Design Mindset – Industry and Education

Don Carlson
Director, Autodesk Education
The Autodesk vision is to help people imagine, design, and create a better world.
The Industries we serve:

- Manufacturing
- Architecture, Engineering and Construction
- Media and Entertainment
20 Academy Awards for Special Effects
Design Challenges
The USB port provides 2W of power at 5V, charging devices from LED lights to smartphones.

[more info]
.... Hurricane Sandy
Relevance of the education system

90% Indian engineering graduates are not employable – why?

By Raghu Mohan in HackerEarth

February 4, 2014 0 Comment
Design Mindset

**Observe**
- Look, listen & learn
- Determine root cause of the problem
- Review History & Solution Attempts

**Ideate**
- Develop divergent ideas
- Approach with optimism, creativity & user empathy
- Reserve judgment & maintain neutrality

**Iterate**
- Experiment
- Utilize good design principles
- Avoid decision making by consensus

**Evolve**
- Produce solution
- Gather feedback & improve
Students – Next Gen Innovators

- Expect more personalisation
- Are equally comfortable in 2D and 3D worlds
- Create and consume their own ‘reality’
Real or fake?
Real or fake?
Real or fake?

Image courtesy of Audi

Image courtesy of Max Edwin Wahyudi
Autodesk Education

Access to software

Training & Certification

Project Based Learning

Learning & teaching resources

Student & educator programs

www.autodesk.com/education
Today

Observe students as they use technology in the design process

Saturday and Sunday

Be the student with hands on workshops for Design and Make

Take advantage of the partners who are here – Boxford, MakerBot