



Happiness by Design.

Assignment

Create a communication targeted at Happiness for the public domain.

Day 1 | Exploration Phase (think outside the box/the building)

- The central briefing for this project takes place
- Summarize the briefing.
- Conduct research on Happiness by design. Gather as much material as possible from various sources, such as articles (newspapers, magazines), documentaries, TEDx talks, short films, visuals, sketches, quotes, etc.
- Explore the chosen Public Domain where you intend to implement the project.
- Take brief notes/sketches, photos/videos.

Design Phase (the sky is the limit)

- Brainstorm with your team to generate as many ideas as possible for the happiness campaign.
- During the brainstorm, consider how your ideas can have maximum impact.
- Anything goes, as long as it brings joy.
- Describe and illustrate your ideas or solutions to clarify them. Discuss with each other what products these ideas could lead to.
- You have now developed ideas. After the brainstorming session, first work on a proposal for a prototype on your own, then choose together with your team from the various prototypes.
- *Don't forget, the objective of the campaign your team creates is to design happiness.*

Day 2 | Execution Phase (shaping the experience)

- Now you will actually implement/create the ideas that have emerged from the exploration and design phases.
- Everyone will propose a prototype based on their own talent, experience, and preferences (not a final product). Use your creativity to give shape to your solution in any form. Make your solution tangible and/or visible.
- Make a collective decision with your group on a final end product. This should be done through thorough discussion and agreement within your team.
- Subsequently, allocate tasks within your team and work together to finalize the chosen end product(s).
- Discuss and verify with your team whether the end product effectively conveys the message.
- As a team, prepare a presentation for the final session. Again, through thorough discussion and agreement, determine how you will proceed and who will be responsible for what tasks.

Day 3 (Morning) | Evaluation/Harvest Phase

During the final session, present your team's end product at the chosen location.

Learning Objectives

- Forming an opinion about happiness
- Collaborating and providing feedback to each other
- Working towards a final product within the given time
- Applying previously acquired knowledge and skills and sharing them with peers

Learning Activities

- Listening, observing, asking clarifying questions, processing information
- Collaborating, delegating tasks, gathering and summarizing information on the topic
- Discussing and determining a standpoint/opinion
- Brainstorming and mind mapping
- Implementing Happiness by Design
- Presenting and evaluating
- Reflecting



We share the core values of pride, individuality, professionalism, entrepreneurship, and drive. Everyone is dedicated to their own development as well as the development of others. We achieve this by collaborating, challenging each other, providing feedback, and reflecting on our own actions.