



GREENSIDE
DESIGN
CENTER

CORPORATE OFFERING



CORPORATE OFFERINGS

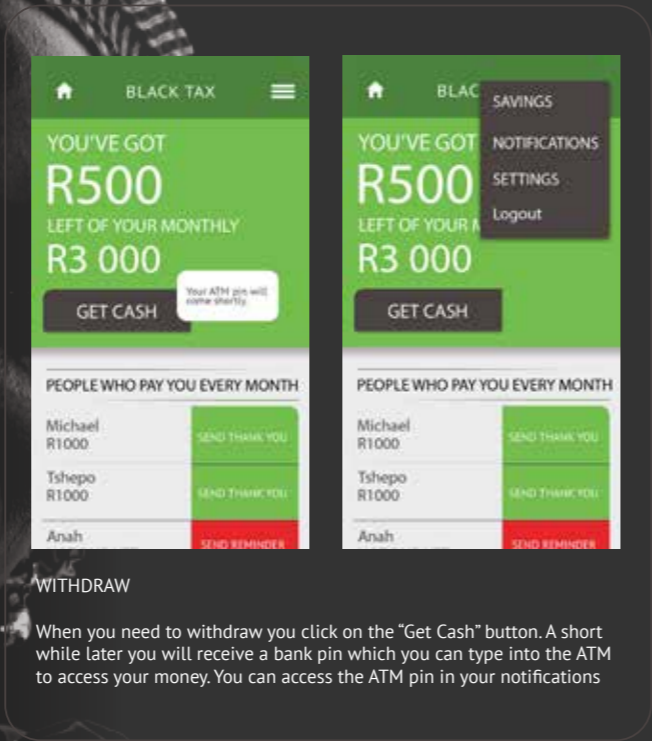
1. Sponsored Studio Projects
2. Executive Training in Design Thinking
3. Customized Design Thinking Workshops
4. Partners for 21st Century Education

GREENSIDE DESIGN CENTER
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ABSOLUTELY

BLACK TAX



WITHDRAW

When you need to withdraw you click on the "Get Cash" button. A short while later you will receive a bank pin which you can type into the ATM to access your money. You can access the ATM pin in your notifications

NOTIFICATIONS

Your notification about spending a

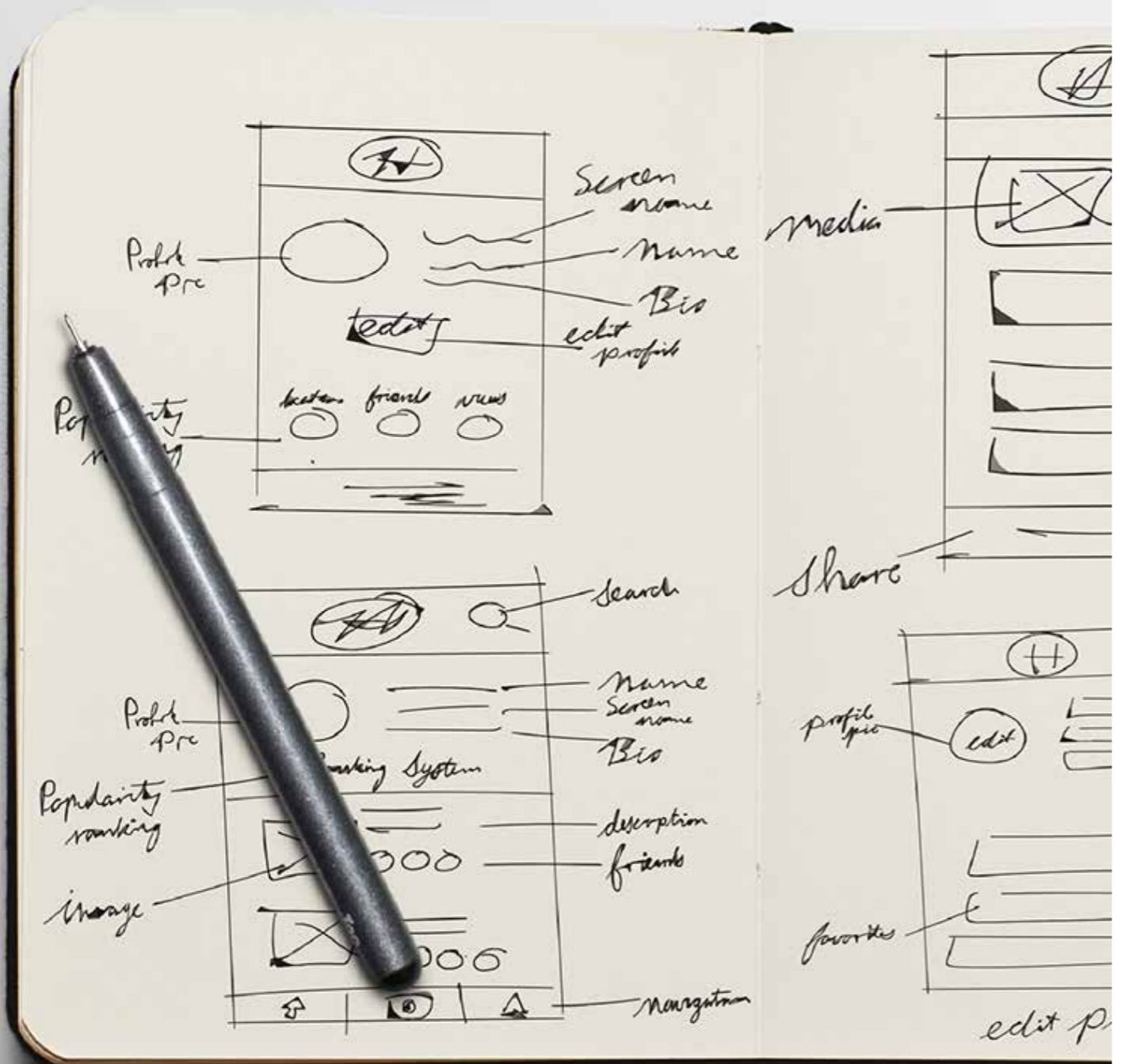
This app helps the elderly receive funds from their children, without having to open a bank account. It drags the elderly into the 21st century, helps them manage their funds, draw cash, and helps them get a regular income.

1. Sponsored Studio Projects

Greenside Design Center offers collaborative studio projects tailored to companies' specific needs and problems. As collaborative projects we work with organisations and industry partners to formulate studio projects for our students based on a problem or a need the company itself is concerned with. The benefits are two-fold: our students gain real-world experience working with corporations and organizations; and our partners gain access to the creative talent of GDC's students. In addition to student solutions to the challenge at hand, studio projects also result in the publication of student portfolios documenting the entire design process including problem definition, research and investigation, concept development and finished solutions.

Depending on the scale and complexity of the problem and the educational benefit to GDC's students, sponsored studio projects vary in duration from 3-day design sprints to fully fledged studio projects completed over 4 to 8 weeks. Sponsorship fees are determined by the nature and scope of individual projects.

< image alongside: an example of an innovative student project that dealt with banking solutions for the elderly in lower income groups, for one of our financial partners.



1. Sponsored Studio Projects

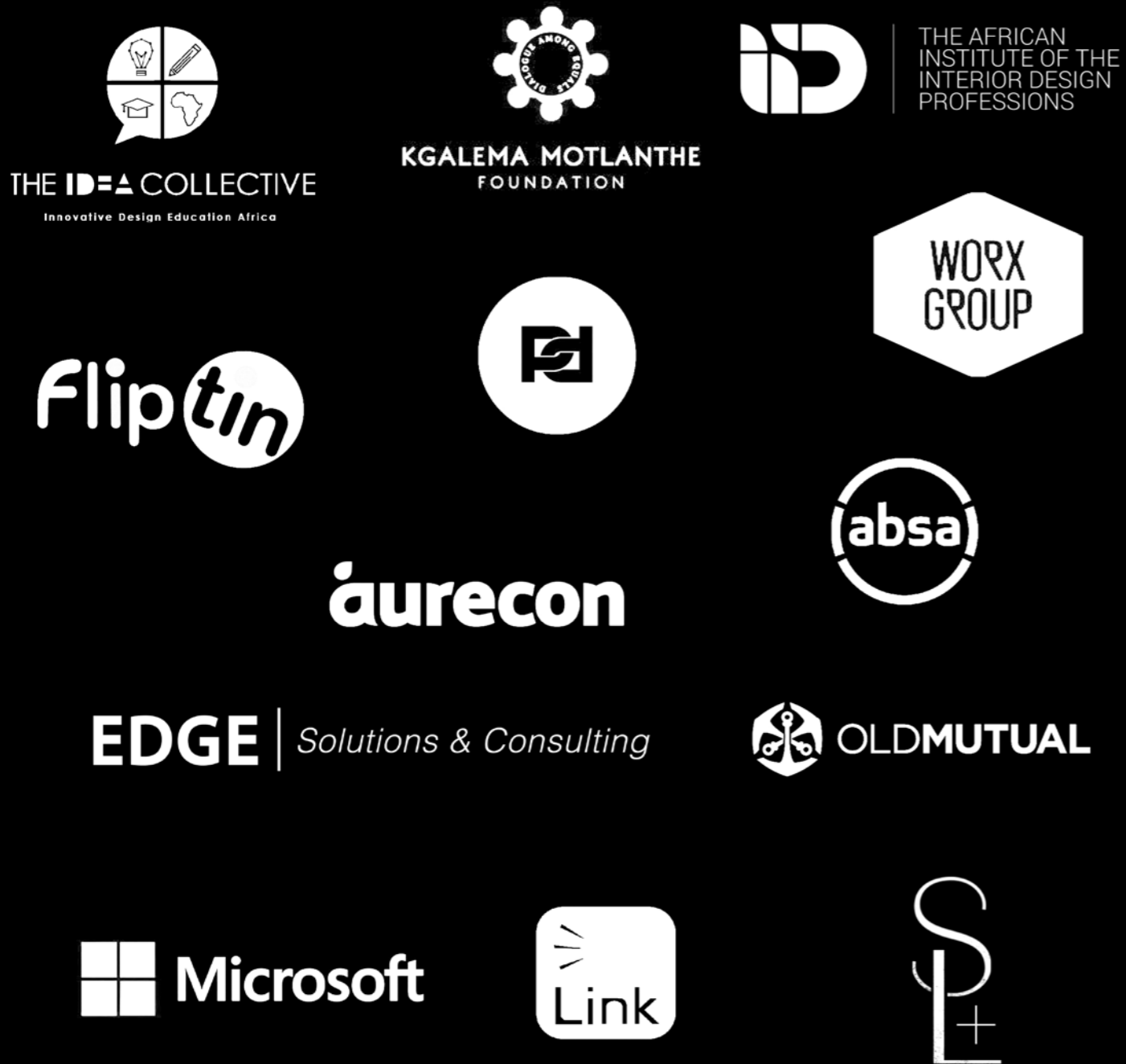
Case Study 1:

The Multimedia Design Department recently partnered with one of South Africa's leading banking institutions, using design thinking to develop innovative app concepts. The project, which lasted 6 weeks, produced a number of conceptual outcomes – which have led to the full employment of students, as well as one of the projects being taken into production. This corporate body also attended one of GDC's Design Thinking Workshops as a result.

Case Study 2:

A startup company recently employed Design Center to design the interface for their soon to be launched app. The design process (employed by all students at GDC), demanded a full user test before this could happen, which ultimately led to the re-design of a more successful app experience, as well as its interface design.

In these instances, corporate sponsorship is not about purchasing projects – but about investing in design process. We don't work like design agencies do... as a design college, we are able to deliver beautiful products, but as an academic institution, we are able to deliver solid market research too.



2. Executive Training in Design Thinking

Innovation is part of our DNA and we believe that the design thinking process is the catalyst for all innovation. Internationally, design thinking has achieved acclaim not only as a method for creative problem-solving, but as an essential tool for driving business innovation and entrepreneurship. The value of design thinking in business has not only featured as a cover story for the Harvard Business Review but studies by the Design Management Institute have shown that design driven companies consistently outperform the S&P index over a 10-year period by more than 200% (<https://www.dmi.org/page/DesignValue/The-Value-of-Design-.htm>).

gdcTHiNK is Greenside Design Center's interpretation of the design thinking process and we regularly host workshops to foster innovation, entrepreneurial thinking skills and to provide executive education in the power of design thinking. Previous workshops have included representatives from the likes of Standard Bank, Absa, FNB, Nedbank, Xlink, Worx Group, Salt and Light, Perform Digital and the African Institute for the Interior Design Professions.

gdcTHiNK design thinking workshops for business innovation and entrepreneurship are available as half or full day workshops. Join one of our scheduled workshops or contact us to arrange an exclusive in-house workshop for your team. They make for great team building events with a purpose.



3. Customized Design Thinking Workshops

As experts in both the design thinking process and workshop design and facilitation, GDC can develop custom-made design thinking programmes to target problems, needs and opportunities specific to your organization. From cultivating a customer centric mindset to engaging new audiences, from inspiring your team to think "outside the box" to developing new products and services, we can develop unique content, objectives and deliverables to help drive innovation in your business.



4. Partners for 21st Century Education

GDC believes that education for the 21st Century and the 4th Industrial revolution are desperately needed to secure South Africa's future in the global economy. In this respect, GDC is proud to offer design thinking workshops aimed at promoting innovation in education and for encouraging 21st Century Learning. Design thinking workshops are available for both learners and teachers and are accredited by the South African Council for Educators (SACE).

GDC's design thinking workshops for innovation in education have been run to great acclaim in Cape Town and Johannesburg and in partnership with Umalusi, the Department of Basic Education and the IDEA Collective. Most recently, GDC facilitated a gdcTHiNK design thinking workshop for the AI in Soweto Bootcamp. Organized by Fliptin and the Kgalema Motlanthe Foundation and sponsored by Microsoft and Old Mutual. The 3-day event saw 50 female learners from 4 Sowetan schools solving tomorrow's problems by addressing today's challenges using design thinking.

GDC is looking for likeminded, future-thinking institutions to partner with us in the delivery of our innovative educational workshops to prepare South Africa's learners for the future. gdcTHiNK design thinking workshops for innovation in education and 21st Century Learning are available as half or full day workshops.



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WE DON'T WANT YOUR MONEY
WE WANT YOUR BUSINESS