**WSTI workshop**

**Design Thinking for Social Impact: Visual Communication for Change**

4 Days (2–3 hours per day), approx. 8 hrs+

Attendance: 10/12 students

Requirements:

* Good knowledge of English,
* access to computers with internet connection,
* level of knowledge: 5-7 semester
* Workshop date - October 15-18, 2024, WSTI headquarters
* Contact and registration: Dr Piotr Dzik (piotr.dzik@edu.wsti.pl), first come, first served principle

**Day 1: Introduction to Design Thinking & Problem Identification**

**Objective:** Introduce the Design Thinking framework and identify a relevant social issue for the project.

**Agenda:**

1. **Introduction to Design Thinking**
2. **Problem Selection**

**Day 2: Ideation & Visual Communication Techniques**

**Objective:** Generate creative ideas and apply visual communication strategies.

**Agenda:**

**Visual Communication Techniques Lecture (30 min):**

* + Discuss visual semiotics, color theory, and symbolism in graphic design.
  + Insights from research:
    - *Roland Barthes* on how images carry complex social and political meanings.
    - *Marshall McLuhan’s* idea of “the medium is the message,” exploring how media shapes public understanding.

1. **Group Ideation**
2. **Concept Sketching**

**Day 3: Prototyping & Feedback**

**Objective:** Develop and refine prototypes based on feedback.

**Agenda:**

1. **Prototyping Techniques Lecture**
2. **Prototype Creation**
3. **Gallery Walk & Feedback Session (30 min):**

**Day 4: Finalization & Presentation**

**Objective:** Complete and present the final project, reflecting on the Design Thinking process.

**Agenda:**

1. **Project Refinement**
2. **Final Presentations**
3. **Reflection & Wrap-Up**

**Final Output:**

* Ready-to-launch visual projects like poster series, cards, or media campaign materials.