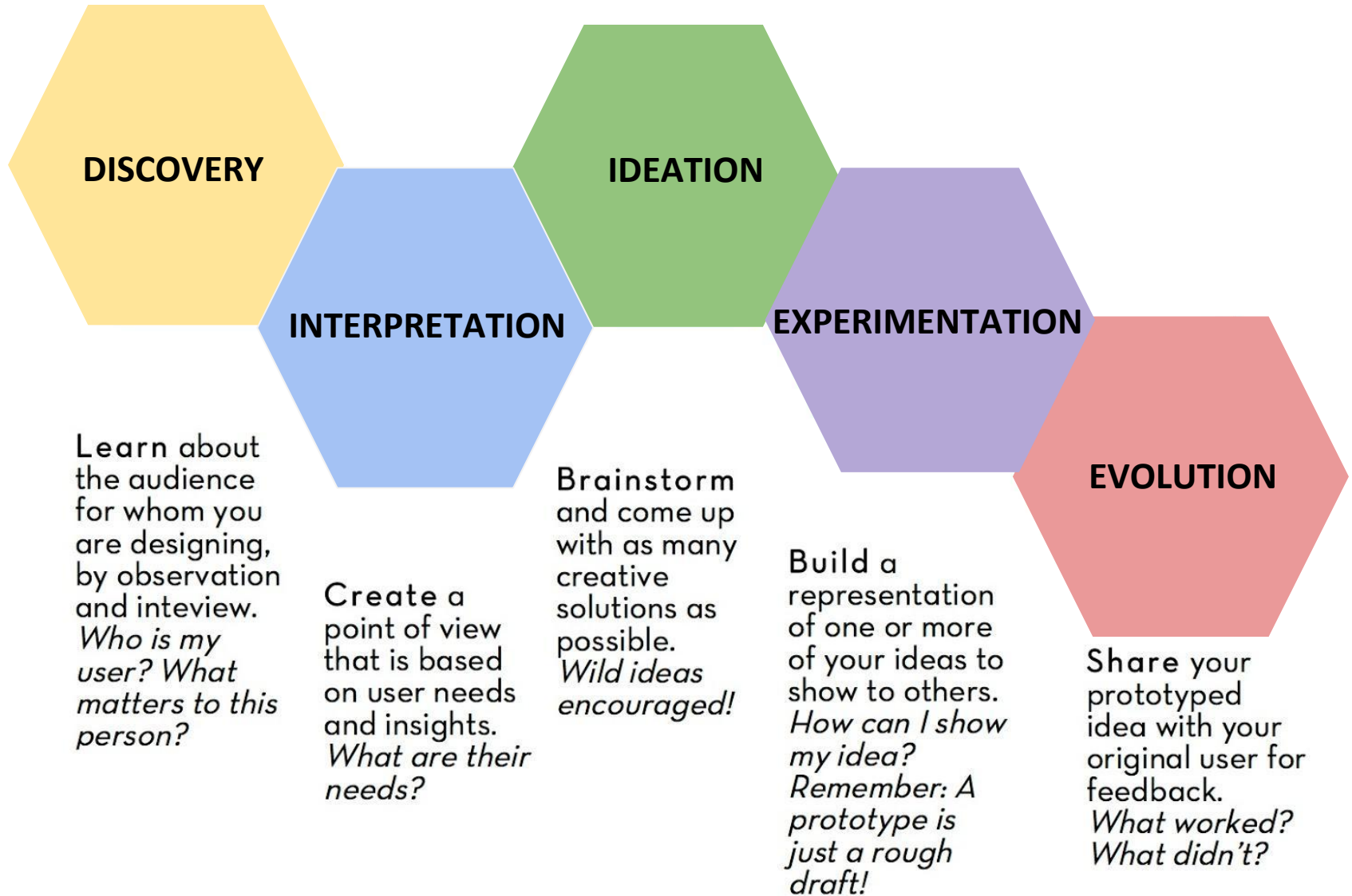
Blank page challenge





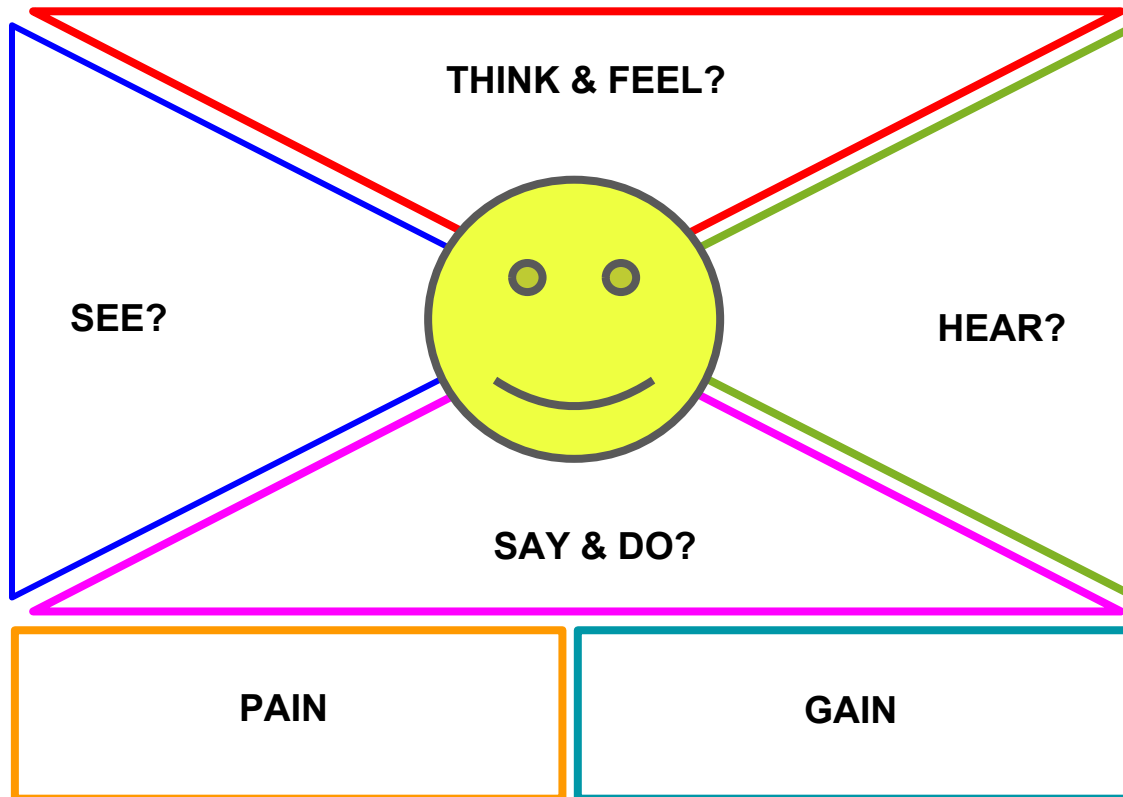
The 5 steps form a ^{VERY} flexible framework
for creative problem solving.

We are all DESIGNERS (& we are all WRITERS)



DISCOVERY:

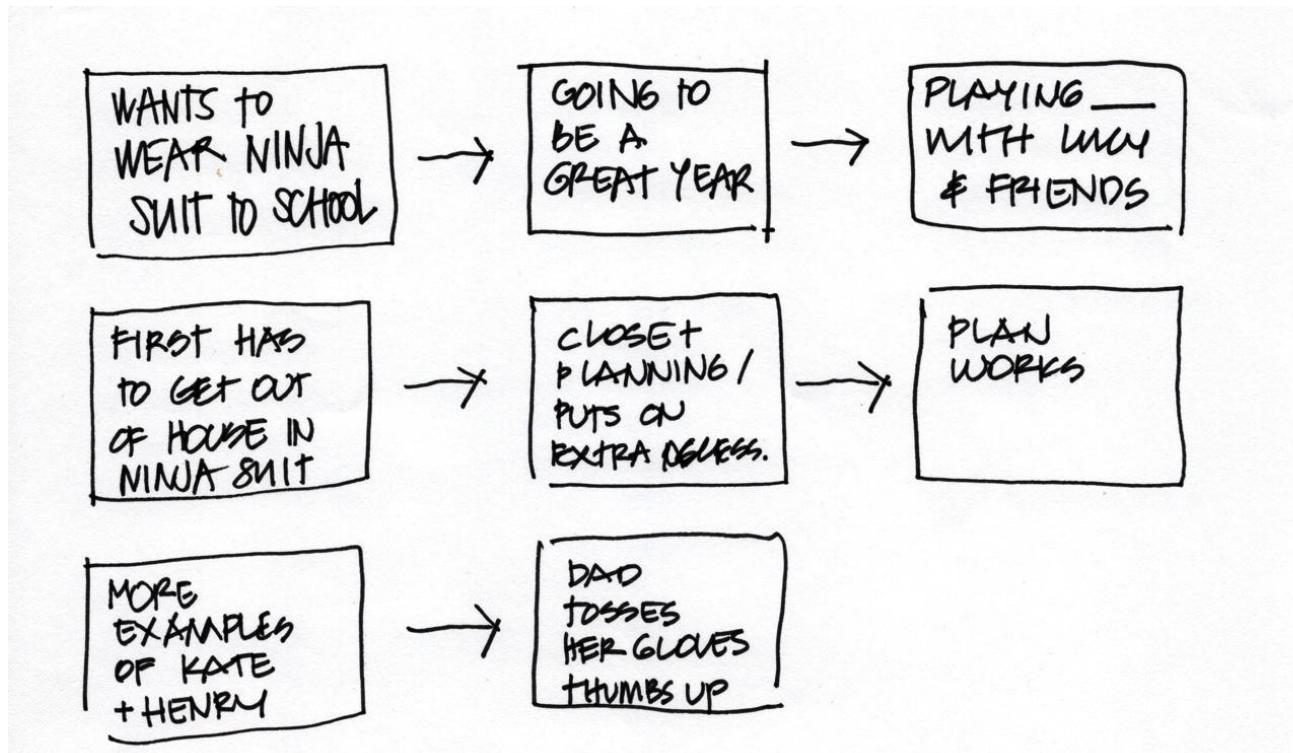
Develop deep understanding through immersion & observation



In class activity: Empathy Map

EXPERIMENTATION:

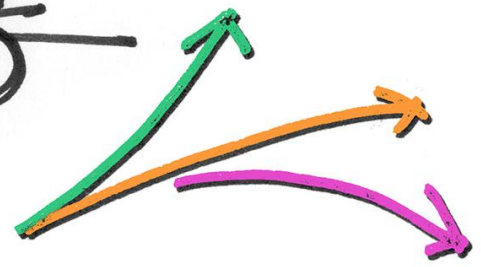
Clearly articulate the challenge(s) you want to solve



Activities: Character charts/diaries & If, then diagrams

~~MISTAKES~~

DIVERGENCES

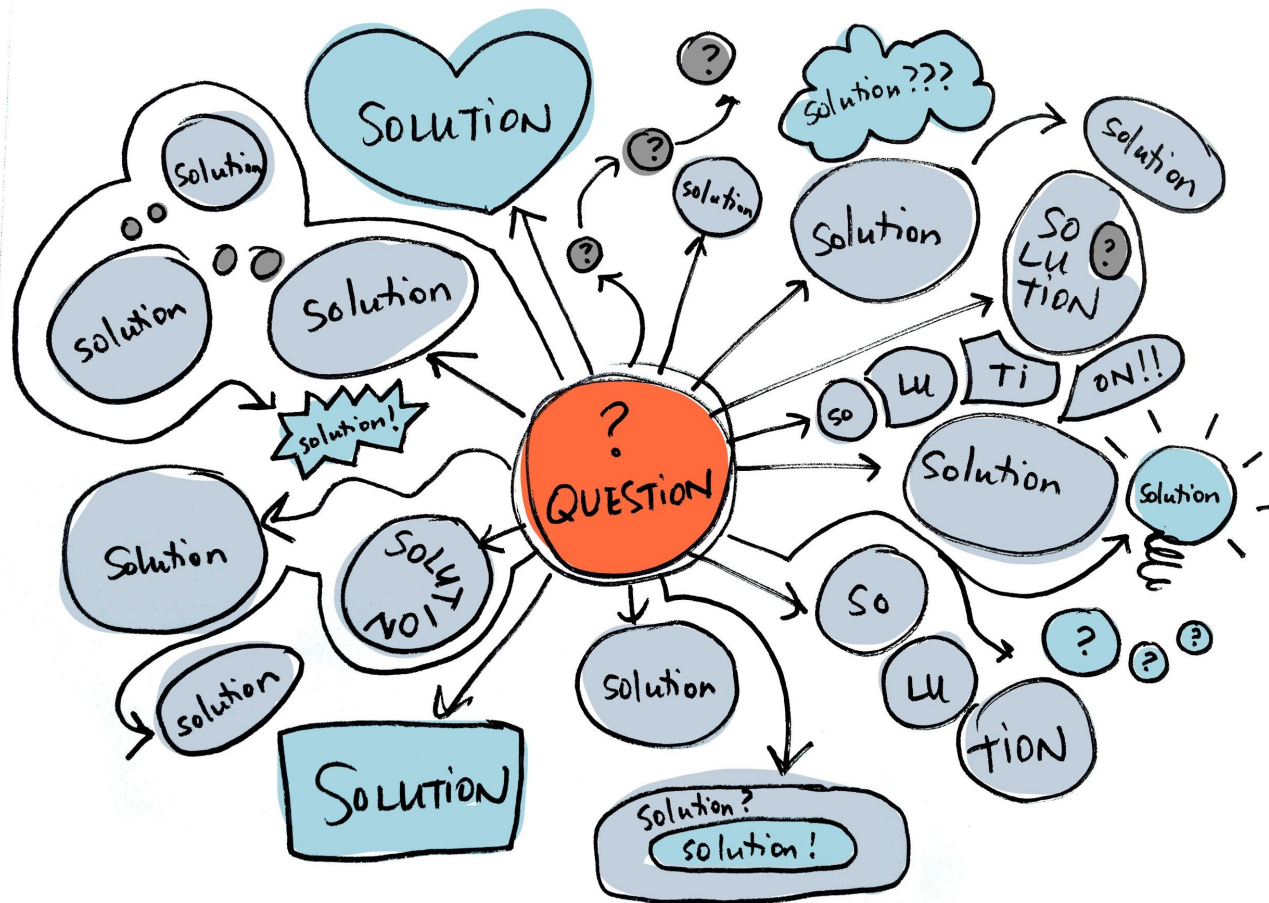


& FUN!

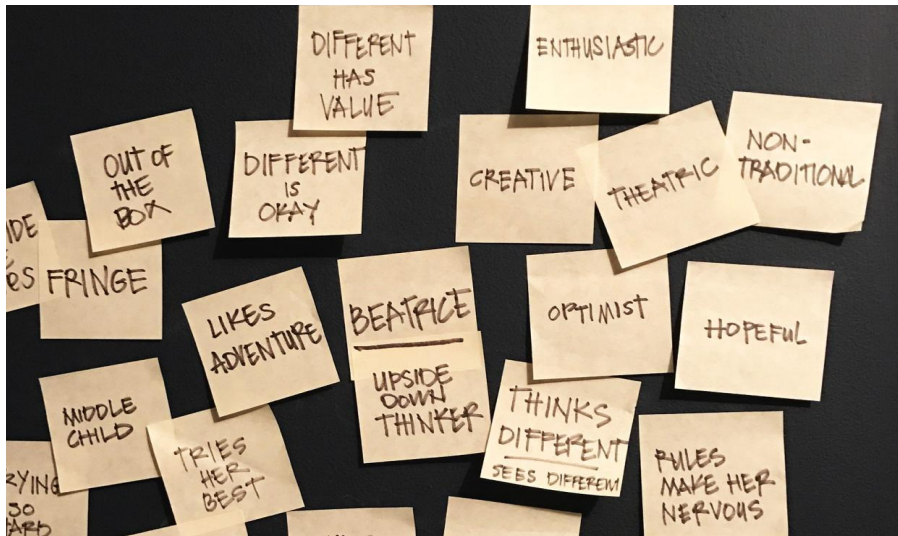
ARE HIGHLY ENCOURAGED!

BRAIN STORMING:

Imagine a wide range of solutions

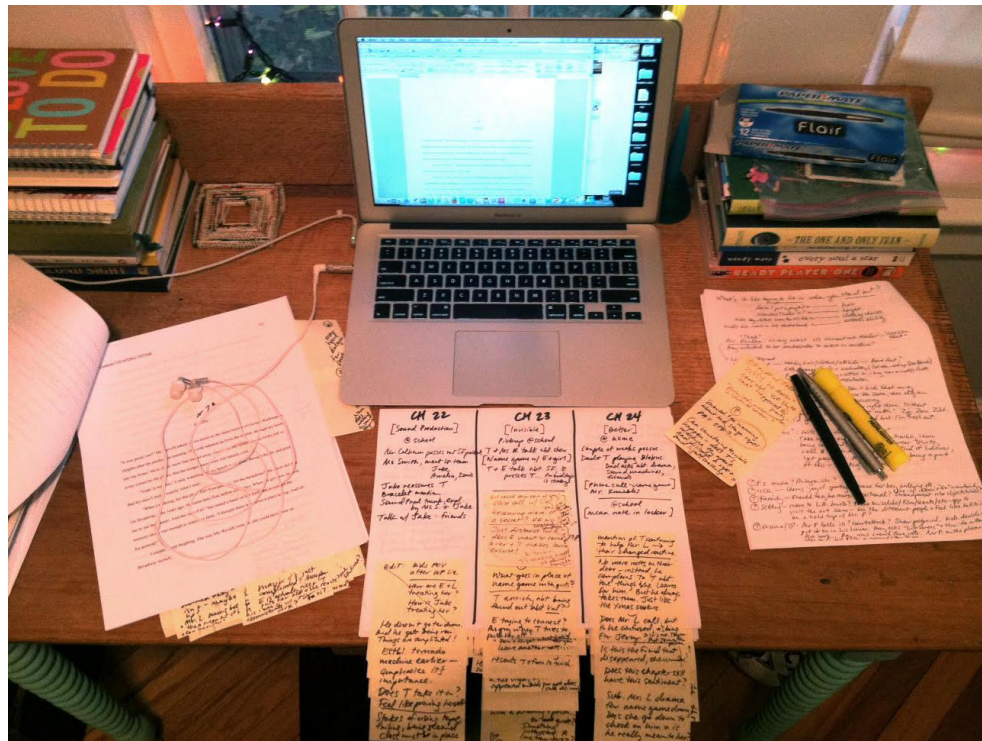


Activities: Mood boards & Bubble webs



IDEATION:

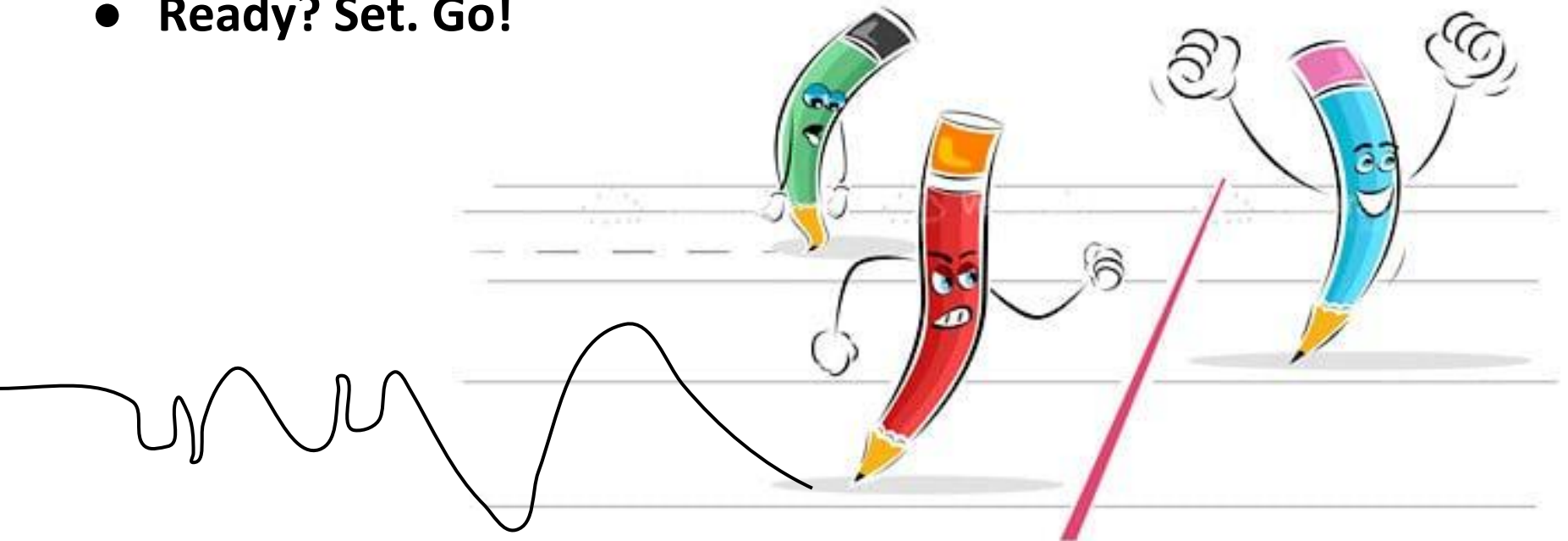
Generate a first draft



Activity: Word sprints

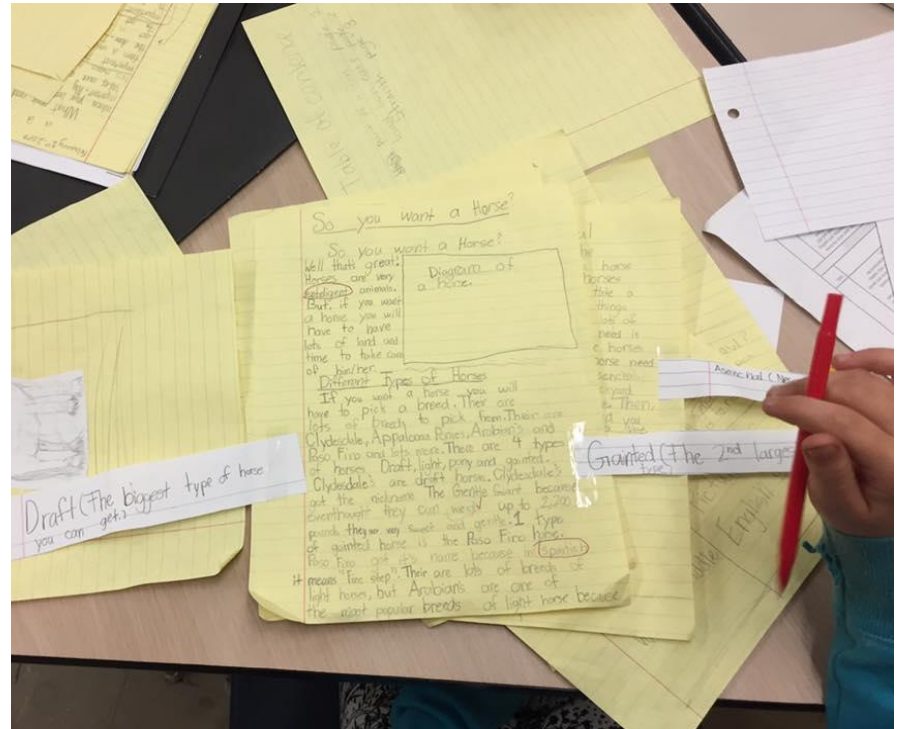
Let's write!

- Remember those doodles we made earlier? We're going to set a timer for 5 minutes and write something inspired by that doodle.
- Even if it feels like "word vomit" - keep going!
- Ready? Set. Go!



EVOLUTION:

Give and receive constructive feedback to advance the work



Activity: Point-of-view Switcheroo

Return to Step 1 & repeat again (and again...)



OPTIMISTIC AT HEART ♡

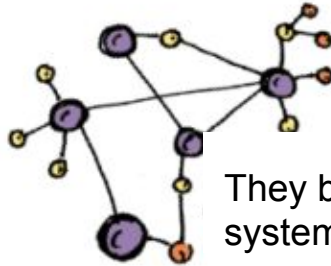
BELIEVING YOU HAVE
ENDLESS VERSIONS INSIDE YOU...

EACH BETTER THAN
THE LAST.

What's the result?



They grow more empathetic



They become systems thinkers

They become hackers and rebels



They become explorers



They become wildly and unabashedly different



They become problem solvers

WHAT HAPPENS WHEN STUDENTS EMBRACE DESIGN THINKING?

BY JOHN SPENCER @SPENCERIDEAS



They learn to think divergently



They make connections between ideas



They are ready for the creative economy



They learn to take creative risks



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