UGBA 190T.3: Equitable Design Lab

Innovating to promote a more racially equitable future.

FALL 2021 • MON/WEDS • 11:00 AM TO 12:30 PM

The realities of racial inequities are embedded in the cultures, systems, and dynamics of both education and corporate environments. For this reason, it is imperative business thinkers and designers adopt inclusive frameworks as a means of shifting the paradigm. Join us and our network of corporate partners, and learn how you can leverage design thinking as a tool to address issues of racial inequality.

WHAT YOU WILL LEARN?

Racial Equity Toolkit

Students will begin developing their awareness of implicit bias and systemic racism. Individuals will learn how to act and think as an ally or advocate.

Design Thinking

Students will learn and utilize the framework of design thinking throughout the course, from emotional observation to ideation, teams will use this dynamic process to solve challenges through the lens of inclusivity and equity.

Professional Experience

Teams will work with corporate partners to identify user pain points. By the end of the semester, groups will work together to design and develop a solution business model to present at the end of the semester.

ABOUT THE INSTRUCTOR

Engineer and designer, Mathieu Aguesse, has developed his expertise in applied foresight and design thinking throughout his career. Early in his career, Mathieu led teams for the strategic consulting firm, The Creativists, where he contributed to the emergence of Design Fiction in France. For the past 5 years, as CEO of Schoolab San Francisco, he has led student programs and corporate missions, adapting the rules of those disciplines to address some of the most pressing issues; namely sustainability and racial equity.

TO LEARN MORE REACH OUT TO MATHIEU@THESCHOOLAB.COM OR IBALDE@BERKELEY.EDU