

## Imperial-RCA Design for Global Challenges Summer School

*Learn from Imperial & RCA academics live online!*

*This exciting multidisciplinary programme will develop your design thinking to change the way you see the world!*



## **ABOUT IMPERIAL COLLEGE LONDON**

Consistently rated amongst the world's best universities (4th in Europe and 9th in World, QS World University Rankings 2020), Imperial College London is a science-based institution with an international reputation for excellence in teaching and research. Imperial attracts over 17,000 students and 8,000 staff of the highest international quality from over 136 different countries.

Since its foundation in 1907, Imperial's contributions to society have included the discovery of penicillin, the development of holography and the foundations of fibre optics. This commitment to the application of research for the benefit of all continues today, with current areas of focus including interdisciplinary collaborations to improve global health, tackle climate change, develop sustainable sources of energy, address security challenges, develop data management and analysis technologies for supporting data driven research, and tackling problems at molecular scale.

Located in the heart of London, Imperial has the greatest concentration of high-impact research of any major UK university, according to the Research Excellence Framework (REF) results published in December 2014. Innovative research at the College explores the interface between science, medicine, engineering and business to deliver practical solutions to a broad spectrum of societal and economic issues. We address these challenges on three levels, which are interdependent (core disciplines, multidisciplinary research and global challenges). Many of our academics are engaged with all three and our academic staff includes some of the world's most renowned scientists, medics and engineers whose contributions to their field have been recognised internationally.

Imperial's Centre for Continuing Professional Development had extensive experience in developing and running a range of online and on campus summer schools for undergraduate students. We draw on Imperial's education pedagogy of online learning in designing and delivering the summer school to provide an engaging learning experience for students. Various interactive applications are used to support live teaching, online group projects are designed to assess students' learning outcomes and virtual social platform created in Flipgrid provides students with a networking environment.

## **ABOUT ROYAL COLLEGE OF ART (RCA)**

The RCA started life in 1837 as the Government School of Design. In 1967 the RCA was granted a Royal Charter which enshrines its purpose as being 'to advance learning, knowledge and professional competence [in art and design]... through teaching, research and collaboration with industry and commerce.' To this day, it remains the world's most influential wholly postgraduate university institution of art and design, offering MA, MPhil and PhD degrees. Our graduates have led many global businesses (including IDEO, Kia Motors, Jaguar Land Rover, Burberry, Dyson and Apple).

The RCA is ranked as having the 'highest number of student spin-outs with university ownership in recent years in the UK' (PACEC report for HEFCE, 2015) and *InnovationRCA* was recently awarded the UK Business Angels Association award for UK University Accelerator of the Year. The RCA is renowned for teaching and incubating real-world innovation and has been named as the world's leading university for Art and Design for the past 6 years by QS Rankings.

Leading companies choose to work with the RCA on custom executive education programmes that address their strategic goals, unique challenges and identified opportunities. Courses have been delivered in Dubai, Hong Kong, Singapore, China, Japan and Mexico. Organisations that have benefited from RCA innovation expertise include Sony, Ford, NHS, BAA plc, Fujitsu, Kuwait Foundation for the Advancement of Sciences, GSK, Panasonic, Samsung, JP Morgan, Huawei, Majid al Futtaim and Cern.

Our practical innovation workshops and methodologies have been incorporated into those offered by other institutions. These include London Business School, Imperial College London, Judge Business School, Fudan University, National University of Singapore, Shanghai University and the University of Cambridge.

## **PROGRAMME OVERVIEW**

Jointly delivered by Imperial College London and the Royal College of Art, the Design for Global Challenges Online Summer School is a two-week multidisciplinary programme designed for students currently studying at a university in China with an interest in learning how to tackle world challenges through service design.

The aim of the programme is to enable students to explore some of the current global challenges in climate change, global health, cyber-security and propose an innovative idea to design a service that could tackle one of the areas.

In addition to the global challenges, students will gain an insight into data science, hear latest advances in robotics and meet some of our graduate entrepreneurs who are driving progress by launching their design innovations into the commercial world.

Students will develop personal and professional skills through interactive workshops in design thinking, team-building and presentation and experience team-based learning through a service design group project.

Furthermore, as Imperial College London and RCA are a multidisciplinary space for education, research, translation and commercialisation, the summer school students will experience the benefit of being part of a leading research community and the opportunity to engage with Imperial and RCA student ambassadors through online social activities.

## **PROGRAMME STRUCTURE**

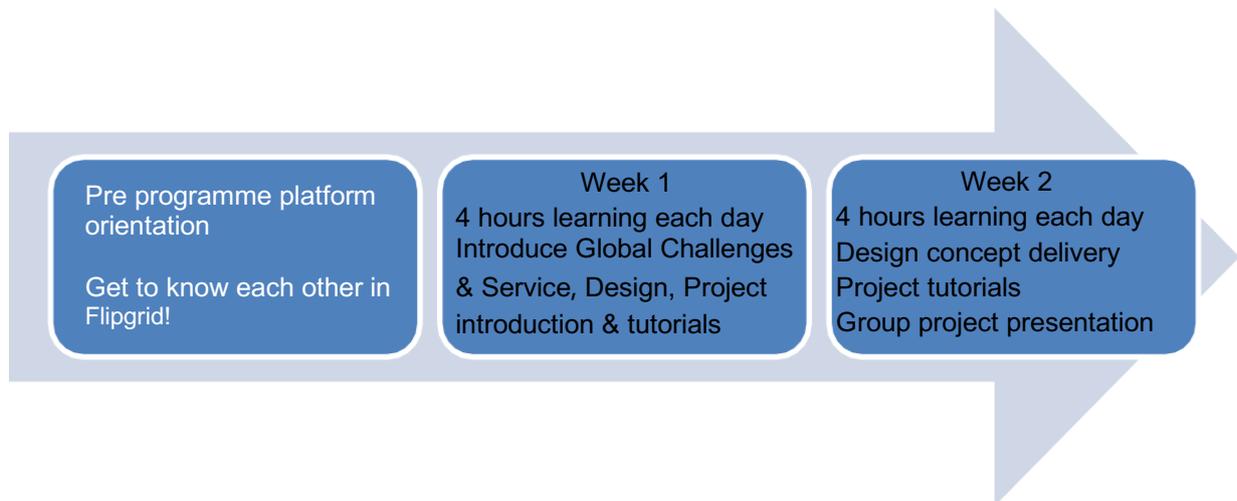
40+ learning hours spread over 2 weeks covering live lectures, workshops, activities, tutorials, project work and self-study time.

**Week 1:** In the first week, students will be introduced to design thinking and form a team by exploring their social relations and roles through a leadership and team building workshop. As students familiarise themselves with one another, they will analyse and evaluate some of the global challenges in climate change, health and cyber-security and the impact it has on society and companies. Students will be introduced to service design and encouraged to identify one area of a global challenge that needs tackling and propose an innovative idea to design a service that

could either control or reduce the global challenge. They will also engage in fun social activities to learn cultural differences and visit London Landmarks virtually.

**Week 2:** During this week, students will apply their creativity and design ideas to develop their service. They will also explore how advances in robotics and data science technology are transforming the future. They will hear from successful design entrepreneurs sharing their work. The effective communication workshop will support them with their presentation skills in preparation for their final day. At the end of the week students present their service design to a panel. This is an opportunity to put all their learnings from throughout the course into practice.

The entire programme will be taught in English.



## APPLY LEARNING THROUGH GROUP PROJECT

The group project not only provides an opportunity for students to learn teamwork, it is designed for students to apply their learning throughout the summer school and to assess their learning outcomes. Students will be allocated in small groups at the start to identify one area of a global challenge that needs tackling and propose an innovative idea to design a service that could either control or reduce the global challenge. Students will be encouraged to think creatively and innovatively to develop ideas which will be challenged by tutors who will provide guidance, tools and support them in developing their service. Each group will present their ideas to a panel on the final day and the best project team will be awarded a prize and a letter of recognition. All students will receive a project assessment score.

## LEARNING OUTCOMES

On completion of the summer school, students will be able to:

- Analyse and evaluate the impact of climate change on society and the environment.
- Analyse and evaluate the impact of major global diseases and the changing future of healthcare policies and innovations.
- Analyse and evaluate the challenges of the internet and new frontiers in cyberspace/digital

media security that companies face.

- Understand how advances in robotics and data science technology are transforming the future.
- Apply service design tools and develop a service to tackle a global challenge.
- Recognise how companies have started up from entrepreneurs.
- Develop and practise valuable professional skills in team building, leadership and presentation.
- Develop and employ team building skills to work as a team towards a group design project.
- Find out what it is like to study in the UK and get an insight into the British culture and London Landmarks through social activities.

## **TEACHING METHODS**

### **RCA - Learning by doing**

We use a 'learning-by-doing' practice-based model that draws upon the ethos of the RCA studio context, an immersive, imaginative space where cross-disciplinarity and creativity push the boundaries of innovation. The RCA introduces the creative and critical skills that are essential to all academic and industry researchers in the 21st century. Participants return to their organisations as ambassadors with the confidence to influence and lead cultural change. We find challenge-based practical projects, small teams and prototyping encourages interaction and breaks down barriers.

### **RCA - People-Centred, Interdisciplinary Approach**

The RCA takes a human-centred approach to innovation, informed by our specialisms in art, design and humanities, but also by our well-established track record of successful collaborations with social science, science, engineering, technology and medicine. A common thread throughout all workshops is a commitment to inclusivity, ethics and integrity. Many of the underpinning people-centred methodologies are informed by longstanding research from The Helen Hamlyn Centre for Design. The HHCD approach to research and innovation centres on inclusivity, interdisciplinarity and co-creation, with specialist expertise in ageing, diversity, healthcare, societal problems and global issues.

### **RCA - Online networks and teaching**

The programme would be anchored in a dedicated virtual learning environment enabling participants to access knowledge before, during and after the programme concludes. It will act as the hub for the exchange of participant content and ideas, peer to peer interaction and cohort building, peer review panel learning and online mentoring.

Since March 2020 the RCA has used a combination of Moodle, Zoom and Mural for all postgraduate teaching and executive workshops. We have held international webinars for up to 700 guests from 60 countries and have facilitated interactive break out rooms for 6 to 10 people. This experience has led us to develop specific tools and techniques for engagement and cohort building online.

The summer school will be delivered online via Zoom platform with up to 4 hours of learning per day. In addition:

- Web based exercises and quizzes will be provided for formative feedback.
- Group projects are designed for assessing the learning outcomes.
- Case study methodology and collective online discussions are used to strengthen the conceptual, analytical and problem-solving skills of the students in real situations.

## **TEACHING FACULTY & STUDENT AMBASSADORS**

The summer school will be taught by a team of renowned Imperial and RCA academics leading in their area of education and research.

Imperial & RCA postgraduate student will support the summer school students as ambassadors and participate in online social activities, sharing their student experiences and life in the UK.

## **CERTIFICATES**

On successful completion of the summer school, all students will receive an Imperial College London and Royal College of Art Digital Certificate and a project mark in the form of transcript.

## **WHO SHOULD ATTEND AND ENTRY REQUIREMENTS**

The summer school is designed for students studying degrees in any subject discipline at a well-recognised university in China.

- Applicants should normally demonstrate good overall university performance in their current year of study.
- Applicants must be at least 18 years old before the start of the summer school.
- Applicants should have a good command of English, and if it is not their first language, they will need to satisfy the College requirement as follows:
  - a minimum score of IELTS (Academic Test) 6.5 overall (with no less than 6.0 in any element) or equivalent.
  - TOEFL (iBT) 92 overall (minimum 20 in all elements)
  - CET- 4 (China) minimum score of 550
  - CET- 6 (China) minimum score of 520

## **COST**

The cost of the programme is £1950.

## APPENDIX I: PROVISIONAL PROGRAMME OUTLINE

Imperial-RCA DESIGN FOR GLOBAL CHALLENGES ONLINE SUMMER SCHOOL as of 24/03/21						
Provisional Programme (subject to change)						
PRE-SESSIONALS		WEEK 1				
Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
Orientation (Admin team, 30mins)	Pre-sessionals: Cross-cultural Communication (2 hrs)	Welcome & Introduction to Imperial & RCA  Programme Overview  Ice-breaker (Imperial & RCA 1 hr)	D1: Introduction to Service & Product Design and its Impact(RCA 2 hrs)	Global Challenge 1: New Frontiers in Global Health (Imperial 1 hr)	D2: Discovery (RCA 2 hrs)	Global Challenge 2: Innovations in Climate Change(Imperial 1.5 hr)
Pre-sessionals: Academic English Skills (2 hrs)	Workshop (1 hr)	Creativity and Ideas Generation(Imperial 2 hrs)	Project introduction and briefing (RCA 1 hr)	Building Effective Team & Leadership (Imperial 2 hrs)	Project tutorial /Exercise (RCA 1 hr)	Global Challenge 3: Challenges of the Internet (Imperial 1.5 hrs)
		Social activity 1 (1 hr)	Self-study: students work on group project (1 hr)	Social activity 2 (1 hr)	Self-study: students work on group project (1 hr)	Self-study: students work on group project (1 hr)
WEEKEND		WEEK 2				
Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
No class	No class	Global Challenge 4: Innovation in Robotics - reshaping the future (Imperial 1 hr)	D3: Definition and Design (RCA 2 hrs)	D4: Concept Delivery (RCA 1.5hrs)	D5: Future Challenges in Service Design (RCA 1 hr)	Group Presentations Final feedback and announcement of winning group (panel from both RCA & Imperial - 4 hrs)
		Global Challenge 5: The future of data science and its application (1 hr)			Project tutorial /Exercise (RCA 1 hr)	
		Effective Communication for Presentation (Imperial 2 hr)	Self-study: students work on group project (1 hr)	Social activity 3 (1 hr)	Self-study: students work on group project (1 hr)	

## APPENDIX II: DESIGN FOR GLOBAL CHALLENGES ONLINE SUMMER SCHOOL SESSION DESCRIPTIONS:

### Pre-sessionals:

The Pre-sessionals are offered by the admin team as a learning support to boost your confidence, academic language and social skills. The sessions are geared towards providing the necessary training for you to succeed in the English-speaking learning environment and to perform at a higher level from the very beginning of this intensive Summer School learning experience.

### Creativity and Ideas Generation

This session helps students "to think outside the box" to generate ideas. The techniques presented and tried during the session are particularly useful for people who do not believe they have time to think differently due to the pressures of daily life. The session will take students through a pragmatic 6 stage problem solving process. Students will apply the process from problem definition through to implementation.

- Discover
- Define
- Design
- Develop
- Deliver
- Diffuse/Distribute



### Introduction to Service Innovation & Design Thinking and its Impact

Our RCA interactive workshops are designed to address specific challenges through the use of practical tools such as design thinking and people-centred service innovation, with reference to real-world projects, experiences and case studies.

At the end of the workshop process the students will have worked in groups to develop a proposal in response to the challenge.

Learning aims:

- Empathy, clarity, creativity, networking, self-reflection, integrity, confidence, agility, positivity, equality and diversity, influence, collaboration, communication and inclusion.
- Ethnography, data visualisation, ethics, principles, sustainability, critical thinking, problem identification, analysis evaluation, innovation, public and impact.

### Project Introduction & briefing

Students will be allocated in groups of 5 to identify one area of a global challenge that needs tackling and propose an innovative idea to design a service that could either control or reduce the global challenge. This is a tried and tested format at the RCA and each year the MA students take part in the college wide “Grand Challenge” [2021](#) and [Cern](#).

### New Frontiers in Global Health

The aim of this session is to provide students with an understanding of current challenges in Global Health and what are the latest innovations to meet these challenges.

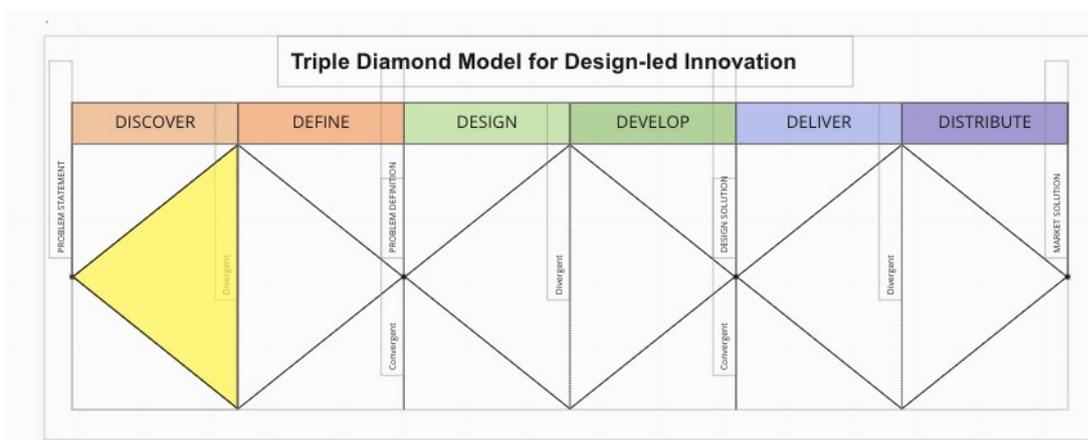
This session will cover:

- What is Global Health?
- Problems and Challenges
- Solutions with case studies examples
- Current innovations in Global Health

### Building Effective Team and Leadership

Through the medium of practical exercises and guided review, students will explore ways in which team performance can be enhanced. The session will give participants the opportunity to participate in a range of tasks designed to highlight common ways in which team performance can come unstuck and the behaviours that can mitigate against this.

### Discovery



In the discovery phase of the Design Thinking process, we encourage divergent thinking, the purpose is to organise a broad range of information and gather insights.

- identify and break down the problem statement

- what are the main factors that have contributed to the problem?
- what other sectors/markets/geographies have addressed this problem
- what are the key contextual issues/drivers that might suggest a way forward

### **Innovations in Climate Change**

Climate Change is one of the biggest challenges to development today. While climate change poses a number of risks to vulnerable communities and businesses around the world, many opportunities are unfolding for private companies to implement actions towards reducing risks to their business operations, as well as investing in adaptation action in vulnerable regions in a sustainable and profitable manner. The session will give students an understanding of what Climate Change is, its impact and the challenges businesses and academia face as they find innovations to tackle these problems.

### **Challenges of the Internet**

The Internet is a global system of interconnected computer networks that use the standard Internet protocol suite to serve several billion users worldwide. Whether for business or leisure, use of the internet is becoming part of our daily lives. To understand what impact this can have, the session will cover:

- An introduction/overview of the internet and its power
- Current challenges of the internet and problems faced by companies.
- What businesses are doing to overcome these challenges?
- Current innovations in managing Internet Challenges (academic and business)

### **Innovation in Robotics – reshaping the future**

This session provides an insight into machine learning, robotics and AI. Students will learn the latest real-world application and innovation in the area and see how robotics can reshape the future and transform the world in different sectors.

### **The Future of Data Science and its Application**

Modern science typically involves big data, taking advantage of high-throughput data capture and high-performance computing capabilities. Data science is therefore an essential element of all modern interdisciplinary scientific activities. It acts as the glue to facilitating collaborative scientific discovery and involving the whole life cycle of data, from acquisition and exploration to analysis and communication of the results. Data science is not only concerned with the tools and methods to obtain, manage and analyse data, it is also about extracting value from data and translating it from asset to insight. This session aims to showcase data science and its applications to address data-driven scientific grand challenges.

### **Effective Communication for Presentation**

This workshop will take students on a journey through fundamental principles of communication and presentation. Through exercises, plenary and interaction, students will learn more about their strengths and natural abilities, and how to perform at a higher level. The session will allow students to work experientially within a group setting and will give participants exercises, ideas, tips and practises for inclusion in their presentations on the last day.

## Definition

Using convergent thinking, the aim is to interrogate and refine the problem to arrive at a design brief that makes sense of the possibilities.

- what are the most relevant pointers from the Discover phase
- which elements matter most and which are most feasible?
- how do these elements fit together, and what is the convergent path on which they might sit?
- how might an actionable creative design brief be developed and articulated?

## Design

The design phase is about creating ideas. Through using divergent thinking, the aim here is to generate a range of different creative ideas to address the challenge.

- what are the most relevant and resonant creative design responses to the brief?
- how can these concepts be described visually in model or sketch form?
- look at other sectors or countries for ideas to cross-pollinate.

## Concept Delivery

Finalise the design solution describing its key characteristics, benefits and beneficiaries. Present the ideas to the group. Suggest several routes to implementation.

- what shape should the final proposal take
- what are its key features and attributes?
- describe a range of delivery mechanisms to make this happen
- how do you communicate the essence of the proposal to an audience?

## Distribution and Diffusion

Use convergent thinking to bring the proposal to a wider audience, what are the elements required to scale up the solution and create impact?

- what is the preferred route to implementation?
- who are the key players needed to make the project real?
- how will you promote and market this innovation to a wider audience?
- how will you test the solution and incorporate feedback to further improve the solution?

## Future Challenges in Service Design

Services represent around 80 per cent of the economy. Service design applies human-centred design principles to make services that are more sustainable and desirable for changing consumer priorities. It delivers better experiences, successful innovation and business value. It can be applied to global challenges in all sectors ranging from retail, banking to transportation,

health, and education etc. In this session, students will discuss some of the challenges in service design as a key enabler to humanize the world and to create a better future for all of us.

### **Project tutorial sessions**

The teams will work in small groups and the workshop facilitators will be available to visit and comment on the projects in the rooms to give feedback.

### **Opportunities for International Students**

This session provides an opportunity for international students to find out more about studying in the UK and at Imperial and RCA. They will find out about student life and facilities on campus, programmes available, the application process and scholarships.

### **Online Social Activities**

These social sessions will offer students an opportunity to experience British Culture and visit to famous London Landmarks virtually etc. Students will also get to hear from design entrepreneurs who are driving progress by launching their innovations into the commercial world and their journey to start up their own companies.

### **Group Presentations**

Students in groups will apply their learning and present their design ideas to a panel and the best project team will be awarded a prize and a letter of recognition. All students will receive a project assessment score.