



Design Fusion
Professional Education Programs
for Strategic Innovation

Joseph
Ballay
Center
for
Design
Fusion.

This is the century for design.

We believe that no other discipline is as equipped to address current problems, forecast new futures, and shift conventional thinking. With sights on a new horizon for transdisciplinary innovation set against the backdrop of entangled social, cultural, technological and ecological contexts, we are forging Design Fusion as a new mode of practice.

Design Fusion converges disciplines, provides a universal skillset, and empowers strategic innovation.



The Ballay Center delivers design thinking, methods, and skills aimed at changing mindsets and attitudes, and empowering participants for deeper, more creative collaboration to tackle challenges and discover new opportunities for progress.

For many years, faculty from the School of Design have provided customized workshops both on and off campus. Topics have included Human Centered Design, Design Research, Sketching for Collaboration, UX/Design Thinking, Design Futures, Sustainability, and Whiteboarding/Visual Meetings. A few years ago, our faculty delivered a multi-day Design Thinking workshop to 300+ Tepper School of Business MBA students, our largest single delivery to date. Through the Ballay Center, Design faculty continue to offer workshop modules in an a-la-carte manner for programs at CMU and organizations beyond campus.

Join our professional education programs **to be part of a transformative journey.**

Learn from top designers **to achieve new creative agency.**

Develop the ability to see beyond and around any problem space **to forecast new opportunities.**

Innovate beyond boundaries **with contemporary and integrative design methods.**

Initiate progress within your organization **in more inventive and collaborative ways.**

The Joseph Ballay Center for Design Fusion serves as a unique design-led platform at Carnegie Mellon University that unites the arts, humanities, sciences, and business to foster transdisciplinary innovation. We partner with internal and external organizations to develop forward-thinking projects, cultivate creative solutions to complex challenges, and bring faculty, staff, students and partners together in collaborative, real-world settings. Through these partnerships, we aim to expand the boundaries of design and its impact on society.

Since 2016, we have provided customized workshops and courses for Highmark, United States Air Force Academy, Software Engineering Institute, Heinz College, and many other organizations. We are driven by our commitment to excellence in education, our passion for fostering innovation, and our dedication to empowering individuals and organizations to achieve their full creative potential.

Join us to experience transformative learning that makes a lasting impact.

Joseph Ballay Center for Design Fusion.



Our Professional Education Programs aim to unlock the creative capacity within your organization.

We provide tailored training that empowers participants to utilize design methods for integrative thinking, sparking innovation, enhancing collaboration, and achieving new levels of creative agency. Participants will develop a more open mindset to tackle challenges, fostering a culture of creativity and innovation that promotes both personal and organizational growth.

Programs are offered on-site year round and during May and June on our campus.

1, 2 & 3 day programs focus on design awareness and skills-building to introduce new ways of working for your teams.

3, 4 & 5 day programs offer enhanced skills using a topic from your organization and focuses on integration of design methods and collaborative practices.

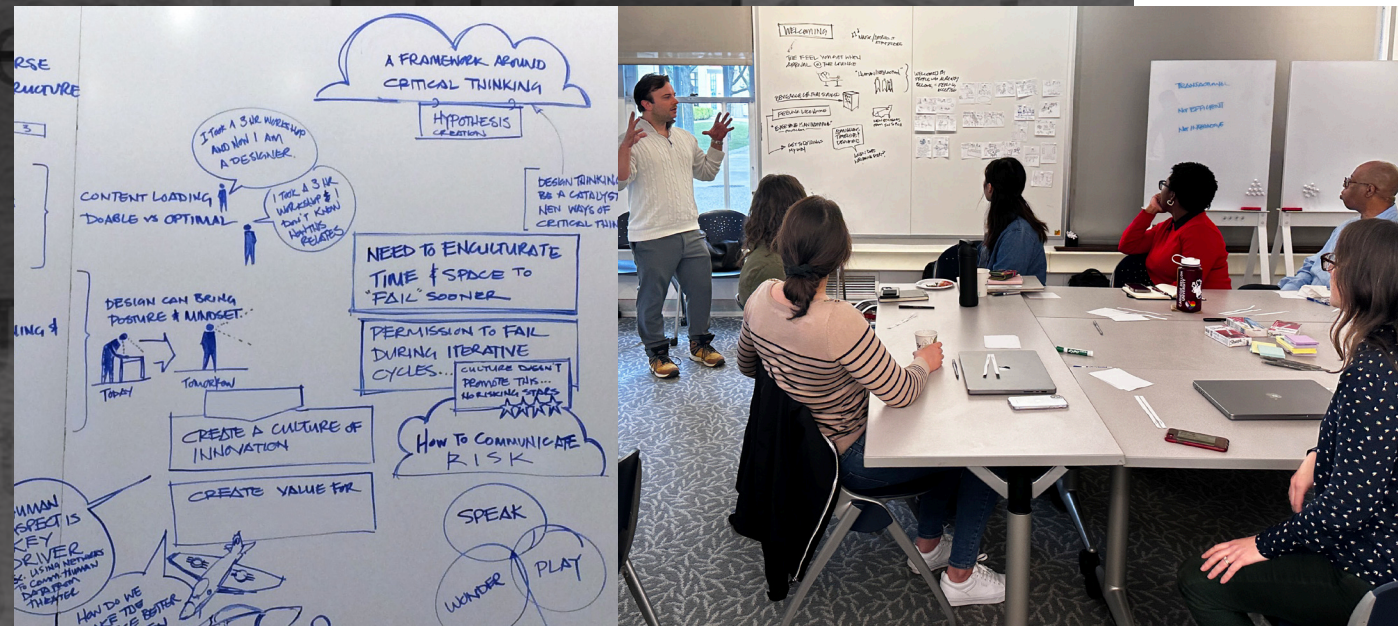
Programs are scalable to accommodate 15 to 40 participants.

Professional Education Programs Pricing (2024-2025)

	Industry	Person/1 Day	Person/2 Day	Person/3 Day	Person/4 Day
For Profit 16+ Participants		\$925	\$1610	\$2300	\$3000
		\$1000	\$1700	\$2400	\$3000
For Profit ≤15 Participants		\$480	\$838	\$1196	\$1560
		\$520	\$884	\$1248	\$1560
Non-Profit Organizations					
Non-profit 16+ Participants					
Non-profit ≤15 Participants					
CMU Internal					
CMU/HR Cert Prog 15+ Participants Req					\$2250

Let's have a conversation to explore how the Joseph Ballay Center for Design Fusion can enhance your organization.

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Visual Thinking

These modules are immersive hands-on sessions that combine presentation with individual and team-based activities designed to unlock your potential for creative brainstorming through better drawing skills, visual notation, diagramming and storyboarding.



Design Methods in Action

Participants work in teams, modeling the non-hierarchical collaboration required for design to succeed. This learn-by-doing approach involves tackling a real design challenge, while also reflecting on how the process can be applied to any problem or situation and goes beyond step-by-step instruction to allow participants to experience the generative power of design.



Strategic Service Design

This workshop introduces mapping and diagramming methods used to analyze and understand services, their relationships, their value exchanges, and how what happens behind the scenes impacts customer-facing interactions. Additionally, user research and prototyping methods are demonstrated to develop service experiences for both those delivering services and those receiving them.

Design Fusion is customizable, creative, and contemporary.

Stay ahead of the innovation curve. The Ballay Center delivers design thinking, methods, and skills to build new design skills and capabilities. Our modular programming is delivered by world-class faculty from Carnegie Mellon University and highly-accomplished practitioners whose work sits at the leading edge of their industries.

Listed here are select popular modules delivered through highly active participatory sessions. We will work with you to select a suite of existing workshops and/or develop new modules that best support the goals of your organization.



Dynamic Visual Presentation

Understand your content, know your audience and find your message to craft dynamic and effective approaches for visual presentation.



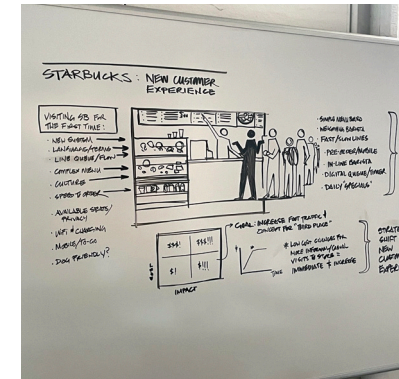
Exploratory Design Research

Investigate and understand a problem space, user needs, and opportunities for innovation through open-ended exploration to gather qualitative insights and generate ideas that will inform and enrich your design process.



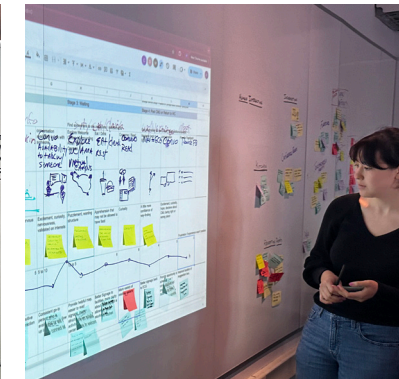
Concepting the Future

Envision, plan, and prepare for what lies ahead by combining elements of foresight, strategic thinking, and design to vision potential future scenarios through a balance of analytical rigor and creative thinking.



Whiteboard Heroics

Put your design skills to work in this facilitated design sprint that compresses the research, generative and evaluative approaches of design into a studio experience. We work with you to develop a theme that complements the work of your group/organization to provide a fertile playground to exercise your new design skills.



Concepting for Systems

Experiment with a generative and structured process of mapping, diagramming, modeling, sketching and prototyping to shape understanding of complex and dynamic social, environmental, and technological systems.



Prototyping for Discovery

Learn methods of creating physical, visual and embodied models for exploring and understanding a problem space, user needs, user journeys, and potential solutions in support of user experience (UX), product development, industrial design and more, to build insights and ideas early in the design process to set strategy.

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