

# Business Development

## Innovation Catalyst

### **Aims**

This course aims to provide participants with a general introduction to some of the main theories of innovation that have influenced our very perception and understanding of the nature and concept of innovation, and the discourse of innovation theory per se, as it has come to be understood today.

### **Launching a new service to businesses in London**

There are numerous training programmes offered by both the private sector and educational institutions. It is hard to find a course pitched at the right level to bring true value to your organisation. Goldsmiths have recognised this and have developed courses at MA level to provide your company with targeted vocational training delivering skills and knowledge which can be directly applied to your business with practical and innovative outcomes. Goldsmiths have taken the experience of the last five years working with wide ranging industries and develop two exciting new programmes focusing on innovation, aimed at supporting businesses in a very practical way; an MA in Innovation Practice and a Certificate in Innovation Practice. Both programmes are aimed at working with businesses to help them develop a real opportunity using our latest design thinking, techniques and training programme. The two offerings are in them selves are innovative, as the work we do with you is about directly applying our ideas and knowhow to your specific needs. The objective is for you to leave us with a tangible practical and profitable result.

### **Past innovative collaborations with businesses have included:**

- New materials research
- New Processes
- Developing new business models
- New Product designed/produced
- New market development
- New service development
- Research/Feasibility studies carried out to provide a case for innovation
- Developing working relationships with other companies or institutions
- Introducing new technologies or working practices
- Re-branding and marketing

### **Invitation**

We would like to invite you to discuss these programmes with us, in particular the Certificate in Innovation Practice which is a 16 week intense programme aimed at delivering short-term tangible results. We would like to explain how we can build the programme around your specific needs. In June we will be starting the Innovation Catalyst programme. A workplace and University study format, 16 week course (1 day each week) made up of seminars, workshops, one-to-one consultancy and innovation lab work to help businesses of all sizes develop their innovative product, service or process.

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## Introduction to the 16 week programme



When it comes to developing your innovation capability, improving your innovation process, or nurturing a productive and creative culture, it is often very difficult to find the time to enable these things to evolve within the work place.

To help answer this Goldsmiths, synonymous with creative and innovative thinking, is launching a new type of scheme aimed at mastering Innovation. This new Research & Development activity is based within Goldsmiths Design Department and is founded on their historic work with businesses, research into innovation and its broader academic network of experts.

This new 'Innovation in Practice' scheme aims to bring Industry and Higher Education together to focus on highly relevant activities that build an actual R&D project from your company's interests, desire and strategic direction to innovate.

Through the programme you will be exposed to current methods and processes for innovating, creative business seminars, lectures and workshops, as well as theories of innovation and most importantly practical and creative studio work, where you will meet experts from a wide range of subject areas and disciplines (designers, social scientists, creative business experts, and material experts) to help you develop your own innovation project.

You will also gain access to extensive research, development and prototyping resources based at the university to help you realise your innovation project.

The work undertaken on the scheme can also be used towards a new masters in 'Innovation in Practice' that is due to start in 2010.

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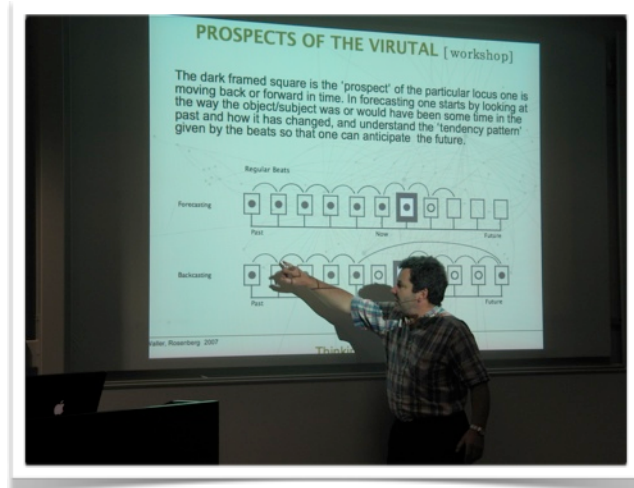
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The Masters will be both flexible in delivery times and access as well as modular to enable you to build a qualification to a full postgraduate degree; alternatively it can be studied as stand alone elements to further yours or your company's professional development.

### Capacity

Growing and nurturing your talents – those companies that engage with design out perform the FTSE by 200% (Design Council). Engaging with innovation is vital to the development of the UK productivity. Because Design thinking delivers skills to be more empathetic with your customers, communities and users, it brings with it real value that in turn feeds back to benefit all parties involved. Where additional skills and specialties are required a graduate can be provided to support the company and project with an additional but minimal cost.



### Support

The scheme will be delivered by a range of people including Mike Waller- Designer and Technologist in R&D, Martin Conreen- Designer and Material Expert from the Materials Library, Duncan Fairfax- Design Theorist and Philosopher, Sian Prime Creative Business and Marketing Expert, Terry Rosenberg Innovation Theorist as well as subject experts for one to one creative studio activities drawing from

disciplines and subjects including Design, Social Science, Psychology, Engineering, Business Strategy and Economics. Goldsmiths also has an extensive network of access to a range of prototyping, research centres and business support across the capital.

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## **The programme is made up of four key activities as explained below:**

### **Studio Practice**

This activity is focused on practice and establishing a coherent innovation design project. The studio practice course is where all elements of the programme are synthesised and knowledge and understanding is applied and extended through practice. What is particularly important in this course is the design studio activity.

As well as being tutored by design subject tutors it is also supported by a range of experts for differing fields and subject areas such as social science, material research, engineering, film making, psychology amongst others. The aim of this approach is to engage a wider subject expertise and apply it to the activity of multidisciplinary innovation through the design studio project, whilst building higher expectations of innovation and design in both scope and possibility. The module will be supported through the discourses of innovation, methods and processes and creative business course lectures and seminars.

The final part of the programme will be taking the feedback from previous studio courses one and Two, and producing a convincing conclusion to the project. The works should demonstrate how the outcomes of the project are supported by the practice work, as well as more broadly, how the ongoing research informed the decision making within the work. The level of finish and completion of the innovation design project should be sufficient for public presentation, although in cases of Intellectual property sensitivity it would not be required to be publicly presented. The work will also be supported with a project report (5000 words) documenting the full project and in addition to the 5000 words the written material from previous submissions should be included.

#### **At the end of the course the student will be able to:**

- Reflect on own practice in relationship to theories of 'futuring'
- Utilise appropriate theoretical discourses to infuse or inform practice
- Identify how practice generates discourse of design and innovation
- Develop methodologies to engage with Innovation projects in social, cultural, technological, political, ethical and environmental dimensions
- Synthesise complex sets of concerns within an innovation/design project
- Communicate effectively complex concerns both orally and written in a range of contexts and audiences, academic, business and public Engage other disciplines and subject areas to inform Innovation/design project
- Negotiate advice from a number of experts and make autonomous decisions within project work.
- Be aware of the ethical concerns of the project and act appropriately – negotiate and communicate these issues effectively
- Demonstrate empathetic dimension to understanding both users and social impact of the work.

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## Methods & Processes Workshops



These workshops deliver a range of methods and processes and is the first part of a two course set. The aim of this course is to build a connection between established, emerging and self derived methods and processes for innovation and design practice. These can be grouped into areas of focus including, general research methods, generative practice processes, social, technological and cultural methods of research, user research, action based

methods as well as evaluation processes. The intention is to use the knowledge and understanding built in this course with in the studio practice innovation project.

It is not a course where methods and processes are abstracted and generalised in order to build a research programme qua research. Rather, research is understood as being formed and undertaken in due respect of the object of enquiry and the objectives of the programme or practice of which it is a part or the entirety. Thereby, research methods in, for, about and through design practice are all elements in the same course syllabus. The course, stressing the 'objectives of innovation and design' also moves to look at how methods and processes of research may be interpreted and used to build a practice of innovating.

### At the end of the course the student will be able to:

- Engage with methods and processes relating to practice and research, its objectives and its validation and appreciate where their own innovation projects are situated in relation to them;
- Have a basic knowledge of a number of different research and innovation methods - qualitative, quantitative and mixed research:
- Select or formulate different methods appropriate to different contexts of innovation activity;
- Appreciate different modes of thinking in designing and innovating
- Appreciate different ways in which we represent thought and understand how we may think through representation.
- Apply their understanding of research methods and design processes in their own research/practice.
- Present and communicate their ideas about methods and processes coherently and engagingly.

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## Discourses Seminars

These seminars consider a number of the different theories of innovation that have been outlined within the social sciences, the history and philosophy of science, critical theory, philosophy, and business, organisation, and management theory it aims to not only provide students with a thorough introduction to some of the main theories of innovation that have influenced our perception and understanding of the nature and concept of innovation, and the

discourse of “innovation theory” per se, but also to highlight some of the inherent limitations and constraints in our predominantly “productivist” and “economistically” prejudiced understandings of it. As such it also seeks to challenge some of our most cherished preconceptions and assumptions about the nature of innovation, and to re-consider it in terms of its widest possible significance, that is disclosure of the “new”; along with all of the inherent social, cultural, political, and ethical considerations that go with such an understanding of innovation.

There is also a particular emphasis placed on the way in which many of those central themes that have dominated the discourse of “innovation theory”, like the way in which the “new” is actually “real-ised”, “man-ufactured”, “pro-duced”, or “de-signed”, have been considered within the discourse of “Practice Theory”. This draws on a number of the most recent insights within the discourses of anthropology, sociology, cognitive science, philosophy of mind, and to a lesser extent, design studies. This course also explores interaction design theory, which has attempted to understand how those various “practices” both through which and with which we produce our world.

### At the end of the course the student will be able to:

- Critically engage with a number of different theories of innovation as they apply to both design in its more limited sense and design “practice” as it has been critically articulated throughout the course.
- Be capable of critically assessing the usefulness of these different theories of Innovation and practice to a variety of different contexts.
- Be capable of both reflecting on and articulating the relevance of these different theories of innovation and practice to their own particular practices.
- Be capable of discussing the relevance of these ideas to a number of those socio-cultural, political, economic, and ethical questions and concerns that were articulated throughout the course.
- Be capable of communicating these understandings in both oral and written form.
- Be capable of critically engaging with a number of different areas of research in order to inform their own innovative design research.



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## Creative Business Seminars



The Creative Business course uses case studies, expert seminars, forums and practical methods to fully engage in the issues that make successful Innovation/design in business. The content also benefits from input from experts in enterprise, design business management, and theoreticians of innovation.

The focus is innovation for product, service and experience in both social and commercial innovation contexts. The course also intends to build a critical practice in the application of this knowledge and understanding into the studio project course where it is synthesised into the student's own practice.

Most students participants on this course will already be involved in a functioning business, institution or organisation and would therefore already be aware of some level of creative business practice.

### **At the end of the course the student will be able to:**

1. Discuss wider implications of innovation and design and their impact on society
2. Identify, formulate a coherent and appropriate innovation/design project
3. Use appropriate research methods to inform Innovation/design project
4. Engage other disciplines and subject areas to inform Innovation/design project
5. Use a wide range of methods and processes in successfully develop an innovation design project.
6. Engage with a number of business models in the innovation/design project
7. Demonstrate an understanding of a range of methods and processes used in business

# Course Schedule

Every Wednesday - Commencing 2nd June 2010

Day	Session 1	Session 2	Session 3
1	Discourses Seminars	<b>Methods &amp; Processes Workshops</b>	<b>Studio Practice with design consultants</b>
2	Creative Business Seminars	Studio Practice with access to consultants	
3	Discourses Seminars	<b>Methods &amp; Processes Workshops</b>	<b>Studio Practice with design consultants</b>
4	Creative Business Seminars	Studio Practice with access to consultants	
5	Discourses Seminars	<b>Methods &amp; Processes Workshops</b>	<b>Studio Practice with design consultants</b>
6	Creative Business Seminars	Studio Practice with access to consultants	
7	Discourses Seminars	<b>Methods &amp; Processes Workshops</b>	<b>Studio Practice with design consultants</b>
8	Creative Business Seminars	Studio Practice with access to consultants	
9	Discourses Seminars	<b>Methods &amp; Processes Workshops</b>	<b>Studio Practice with design consultants</b>
10	Creative Business Seminars	Studio Practice with access to consultants	
11	Discourses Seminars	<b>Methods &amp; Processes Workshops</b>	<b>Studio Practice with design consultants</b>
12	Creative Business Seminars	Studio Practice with access to consultants	
13	Discourses Seminars	<b>Methods &amp; Processes Workshops</b>	<b>Studio Practice with design consultants</b>
14	Creative Business Seminars	Studio Practice with access to consultants	
15	Discourses Seminars	<b>Methods &amp; Processes Workshops</b>	<b>Studio Practice with design consultants</b>
16	Creative Business Seminars	Studio Practice with access to consultants	

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