

Report of the Activity

Power of Play: Aspects of Design Thinking

Date: 22/02/2024 – 23/02/2024

Venue: Karnavati University Campus

Time: - 10:00 AM to 3:00 PM

Number of Participants: - 86

Unitedworld Institute of Design at Karnavati University, IIC, KIIF and SSIP organized a two-day workshop titled called “**Power of Play - Aspects of Design Thinking**” conducted by visiting prof. Ellis Bartholomeus for the students of Global Design Programme.

Prof. Ellis Bartholomeus through her expertise in game designs and as a veteran of the game design industry from the Netherlands and with over two decades of experience in teaching design thinking and critical thinking, Prof. Bartholomeus brought a wealth of knowledge to the eager participating students.

The primary lens for their exploration was the fundamental question, "what is design?", Prof. Bartholomeus delved into the intricacies of how experiences are crafted, assembled, and presented in a story first.

She explained various aspects like:

- Ideation
- Prototyping
- Testing

through her philosophical approach taking examples of how any game is designed.

She urged students to go beyond viewing everything as a mere collection of mechanics and instead recognize it as a constantly evolving narrative, shaped by both the designer and the player.

She explained in her next session about various perspectives like How does one interprets and integrate design strategies to create compelling and immersive experiences that resonate with players in a game?

In her engaging presentation she unveiled the fundamental strategies that can help an aspiring entrepreneur to create a product with a keen understanding of customer’s psychology and an eye for detail. Prof. Bartholomeus emphasized the importance of integrating these strategies seamlessly into the design workflow.