

How might we inspire young people to cultivate their creative confidence?

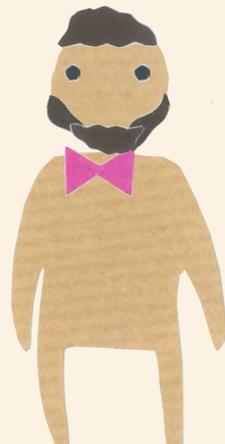
IDEO - September - December 2013

BRINGING CREATIVITY AND COLLABORATION TO THE CLASSROOM

When we launched OpenIDEO, we knew it would become a tool for collaborative, social impact design – but we didn't necessarily anticipate how it could also become a tool for learning. Over the last few years, we've seen our community grow to include students and educators from around the world, many of whom have joined our challenges as part of a class activity or club event on campus.

Wyn Griffiths is the Product Design Course Leader at Middlesex University (MDX) in the UK. A couple years ago Wyn decided to shift his normal curriculum, cancel all classes across the three years of his Product Design course and bring students and staff together to work on the OpenIDEO platform. The class first joined during the **Workplace Wellness Challenge** (2012) and then during the **Creative Confidence Challenge** (2013).

For Wyn, participatory and sustainable design have both played a major part of his design life. In his eyes, design should be a force for social cohesion and a shared creative endeavor. OpenIDEO's collaborative, international community seemed the perfect way for Wyn to help his students understand and contribute to this vision and to experience the joy and enthusiasm of sharing.



"I started thinking about how to get my students involved with design projects that involved the community. It seemed to me that connecting with a global community was central for the process of our students, who wouldn't have experienced this otherwise. We decided to cancel all the classes and encourage vertical integration between all years while participating in the challenge."

Suffice to say, it was a hit. Wyn explains that, "the fact that students were sharing their ideas with the world – and the world was responding – was very inspiring." Wyn's experiment had so much success that now joining OpenIDEO for 3 weeks is part of the standard curriculum. After the Workplace Wellness Challenge, Wyn's students joined OpenIDEO's Creative Confidence Challenge. Because the topic was so accessible and resonant for students, Wyn believes that students went beyond simply contributing ideas and instead acquired creative confidence themselves.

"The atmosphere on the platform being very positive and very supportive helped students' barriers break down. [Students] didn't feel defensive or overwhelmed. Especially inexperienced designers, who are usually defensive, felt comfortable on the platform and had an easier time collaborating."

At the beginning of the Creative Confidence Challenge, we asked our students if they had creative confidence: 30 out of 100 students raised their hands. After participating on the Creative Confidence challenge for over a month, we asked the same question and 86 students said they felt creatively confident."

Overall Wyn describes OpenIDEO as an amazing opportunity for students to make real contributions to big issues, collaborate globally with an open innovation community and develop their creative skills and expertise.

ENGAGE STUDENTS

- ★ ARE YOU A STUDENT AND INTERESTED IN DESIGNING FOR SOCIAL GOOD? Dive into any of the ongoing challenges, get real life feedback and see your ideas go out in the real world
- ★ ARE YOU A TEACHER? Join our Educators Network and download our [University Toolkit](#) to engage your students
- ★ Has this challenge given you Creative Confidence? If so, we'd love to [hear your story](#)

