



Amsterdam University
of Applied Sciences

DIGITAL SOCIETY SCHOOL

Digital Transformation Programme
Spring 2019





This is why learners choose the Digital Society School



VALUABLE KNOWLEDGE

Today's and tomorrow's developments remain available to our network. In this regard, we are emphatically 'open source'. The knowledge and expertise generated can be applied to your work directly, creating positive business and societal impact.



EXTENSIVE NETWORK

We are part of the Amsterdam University of Applied Sciences (AUAS), which gives you access to a wide industry and academic network, modern facilities and to our network of leading organisations.



IMPACT ON SOCIETY

Our flexible, modular programmes move in tandem with society and revolve around co-creation, creativity, innovation, storytelling and digital skills.

JOIN US NOW

Send your application before **December 10th 2018**. bit.ly/apply-dss

Do you have passion to develop solutions for society while working on your professional development? Would you like to become a transformation designer who is experimenting new ways of creating, designing and tinkering while innovating and integrating technology in your community? Do you want to become part of a thriving network of innovators and socially consciousness businesses?

Are you up to it?

Pavel van Deutekom will be happy to give you more insight into **the programme** and recruitment: p.van.deutekom@hva.nl

From disruptive to valuable technology



Change is paradoxical, in that we continuously strive for it while being afraid of it at the same time. Transformation takes this one step further. It touches the core of what everything has been like up to the point of transformation. It requires creativity and courage: the courage to pursue grand, abstract goals and the creativity to solve, by 2030, the challenges the world now faces.

To this end, we have founded the Digital Society School. Through the school, we seek to research the impact of technology on society, develop the skills necessary to guide the transformation and pass on this knowledge and these skills to a new generation of professionals. They are ready to work on the United Nations Sustainable Development Goals for 2030. They will be the architects of transformation, across the world as well as in your organisation.

Join our growing learning community

You are welcome to help design the future with us. Within our 'Tracks', these project lines are linked to the latest trends in society and to the 2030 goals. Participate in our **Digital Transformation Programme** lasting six months as one of our talented professionals are trained to become 'transformation designers'. Together, let's invest in building our digital future.

A lifetime's worth of learning in a dynamic digital society

The Digital Society School is set up in such a way as to allow us to quickly respond to new developments in society. Our programmes are flexible, modular and intended not just for young talent, but for all generations.

TRACKS AGENDA

2019

Intensive trend and project-driven programmes for professionals, researchers and learners.

Data Driven Transformation starting in **February 2019**

How can we ensure we marshal data in such a way as to benefit society? We explore the possibilities, considering subjects such as the energy transition, health and experiences.

Digital to Physical starting in **February 2019**

The blend of the digital and physical worlds is changing our society fundamentally. With the rise of a truly digital society, fundamental questions and uncertainties about our future in the physical (or: real) world are raised. Issues around privacy, security, ownership of data, control over our physical reality, regulation, and even our sense of physical presence will need to be urgently addressed. In this track we will experiment with physicalisation of data, physical presence in digital environments, but also research privacy, security and issues around trust in the context of a hyperconnected world.

The New Way of Organising Systems starting in February 2019

We are accustomed to central organisations such as banks and governments. In the sharing economy, too, we deal with central platforms such as Airbnb and Uber. Contribute your thoughts, develop and research how society can employ digital technology to organise traditional systems in new ways.



What you will learn

In this programme you will participate in an intense learning experience. You will join a team of 4 learners and in collaboration with one of our business partners you will co-create a solution for a challenging social project. The programme starts with a Kick-off Bootcamp to build the community, build your team and learn about design thinking, sustainability, digital technologies, scrum and other approaches you will be using in the project. Then you will start working on your team project in collaboration with an experienced coach from DSS and a professional from your client company who will bring the business perspective to your case. Every other week you will have a meeting with experts in the field and your client to present your progress.

Workshops and Curriculum

You will participate in a variety of workshops, community interventions and masterclasses throughout the programme that will support your team work and build further the skills you need not only to complete the project but also to enhance your professional skills. As part of the programme you have one day to work on documentation of the project and your personal development in relation to your work on the team project.

What's in it for you?

- Experiment with a wide range of methods for user research, ideation, prototyping, testing
- Learn to work with business clients and navigate crazy complex problems
- Have a unique access to a network of experts in the fields of digital technologies, sustainability and design
- Become a designer of digital transformation all the way from a question to a viable solution
- Develop an adaptive mindset to continuously learn and innovate

Are you...

Experienced with or willing to develop your skills regarding user-centred design? A thinker, but also a maker and daring experimenter? Someone who can flourish in a creative chaos and place of uncertainty? Passionate to turn concepts into prototypes? Always reflecting upon the results in relation to the societal challenge? Willing to explore the challenges of a multi-stakeholder project? Able to learn and implement new tools, methods and concept?

In case you are a student and wish to do this programme as an internship, together with your supervisor and you, DSS can discuss arrangements. Within the 40 hour week there will be time allocated for documentation or graduation requirements/ thesis work.

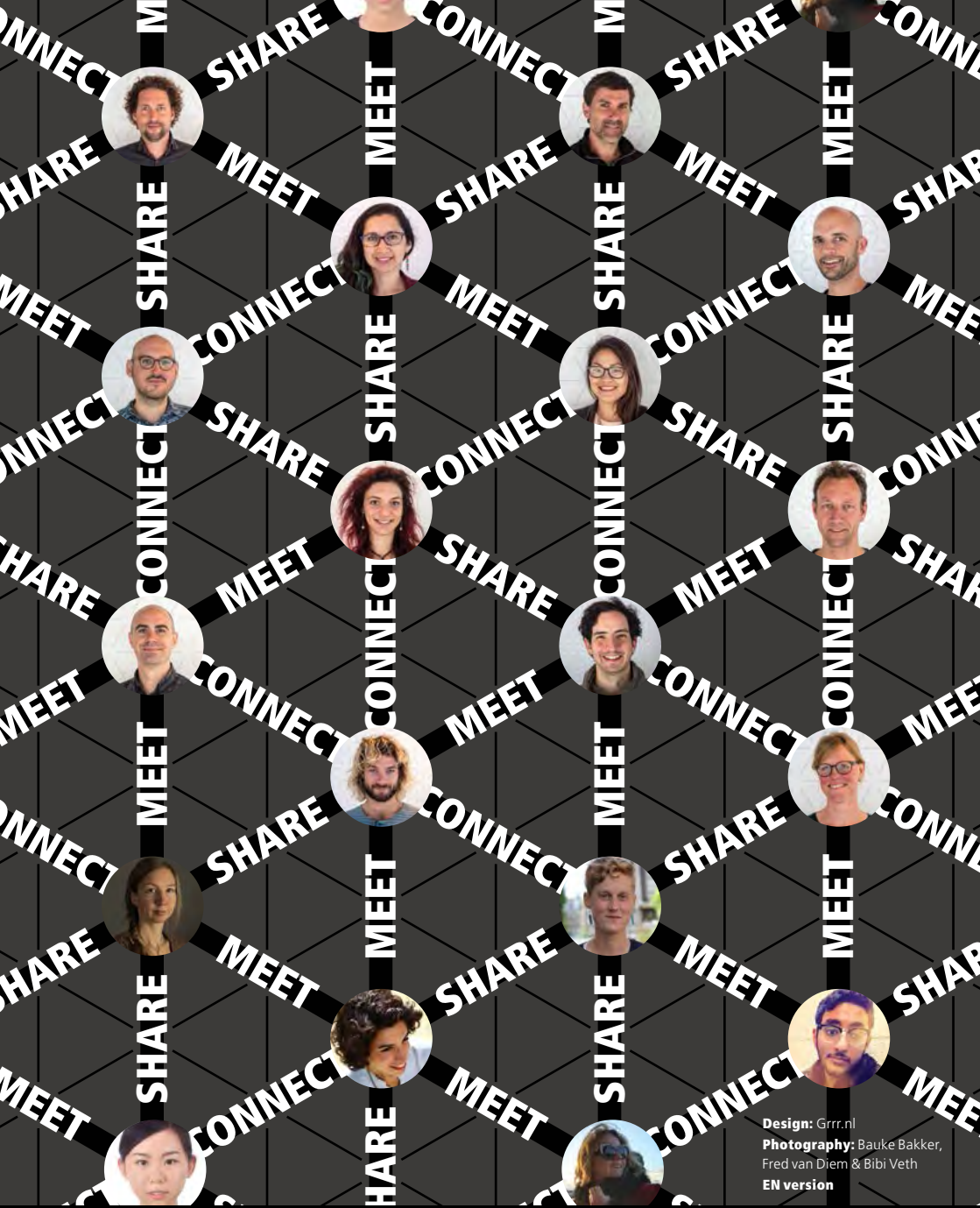
Facilities

You will work at the DSS studio in the heart of Amsterdam and at the partner office. You have access to all the facilities of Amsterdam University of Applied Sciences including our makers Lab with 3D-printers, laser cutters, and other cool tools, the university library, tinkering tools, multimedia facilities and more!



DIVERSITY MAKES A DIFFERENCE

We bring together young and mid-career talent with different skills and cultural backgrounds. In doing so, we look for a balance in skills: tech (coding, data programming, cybersecurity, cloud computing, etc.), design (design thinking, design methods, user experience, user interface design, etc.) and research (A/B testing, persuasion, ethics, law, etc.). About 60% of Digital Society School learners have an international background.



Design: Grrr.nl
Photography: Bauke Bakker,
Fred van Diem & Bibi Veth
EN version

DIGITAL SOCIETY SCHOOL |

digitalsocietyschool.org

Partners



NYC MEDIA LAB



**Amsterdam University
of Applied Sciences**