



DIDI

DUBAI INSTITUTE
OF DESIGN
AND INNOVATION

DIDI Project Design Space, Season 3

Sponsored by **Dubai Institute of Design and Innovation**

Interested schools and teachers should apply by **15 November 2018**

Early application recommended, **limited spaces available**, for grades 5–12

1. The Program

DIDI Project Design Space provides a unique opportunity for students to gain real-world experience in the field of design. DIDI Project Design Space sets itself apart from other design thinking and innovation clubs by offering student teams the rare opportunity to work on real design projects for actual clients. Last year, more than 1,200 UAE-based students participated in the program.

Our clients for this year's design project challenges are **The Dubai Mall, Centrepoint, Dubai Holding** and **Emirates Marine Environmental Group**.

In order to participate, schools must complete the application form online (<https://bit.ly/2EqC8Dd>) and nominate 1 to 2 teacher sponsors to run DIDI Project Design Space as an after-school club for at least 15 students between November 2018 and February 2019.

Teachers will be invited to a workshop at Dubai Institute of Design and Innovation (DIDI) where they will receive all program materials and learn tools for teaching students how to think and work like designers. The teacher sponsor(s) will then work with student teams during after-school meetings to coach them as they design solutions for their clients. Schools will submit their solutions to be reviewed by the DIDI Project Design Space team and clients by 24 February 2019.

Those chosen as finalists will be invited to a design boot camp on 9 March 2019 and a final competition on 23 March 2019 at DIDI. Teams will pitch their solutions to the clients and attend an award ceremony. Top teams will be awarded a behind-the-scenes tour of d3, a meet and greet with world-renowned designers, gifts and certificates. Note: All teachers and students that participate in this year's program will be awarded a certificate.

2. How It Works

Apply by 15 November 2018 (early application recommended): Schools interested in participating in the program should apply by completing the application form online (<https://bit.ly/2EqC8Dd>). Due to limited space, early application is recommended. Schools should indicate the teachers who want to be involved, details about the school, a few sentences about why the school wants to be involved and the approximate number of students that the school can commit to the program. A background in arts or design is not a prerequisite of the program; teachers of various subjects are welcome to apply.

Schools notified of acceptance (by 20 November 2018): DIDI will select up to 50 schools to participate in the program. Schools that demonstrate the most interest and teacher/student commitment will be selected.

Attend teacher workshop (22, 23 or 24 November 2018): Teachers will be required to attend 1 Teacher Training Workshop at DIDI where they will receive all program content and materials and learn how to facilitate DIDI Project Design Space club sessions for student teams. Teachers may indicate their workshop date preference.

Submit final list of student participants to DIDI (6 December 2018): Teachers will invite students to participate in the program. Students form teams of 2 to 5. Schools are requested to invite at least 15 students to participate in the program. In past years, some schools had 50–100 students participate.

Facilitate 4 after-school club sessions (25 November 2018 – 24 February 2019): Teachers and students should meet after school a minimum of 4 times to complete the program. The after-school club sessions are 2 hours each, can be conducted at any time and break down as follows:

- Session 1: Students meet as design teams for the first time. They receive a design challenge from actual clients, discuss the challenge and begin conducting design research.
- Session 2: Students brainstorm and ideate potential solutions to the client's design challenge.
- Session 3: Teams pick their best idea and build a prototype to submit to the client.
- Session 4: Teams learn storytelling techniques for pitching solutions.

Submit final prototypes (24 February 2019): Each student team will submit a video of its prototyped solution to didi.designspace@didi.ae for review (Note: Submission template and upload directions will be provided).

Attend design boot camp (9 March 2019): 5 teams per challenge from each age category (grades 5–8 and grades 9–12) will be invited to a design boot camp at DIDI. During this boot camp, they will receive feedback and coaching from DIDI faculty and their clients. Notification will be sent to these teams by 4 March 2019.

Attend final competition at DIDI (23 March 2019): All finalists who attended the boot camp will be invited to attend the final competition to present their solutions to the clients. A special award ceremony will follow. Here is a video showing highlights from last year's award ceremony: <https://bit.ly/2RW3Zhp>

3. Important Dates

- 15 November 2018: Deadline for schools to apply
- 20 November 2018: DIDI to notify schools of acceptance into program
- 22, 23 or 24 November 2018: Teacher workshops at DIDI
 - Participation in 1 of the 3 workshops is mandatory
- 6 December 2018: Due date to solicit student participation (at least 15 students/school)
- 25 November 2018 – 24 February 2019: Teams complete DIDI Project Design Space (4 after-school club sessions)
- 24 February 2019: Teams submit solutions to DIDI and for client review
- 9 March 2019: Design boot camp at DIDI for selected teams
- 23 March 2019: Final competition at DIDI for selected teams

4. About DIDI

Dubai Institute of Design and Innovation (DIDI) is a private, non-profit education institution, accredited by the Ministry of Higher Education. DIDI is focused on nurturing, mentoring and creating the next generation of designers who will turn today's ideas into tomorrow's reality. DIDI has entered into strategic collaborations with the Massachusetts Institute of Technology (MIT) and The New School's Parsons School of Design to develop a curriculum that is designed to empower DIDI students to map out their own 4-year educational journey, culminating in the region's first Integrated Bachelor of

Design degree, with a choice of concentration in the areas of Product Design, Multimedia Design, Fashion Design and Strategic Design Management. For additional information about DIDI, please visit:

- Dubai Institute of Design and Innovation: <https://bit.ly/2NCpErp>
- Website: www.didi.ac.ae

5. Apply by 15 November 2018

Early applications are recommended as limited spaces are available.

- Interested schools should apply online (<https://bit.ly/2EqC8Dd>)
- For further questions about the program, please email didi.designspace@didi.ae

6. Videos from DIDI Project Design Space 2017-2018

- Semi-finals video: <https://bit.ly/2pUTIFg>
- Finals video: <https://bit.ly/2RW3Zhp>



THE FUN BEGINS