# Course Description

**Department**: 12 Design  

**Course title**: Innovating with Design: the Process Behind Great Digital Products  

**Hours per week (SWS)**: 4  

**Number of ECTS credits**: 6  

**Course objective**:  
- Ideation techniques to a quick project kick-off  
- Overview to the design thinking process that brings digital products to life  
- App definition  
- How to get early feedback from users  
- Improving the concept with diverse techniques  
- Low fidelity sketching and prototyping  
- Presentation techniques  

**Prerequisites**: Basic Knowledge of Design Methods  

**Recommended reading**: Alan Cooper: About Face 4, The Essentials of Interaction Design  

**Teaching methods**: Moderated Workshops  

**Assessment methods**: Rating of project work  

**Language of instruction**: English  

**Name of lecturer**: Alex Brion  

**Email**: mail@alexisbrion.com  

**Link**: [http://alexisbrion.com](http://alexisbrion.com)  

**Course content**: In this hands-on, workshop style, course students will be presented to a design challenge to be solved through the design of a mobile app, including ideation, sketching and feedback approaches to evolve and improve the initial concept. It is also planned to visit during the course partners in the digital industry (in the past: IDEO, Google, Sapient).  

**Remarks**: It is the third time that Alex organizes a course at our department. The last ones were very popular!