



Grow
Waitaha

Theme hack: #gwdigiawards2018

Grow Waitaha

Canterbury DigiAwards 2018



2018 Categories



Video – Documentary



Creative image



Video – Storytelling



Webpage



Commercial



Coding

Developing a theme

- Have a voice
- Empathise with others
- Stretch your thinking
- Be creative
- Use your imagination
- Be inspired and inspire others!



Design thinking - Our challenge!

Work together to decide on a theme for our group or class for the 2018 DigiAwards.



Empathise

Discuss what you think are hot topics...

- What is happening now?
- What is not happening now?
- What are the challenges?
- What are the constraints?
- What are some of your feelings about the above?



Ideate

Brainstorm & record 100 ideas

- No filters
- All ideas

It's not about getting the right idea, it's about the broadest range of possibilities.

Vote

Rotate around your groups and tick the ideas you think are the best or just like.



Select

Back in your groups choose

- Safe ideas
- Favourite ideas
- Moon shot ideas - great ones but a little more challenging to create.

Refine

Select one idea per group to expand on – think about:

- What if...
- How might..

Refine the idea and add more information

- Is your idea:
- interesting?
- inspirational?
- stretch people thinking?
- appropriate for all ages and categories?

Pitch your ideas

Pitch to the whole group (2 minutes)

The audience can respond to each pitch with:

- “I like..”
- “I wonder....”



Vote on ONE idea for a theme

As a whole group – pick the theme.

You can decide how to do this – make the voting process easy but fair.