Grade 10: Entrepreneurship and Design

AIMS OF DESIGN

Source: IB MYP Design Subject Guide

- enjoy the design process, develop an appreciation of its elegance and power

- develop knowledge, understanding and skills from different disciplines to design and create solutions to problems using the design cycle

- use and apply technology effectively as a means to access, process and communicate information, model and create solutions, and to solve problems

- develop respect for others' viewpoints and appreciate alternative solutions to problems

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Unit: Iterative Design

GOAL: Design a mobile computing accessory that meets the needs of a user and the demands of a market segment.
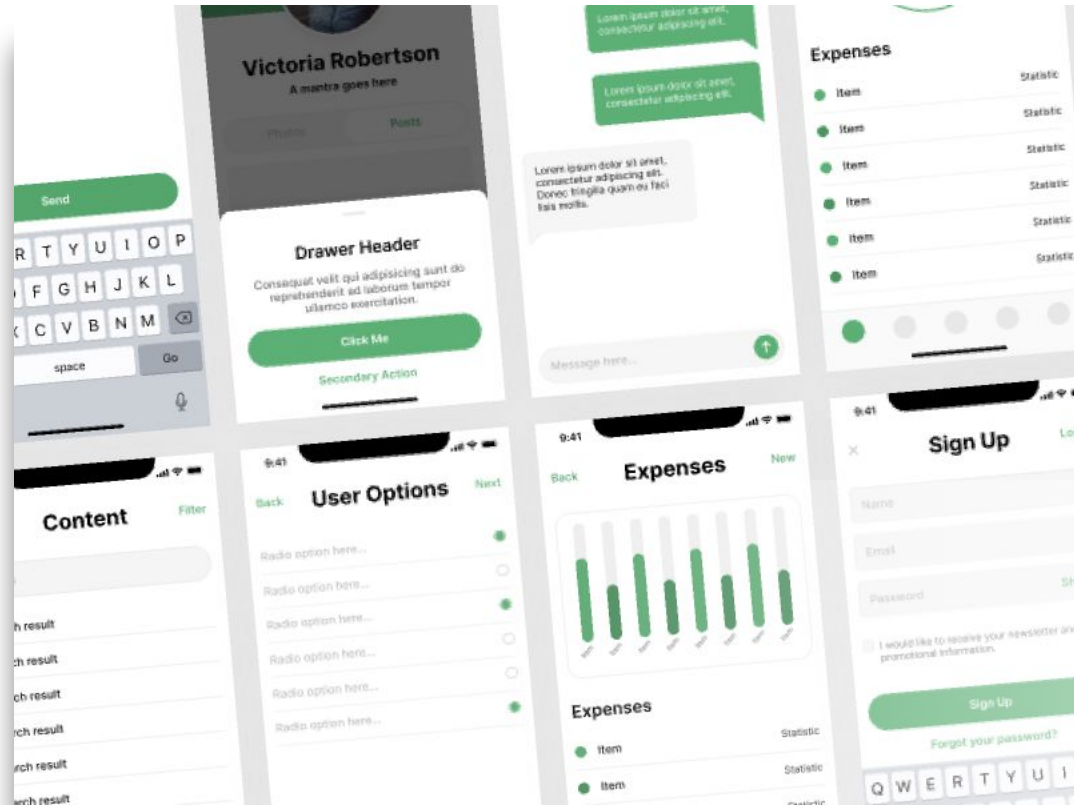
Situation:

The development and production of products is expensive and resource-intensive. Crowdfunding platforms like Kickstarter have allowed designers a chance to gain early funding for their products through campaigns that generate income that can be spent on research/development and production costs.
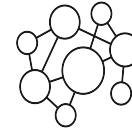
Role:

You are an entrepreneur who wears many hats: researcher, designer, and marketer. Your role is to develop a product idea that meets the needs of a user in an innovative manner. You must also serve as the marketer of your product idea in order to gain crowdfunding support.

Unit: User Interface Design

Goal: Develop an inclusive user interface for a digital product

Situation:
Users interact with products and services all the time. The quality of this interaction can determine how successfully the user is able to accomplish their goal, as well as meet their needs.

Role:
You are user interface designer for digital products. You need to apply inclusive design principles to the development of a user interface for a product or service.

Goal: Develop a business plan based on research and market analysis

Situation:
Strong business plans are based on research and analysis of markets and users. Students learn how to apply research techniques to developing economically viable products for the marketplace.

Role:
You will use your market research and analysis skills to identify a need or gap in the market, and propose a solution.

G10 ED

Entrepreneurship and Design

Unit: Business Pitch

Goal: Learn the skills of pitch presentation

Situation:

Pitching an idea to investors is an important skill for any entrepreneur.
Businesses rely on pitch decks, tools used to persuade and attract investors to fund your company.

Role:

You need to give your audience a clear understanding of your plan or goals to gain buy-in. Great pitching is all about excellent communication — the ability to succinctly explain your business idea so that everyone gets it

G10 ED
Entrepreneurship and Design

Unit: Business Proposal

Goal: Develop a proposal for a product or service.

Situation:

In this final unit, students will collaborate to develop a proposal for a business or product. They will apply the skills and knowledge from the previous units to present their final solution

Role:

In this project, you will combine all your skills to research, design, develop, and pitch a product or service.

MYP & DP Design Courses

(6) Introduction to the Design Cycle

Learning about the steps in the design cycle and how we use it to solve problems

(7) Understanding Design Challenges

Develop an understanding of how to identify and solve unique problems using Design skills

(8) Understanding users & their needs

Refining research and technical skills to solve design problems

(9) Developing as a designer

Developing digital and product design skills to solve authentic problems

(10) MYP Product Design

(10) MYP Computer Science

(10) MYP Robotic Explorations

(10) MYP Digital Media

(10) MYP Entrepreneurship and Design

(DP) Design Technology

(DP) Computer Science

(DP) Visual Art

(DP) Film

DP Group 6

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G10 & DP Design Courses

10 MYP Product Design

Designing solutions to complex problems for users.

10 MYP Computer Science

Developing the foundations of computational thinking

10 MYP Entrepreneurship and Design

Integrating entrepreneurial principles with design thinking

10 MYP Robotic Design and Engineering

Developing technical and critical thinking skills to create innovative, creative and competitive solutions.

10 MYP Digital Media Design

Using digital technologies to communicate and tell stories

DP Group 4

DP Design Technology

Develop design literacy through developing and applying technical skills in authentic contexts.

DP Computer Science

Explore and apply computational thinking in authentic contexts
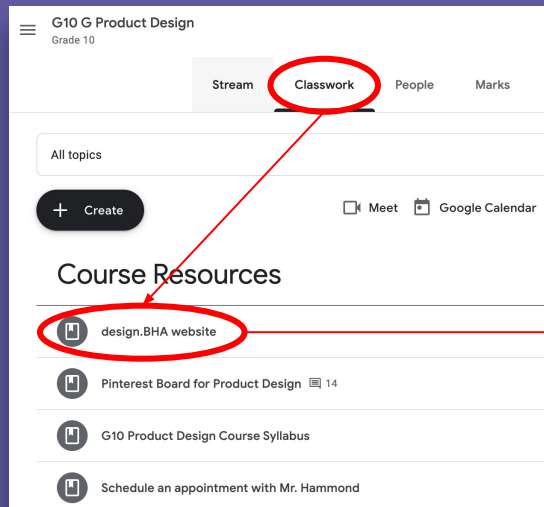
DP Group 6

DP Visual Art

Experiment with diverse media and explore techniques for making art

DP Film

Develop an artistic voice and learn how to express personal perspectives through film

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