

# Education for Creativity

## The Meaning of Design & Design Thinking in the Schools

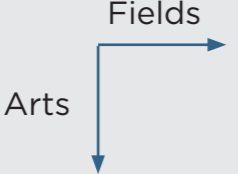
Richard Buchanan  
Weatherhead School of Management  
Case Western Reserve University

&

College of Design & Innovation  
Tongji University, Shanghai

Unleash!  
Hong Kong  
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# The Four Orders of Design



1st Order	2nd Order	3rd Order	4th Order
Problems of Communication	Problems of Construction	Problems of Action	Problems of Integration
Signs	Things	Actions	Thoughts

**Signs**  
Inventing

**Things**  
Judging

**Actions**  
Connecting

**Thoughts**  
Integrating


# The Four Orders of Design

1st Order	2nd Order	3rd Order	4th Order
Problems of Communication	Problems of Construction	Problems of Action	Problems of Integration
Signs	Things	Actions	Thoughts

Signs	Words Symbols Images		
Things		Physical Objects	
Actions		Activities Services Processes	
Thoughts			Environments Organizations Systems

# The Four Orders of Design

1st Order Problems of Communication Signs	2nd Order Problems of Construction Things	3rd Order Problems of Action Actions	4th Order Problems of Integration Thoughts
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Signs	Graphic Design		
Things		Industrial Design	
Actions		Interaction Design	
Thoughts			Social & Community Design

# Three Pillars of Design in the Schools

- Diverse Experiences
- Projects
- Design Attitude

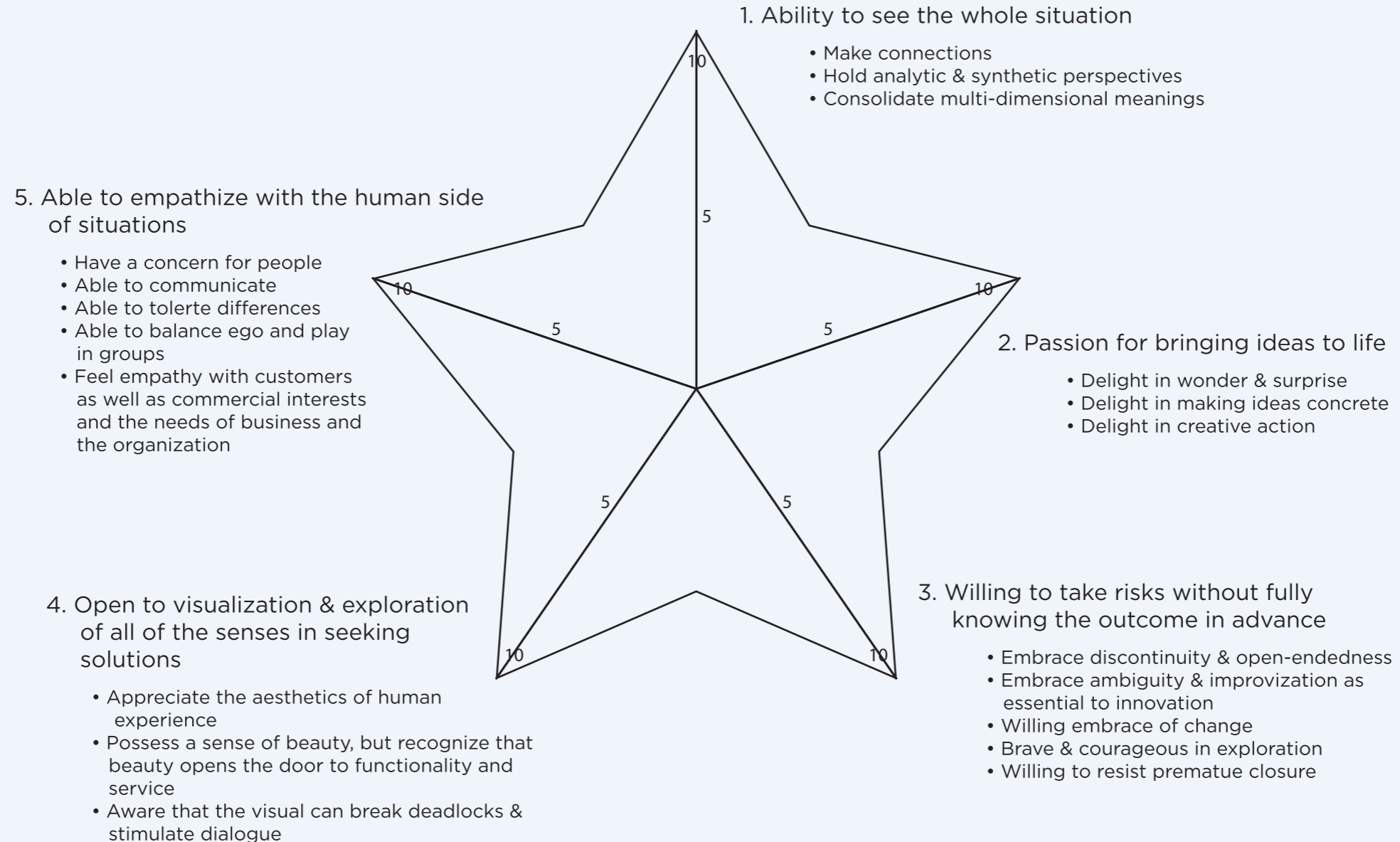
# Five Values in Cultivating Design

1. Ability to see the whole situation
2. Passion to bring ideas to life
3. Willing to take risks
4. Open to exploring all of the senses
5. Concern for others, with empathy

# Design Attitude: A Self-Assessment Exercise

## Design Attitude: Abilities & Capabilities

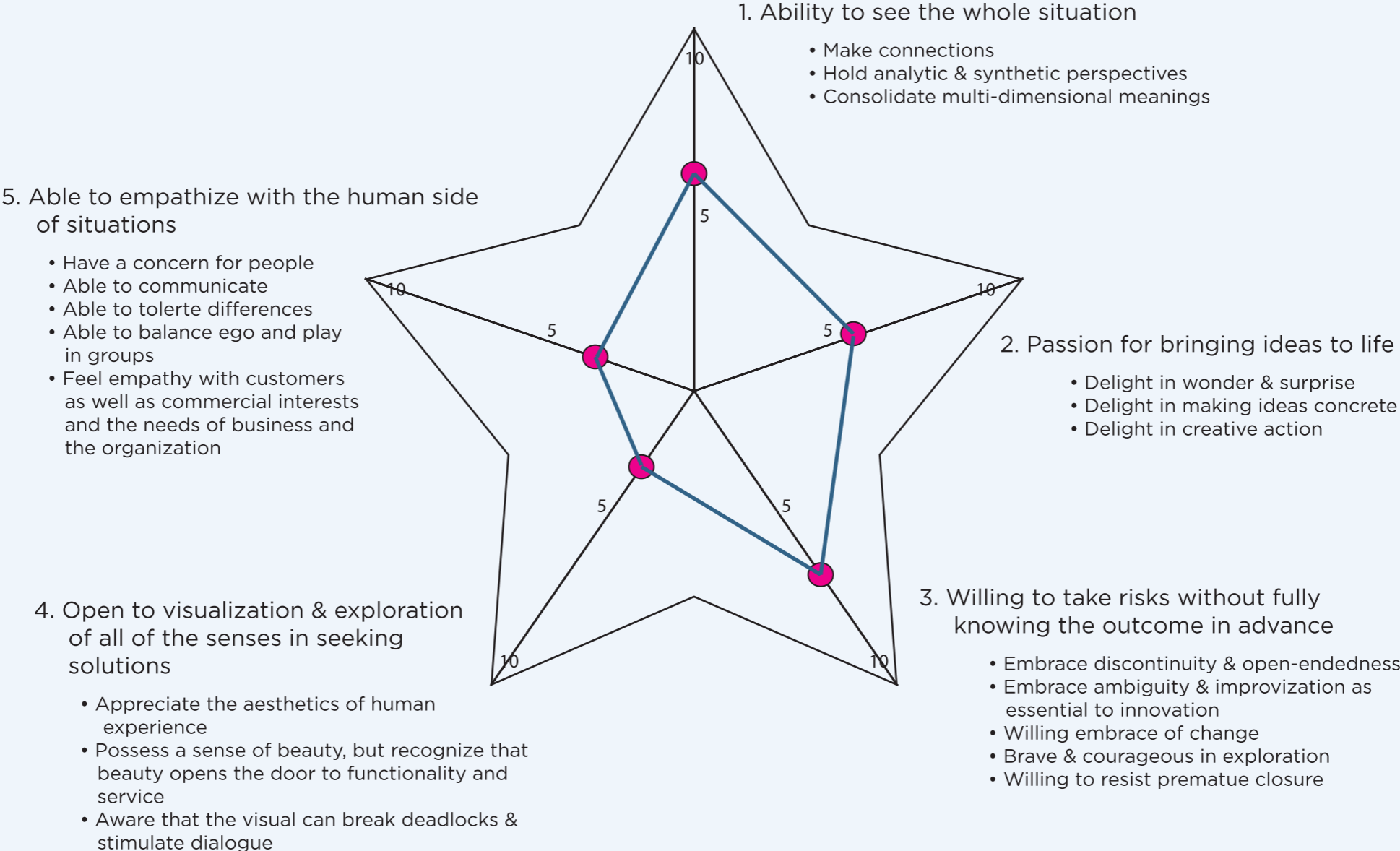
from Kamil Michlewski, "Uncovering Design Attitude,"  
"Organization Studies" 2008 (29:373).  
Rev. R. Buchanan, 2009.



# SAMPLE ASSESSMENT

## Design Attitude: Abilities & Capabilities

from Kamil Michlewski, "Uncovering Design Attitude,"  
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Thank you