

Testing Learning Materials 03 and 04

Arteveldehogeschool



Test groups

Design thinking process and business modelling:

- 1-week bootcamp
- 2nd year crossmedia design students
- n=30

Division of labour (Team composition),

Motivation and perseverance:

- Integrated in regular course on project management
- 2nd year graphic media management students
- n=22

Note: these test groups might not be representative for the complete target groups. E.g., these students were mostly between 19 and 25 years in age, which might skew the results.



Feedback method

- Not a structured approach
- Observation, individual feedback, group feedback



Design thinking process

- Class management / focus on steps is an issue.
- Designers vs. social students.
- Motivation stemming from real (or simulated) clients.
Simulating a work setting rather than a classroom helps.
- Students like the size of the assignment.



Business modelling

- Design students struggle with this; often go for obvious solutions.
- Strong experienced guidance is needed.
- Motivation of the students diverges.



Division of labour / team composition

- First time they reflect in this way about team composition.
- They appreciate the structured approach.
- They appreciate setting team values and goals.
- Network spider:
No insights, but useful in a practical way.



Motivation and perseverance

- High expectations from students due to previous experiences.
- Expectations were not met: ‘abstract’ and ‘fluffy’.
- Sometimes struggles to apply theory to practical steps.
- Practical tips (like ‘don’t break the chain’) are more appreciated.

