

SDG 15 Seeding Sustainability

MM1: Problem to PitchThe Ice Cream Olympics



MM1: Problem to Pitch - The Ice Cream Olympics

Programme Phase 1: Research and Development

Lesson 7 Design Thinking Test 1.0 - Vision Boards

Subjects: Climate Action
and Sustainable
Development, Design,
Technology, Science

Lesson Title and Summary: Creating and Using Vision Boards

Evaluating an idea is a key aspect of Design Thinking. In this lesson learners will begin the process of testing their ideas with potential users.

This lesson prepares learners to present their work in a structured way and prepares them for organising documentation (images, details) of their idea development and process. Learners will learn that this is not the end of the process and that they may learn something that means they might need to return to an earlier stage, e.g. Define or Ideate.

This lesson will begin to help them test their ideas by developing their vision boards using the Vision Board support worksheets and prepare them for their final pitch - their Pecha Kucha presentation.

Vocabulary: Documentation; Test; Vision Board; Visualisation

In this lesson, the learner will:

- further define key elements of their idea
- structure their thinking
- understand the purpose of a Vision Board
- present their thinking visually

Materials

- Support Resource: Creating a Vision Board
- Internet Access
- Pens, pencils
- Large pieces of paper
- Whiteboard



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Activity Instructions

Activity 1 Testing and Defining your elements of your idea (20 mins)

1. Watch the video 'Design Thinking TEST'.
2. As a class, discuss each of the boxes on the Vision Board Support so that learners understand the task and its purpose.
3. Using their work from the prototyping process, ask learners to fill in the Worksheet: Vision Board Support, which will help them to define the key elements of their project idea.
4. Once they have completed this activity they will be ready to develop their Vision Boards.

Activity 2: Using and Creating your Vision Boards (30 mins) and either additional lessons or complete in their own time or other supportive classes e.g. English, CSPE.

1. Explain the activity, going over the key elements of the Support: Vision Board.
2. Watch the video 'Create a Digital Vision Board'.
3. Ask learners to google 'vision boards' and select 3 styles that they like and take a screen grab as inspiration for their own vision boards.
4. Ask learners to decide if they want to create a digital vision board or use physical materials.
5. Once decided, learners can either make a list of the materials they will need to create their vision board, or set up a Canva account for a digital vision board.
6. Learners will begin to think about the materials and images required to help them present the key elements of their project ideas and their paper designs and paper prototypes.
7. Learners will begin to work through the worksheet: Vision board required to create and complete their vision board.
8. Learners can begin to gather images including any they may have from the prototyping sessions and start their preparation work for their vision board.

Evaluating an idea is a key aspect of Design Thinking. Learners will see that this is not the end of the process and that it may reveal something that means they might need to return to an earlier stage, e.g. Define or Ideate. They will begin to create their vision board in preparation for creating their design and pitch.

REFLECTIVE EXERCISE: 3-2-1 (10 mins)

- Three things they feel they have learnt from the tasks
- Two things they found most interesting and would like to explore more
- One opinion they have about the tasks

Use Post-its or a mentimeter survey - www.mentimeter.com - to gather reflections

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EXTENSION / REDUCTION ACTIVITIES

Depending on class duration and number of teams, it is suggested that two lessons are used to allow learners to create their vision boards which will form the initial steps in helping them develop their Pecha Kucha's - see Media Communication Module 3.

Learners will be able to gather images and use their vision boards and the vision board support worksheet as prompts to think about some of the ideas within their project.

MEDIA BOX: (materials, online video links, extra resources, case studies etc)

Video: 'Design Thinking TEST' (3:19min) <https://youtu.be/UVEQCNM6X-A>

'Create a Digital Vision Board' <https://www.canva.com/create/vision-boards/>

'How to make a pitch using a mood board' (4:00min) <https://www.youtube.com/watch?v=8dG--KvDIX8>

'Paper Prototyping' (2:36min) <https://www.youtube.com/watch?v=85muhAaySps>

Local Trip / Expertise / Additional Work and Assessments

Invite the Local Enterprise Officer to the learners' final pitch presentations - share their vision boards in advance.

Present their vision boards to a Local Development Company or Community and Business Alliance /or Chamber of Commerce.

Organise a visit from the Local Enterprise Office to discuss Enterprise.

Create a local enterprise event / exhibition to share their vision boards and present their Pecha Kucha, e.g. in school at the end of school year, in the local library or online - align to National Enterprise Month.

Develop a Rocket Pitch event - 3 mins 3 slides – create an event to share the learners ideas.

Look at enterprise competitions encouraging this as part of the students learning process, e.g. Eco-Unesco, Cool Projects.



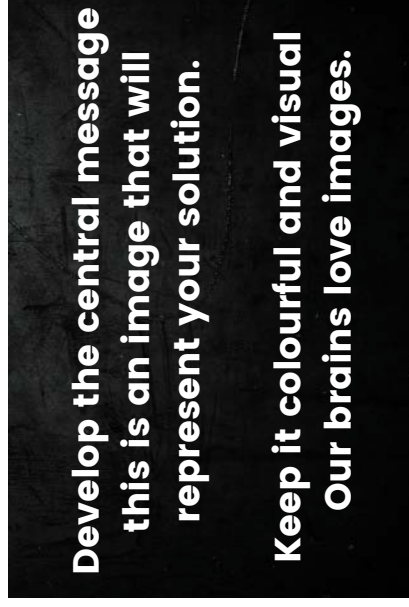
STEP 1 THE 'WHAT' OF YOUR SOLUTION

Develop an image that represents the reason behind your solution – the 'problem' you want to fix. Use pictures, texts or quotes that help you tell what your business is.

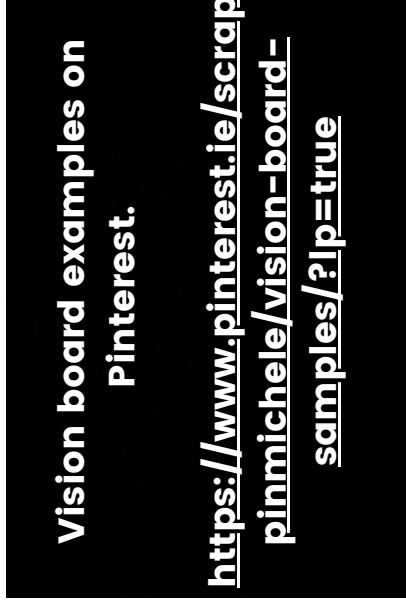


STEP 2 THE 'WHY' OF YOUR SOLUTION

Develop an image that will show what your solution will provide for people or fix their problem. Use pictures, texts and quotes that help you show how your business helps your customers.



Use can use Pinterest, Google images, cut out images and texts from magazines and drawings



STEP 3 THE 'WHO' OF YOUR SOLUTION

Develop an image of the people who will use your solution. Use pictures, texts, quotes, statistics that help to you define your users



STEP 4 THE 'HOW' OF YOUR MARKETING

How will you reach your users or consumers? Use pictures, texts and quotes, that help you tell the reason for our business.

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CREATE A VISION / MOOD BOARD



STEP 1 MATERIALS

You can choose to do your vision board online but if you make it you will need to gather card board, card /paper, glue, scissors, images.



STEP 4 GATHERING IMAGES

Begin to gather images that tell the story of your project – you can use drawings, cut outs, images printed from Google or Pinterest or if digital, you can scan your images online.



STEP 2 DECIDE ON WHO WILL DO WHAT

Each person should in the group should be responsible for one of the four sections in the image board worksheet.



STEP 3 PLANNING YOUR BOARD

As a group you can start to plan the size, shape and format of your vision board – see examples but don't be limited. It should reflect your project.



REMEMBER MESSAGE AND AUDIENCE

1. Will they read left to right?
2. Will you direct them how to read using arrows or numbers?
3. Will your central idea be the biggest image?

CREATING A DIGITAL VISION BOARD USING CANVA

Step 1: Gather and share your digital Images

When you have decided who is working on what section – gather your digital images and save them all together in a folder. You can create and use a shared drive folder to work in a group.

Step 2: Open an account in Canva

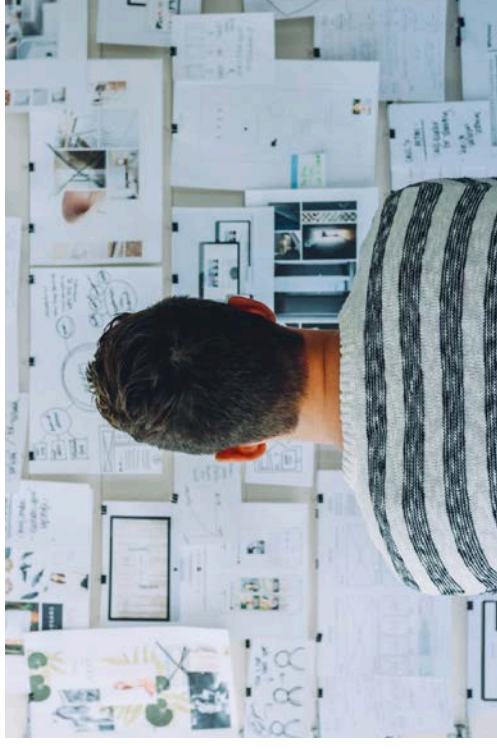
<https://www.canva.com/>

Step 3: Open a new design in Canva

Once you're signed in, you'll want to click "Create a Design," and choose the template you like, perhaps mood board, poster or photo collage.

If you plan on printing your vision board, you can choose **USE CUSTOM DIMENSIONS**. You can see this in the top right of the screen.

Step 4: Import your images into Canva



[HTTPS://WWW.PINTEREST.IE/SUNFLOWERWAYS/CREATING-A-VISION-BOARD/](https://www.pinterest.ie/sunflowerways/creating-a-vision-board/)