



DIDI Project Design Space Season 4

Sponsored by Dubai Institute of Design and Innovation.

Interested schools and teachers should apply by 6 November 2019.

Early application recommended. Limited spaces available.

This program is free.

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, 4,000 UAE-based students participated in the program.

Our clients for this year's design project challenges are **Nike, LEGO Middle East, Emirates Nature - WWF, RAKBANK and Dubai Festival City Mall.**

In order to participate, schools must complete the online [application form](#) 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 2019 and March 2020.

Teachers will then 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 (a 3-minute video of each team's prototype) to be reviewed by the DIDI Project Design Space team and clients by **1 March 2020**.

Those chosen as finalists will be invited to a design boot camp on **21 March 2020** and a final competition on **18 April 2020** at DIDI. Teams will pitch their solutions to the clients and attend an award ceremony. Top teams will be awarded plaques, gifts and certificates. Note: All teachers and students that participant in this year's program will be awarded a certificate.

2. How It Works

Apply by 6 November 2019 (early application recommended): Schools interested in participating in the program should apply by completing the online [application form](#). 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 all subjects are welcome to apply.

Schools notified of acceptance (by 10 November 2019): DIDI will select up to 75 schools to participate in the program. Schools that demonstrate the most interest and teacher/student commitment will be selected.

Attend teacher workshop (19, 21 or 23 November 2019): 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 (8 December 2019): 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 have had more than 100 students participate.

Facilitate 4 after-school club sessions (November 2019 – March 2020): 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 (1 March 2020): Each student team will submit a video of its prototyped solution to didi.designspace@didi.ac.ae for review (Note: Submission template and upload directions will be provided). Teams will be notified if they have been selected for the boot camp and final competition by 12 March 2020.

Attend design boot camp (21 March 2020, select teams only): 10 teams per challenge will be invited to a design boot camp at DIDI (40 teams total including both middle and high school teams). During this boot camp, they will receive feedback and coaching from DIDI faculty and their clients. Here is a video showing [highlights from last year's boot camp](#).

Attend final competition at DIDI (18 April 2020, select teams only): 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](#).

3. Important Dates

- 6 November 2019: Deadline for schools to apply
- 10 November 2019: DIDI to notify schools of acceptance into program
- 19, 21 or 23 November 2019: Teacher workshops at DIDI
 - Participation in 1 of the 3 workshops is mandatory
 - Workshops are 4 hours long
- 8 December 2019: Due date to solicit student participation (at least 15 students per school)
- November 2019 – March 2020: Teams complete DIDI Project Design Space (4 after-school club sessions)
- 1 March 2020: Teams submit solutions to DIDI for client review
- 12 March 2020: Teams will be notified if they made it in the boot camp and final competition
- 21 March 2020: Design boot camp at DIDI for selected teams
- 18 April 2020: Final competition at DIDI for selected teams

4. About DIDI

In collaboration with the Massachusetts Institute of Technology (MIT) and The New School's Parsons School of Design, Dubai Institute of Design and Innovation (DIDI) is a private, non-profit university, located at Dubai Design District (d3), accredited by the Ministry of Education in the UAE. With its first intake in 2018, DIDI is focused on nurturing, mentoring and creating the next generation of designers. The curriculum is designed to empower students to map out their own four-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 more information, please visit <http://www.didi.ac.ae>.

5. Applications

Apply by 6 November 2019. Early applications are recommended. Limited spaces available.

Interested schools should [apply online](#). For further information about the program, please email didi.designspace@didiac.ae.