**附件2：“设计思维与全球挑战”计划安排表 PROVISIONAL PROGRAMME OUTLINE (subject to change)**

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| **Imperial-RCA DESIGN FOR GLOBAL CHALLENGES SUMMER SCHOOL 28 July to 8 August 2023** | |
| **Wednesday** | **26-Jul-23** |
|  | Arrive in the UK |
|  | Ice-breaking Session (depending on the arrival time of students) |
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| **Thursday** | **27-Jul-23** |
| 10:30 | Orientation |
| 14:00 | Academic English Skills |
| 16:30 | End of the day |
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| **Friday** | **28-Jul-23** |
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| 08:30 | Registration and arrival |
| 08:45 | **Welcome & Introduction to Imperial College London** |
| 09:00 | **Programme overview and ice-breaker** |
| 10:00 | **Creativity & Ideas Generarion** |
| 12:30 | Group Photo |
| 12:45 | Lunch and campus tour |
| 14:00 | **Building Effective Team & Leadership** |
| 16:30 | End of the day |
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| **Saturday 29 & Sunday 30 July 23** | |
| No lectures on weekends - free time for students | |
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| **Monday** | **31-Jul-23** |
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| 09:00 | **GC1: New Frontiers in Global Health** |
| 10:30 | Break |
| 10:45 | **GC2: Challenges of the Internet** |
| 12:00 | Lunch |
| 12:45 | **GC3: Innovations in Climate Change** |
| 14:15 | **Study visit to a Digital Marketing Company** |
| 17:30 | End of the day |
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| **Tuesday** | **1-Aug-23** |
|  |  |
| 09:00 | Registration at reception |
| 09:30 | **Welcome & Introduction to RCA** |
|  | ***Session 1: Service Design and its Impact*** |
| 09:45 | **Keynote Lecture: Creativity & Ideas Generation** |
| 10:15 | Break |
| 10:30 | **Service Design Workshop:** |
| 11:15 | **Lecture: Who are we designing for?** |
| 11:45 | **Exercise: Developing Personas** |
| 12:30 | Show and Tell: 2-3 teams selected to present ideas |
| 13:00 | Lunch (1 hr) |
|  | ***Session 2: Service Design - Discovery Phase*** |
| 14:00 | **Exercise: Mapping the journey your persona takes Identify the pain points & opportunities** |
| 15:00 | Break |
| 15:15 | **Exercise: Mapping stakeholders** |
| 16:00 | **Show and Tell: 2-3 teams selected to present ideas** |
| 16:15 | Homework activity set for 2 August |
| 16:30 | End of the day |
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| **Wednesday** | **2-Aug-23** |
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| 09:00 | Registration at reception |
|  | ***Session 3: Definition and Design*** |
| 09:30 | Welcome back and recap |
| 09:50 | **Exercise “How Might We…..”** Define the problems to solve & opportunities to be grasped |
| 10:30 | Show and Tell: 2-3 teams selected to present ideas |
| 10:45 | Break |
| 11:00 | **Lecture: Creativity - how to generate ideas** |
| 11:20 | **Exercise: Ideation "Crazy 8's"** |
| 12:00 | **Lecture: Visualising Concepts and story-telling** |
| 12:30 | Show and Tell: 2-3 teams selected to present ideas |
| 13:00 | Lunch (1 hr) |
| 14:00 | **Exercise: design your go to journey** |
| 15:00 | ***Session 4: Concept Delivery*** |
|  | **Lecture: From Concept to Proposition** |
| 15:20 | Break |
| 15:30 | **Exercise: Map the system for your go to journey** |
| 16:15 | Homework activity set for 3 August |
| 16:30 | End of the day |
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| **Thursday** | **3-Aug-23** |
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| 09:00 | Registration at reception |
| 09:30 | Welcome back and recap |
| 09:45 | **Graduate RCA - Inspirational Project Presentation + Q&A** |
| 10:30 | ***Session 5: Future Challenges in Service Design*** |
| 11:00 | Break |
| 11:15 | **Presentation Planning** |
| 12:00 | **Project tutorials per team and working on final presentations** |
| 13:00 | Lunch |
| 14:00 | **Project tutorials per team and working on final presentations continued** |
| 15:45 | Break |
| 16:00 | Show and Tell: 2-3 teams selected to present ideas |
| 16:30 | **Tour of RCA design studios** |
| 17:00 | End of the day |
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| **Friday** | **4-Aug-23** |
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| 08:30 | **Business Model Innovation** |
| 10:00 | Break |
| 10:15 | **GC5: The future of data science and its application** |
| 12:15 | Lunch |
| 13:15 | **GC4: Innovation in Robotics - reshaping the future** |
| 14:45 | Break |
| 15:00 | **Effective Communication for Presentation** |
| 16:30 | End of the day |
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| **Saturday 5 & Sunday 6 Aug 23** | |
| No lectures on weekends - free time for students | |
| **Monday** | **7-Aug-23** |
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|  | **FINAL TEAM PRESENTATION & PANEL FEEDBACK** |
|  | (10 minutes + 5 minutes Q&A per group) |
| 09:45 | Presentation Briefing and PPT Testing |
| 10:15 | Group 1 |
| 10:30 | Group 2 |
| 10:45 | Group 3 |
| 11:00 | Group 4 |
| 11:15 | Break |
| 11:30 | Group 5 |
| 11:45 | Group 6 |
| 12:00 | Group 7 |
| 12:15 | Group 8 |
| 12:30 | End of presentation & Lunch |
|  | Students to complete online evaluation form |
| 14:00 | Judging panel reconvene to provide feedback and announce the winning team and Certificate Ceremony |
| 15:00 | Opportunities for international Students at Imperial |
| 15:45 | Opportunities for international Students at RCA |
| 16:30 | End of the day |
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| **Tuesday** | **8-Aug-23** |
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| 10:00 | **Study tour to the Design Museum** |
| 13:00 | Lunch |
| 14:00 | **Afternoon sight-seeing social activity** |
| 17:00 | End of the day |
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| **Wednesday** | **9-Aug-23** |
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| 10:30 | Workshop: Alumni Experience Sharing (Portfolio preparations for applications / Career opportunities) |
| 13:30 | London Visit |
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| **Thursday** | **10-Aug-23** |
| London visit/Departure Day End of the Summer School | |