HOW MIGHT WE USE BEYONCE TO CHALLENGE ADULTISM?

a facilitator's guide for passion to purpose

Introduction

Often we ask our students the wrong question, "What do you want to be when you grow up?" … Instead, I want to ask you, "What problem do you want to solve?" … When I ask you to think about what problem you want to solve, I am asking you to take ownership of your learning. I am asking you to begin to create mastery for the most critical skills you will need. I want to give you the opportunity to think about purpose.

Jaime Casap
Google Global Education Evangelist

What is P2P?

It's a playful tool that helps spark new ideas by simply juxtaposing two of your own ideas (one passion and one purpose) and reflecting them back to you as a design question. Here are a few example ones students have generated through the game:

How might we use
Lego *to* **protest police brutality**?
Cooking *to* **challenge bigotry**?
Video games *to* ***protest gender inequality***?

Who can use it?

Anyone can benefit from it. It's been used with everyone from elementary schoolers to college students to adults. There's something useful in it for all ages, whether you are using to get ideas for your own project or using it to introduce people to the design process.

Design an Event

How can I use Passion to Purpose in a class or event? However you want! We've used it as a quick 5 minute icebreaker, but we've also used it to support a year-long, interest-driven curriculum. Here are a few suggestions for how to use it!

As an icebreaker

In addition to an icebreaker, you can use it to learn more about your students interests or to help students form groups around similar interests. While playing the game, have students write down their favorite generated design questions on post-its and put them onto a wall. As a group, start rearranging the post-its to cluster them by topic, interest, medium or whatever other criteria makes sense.

As part of a longer unit or workshop

When we used this game with Morrill Elementary Math & Science School, it was part of a year-long, problem-based learning unit for students. The game was used to help spark initial ideas. From there students formed teams and pitched their ideas, "Shark Tank" style. They spent the rest of the year researching, planning, iterating & executing upon their idea.

As a brainstorming tool for your next unit or project

We've also used the game with teachers as a tool to brainstorm problem-based unit plans and guide students to make purposeful choices around real world projects. You can simply use it to get inspiration for your next project!

Activity Guide

You can use Passion to Purpose by itself, but it also works well as part of a larger design prototyping activity. You can run this within a single class/workshop, or you can integrate this into a larger unit plan for a class.

Here's a sample **four step approach** (with activity guides) to designing and prototyping that starts with Passion to Purpose and culminates in Shark Tank-style product pitches.

STEP 1

INSPIRATION

Have each participant **play the game** and **pick their favorite "how might we...?" design question**. You don't have to stick to the exact questions that the game generates. **Tweak the generated questions**, or use them as inspiration to craft your own new question.

How Might We...

A "How Might We" (HMW) question helps direct brainstorming. A HMW question suggests that there are many possible solutions out there. It puts us into a positive mindset that enables us to envision possibilities.

A well-crafted HMW question isn't too specific. It shouldn't just have one possible answer. It should allow for creative freedom and wild ideas. Conversely, it shouldn't be so broad that it doesn't help focus your brainstorming. You want to find the right balance.

How Might We...

Play the Passion to Purpose game to start the brainstorming process. This will give you a set of example HMW questions. Now, set a timer for five minutes and generate as many HMW questions as you can - go for quantity over perfection. You can use & tweak the questions generated from the game.

You can use the table on the next page to organize your brainstorming. After the five minutes is up, go back through your possible HMW questions and circle your favorite. Look for one that isn't too narrow or too broad. You'll take this one forward to the brainstorming step.

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How Might We...

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How Might We...

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STEP 2

BRAINSTORM

With a design question in hand, it's time to brainstorm possible answers. Grab some post-its and form small groups. The goal is to go for quantity and generate as many crazy ideas as you can.

Graphic Design

Poster / Clothing / Album Cover

Application

Augmented Reality / Mobile / Education App

Designed Object

Furniture / Sculpture / Product

Event/Happening

Fundraiser / Protest / Walking Tour

STEP 3

PROTOTYPE

Now it's time to make the ideas tangible. Have each person take the ideas from the brainstorming, pick their favorite and create a prototype. A prototype is simply a draft of an idea, an intentionally rough and low fidelity mockup. For a website or game, a prototype might be a sketch or a storyboard. For a toy or physical product, a prototype might be a clay or cardboard model. A prototype can take any form because it is simply a model of the idea - an advertisement, a 3D model, a flowchart, etc. The goal is simply to turn your idea into something concrete so that you can show it to other, get feedback and test it. Use whatever supplies you have!

PROTOTYPE
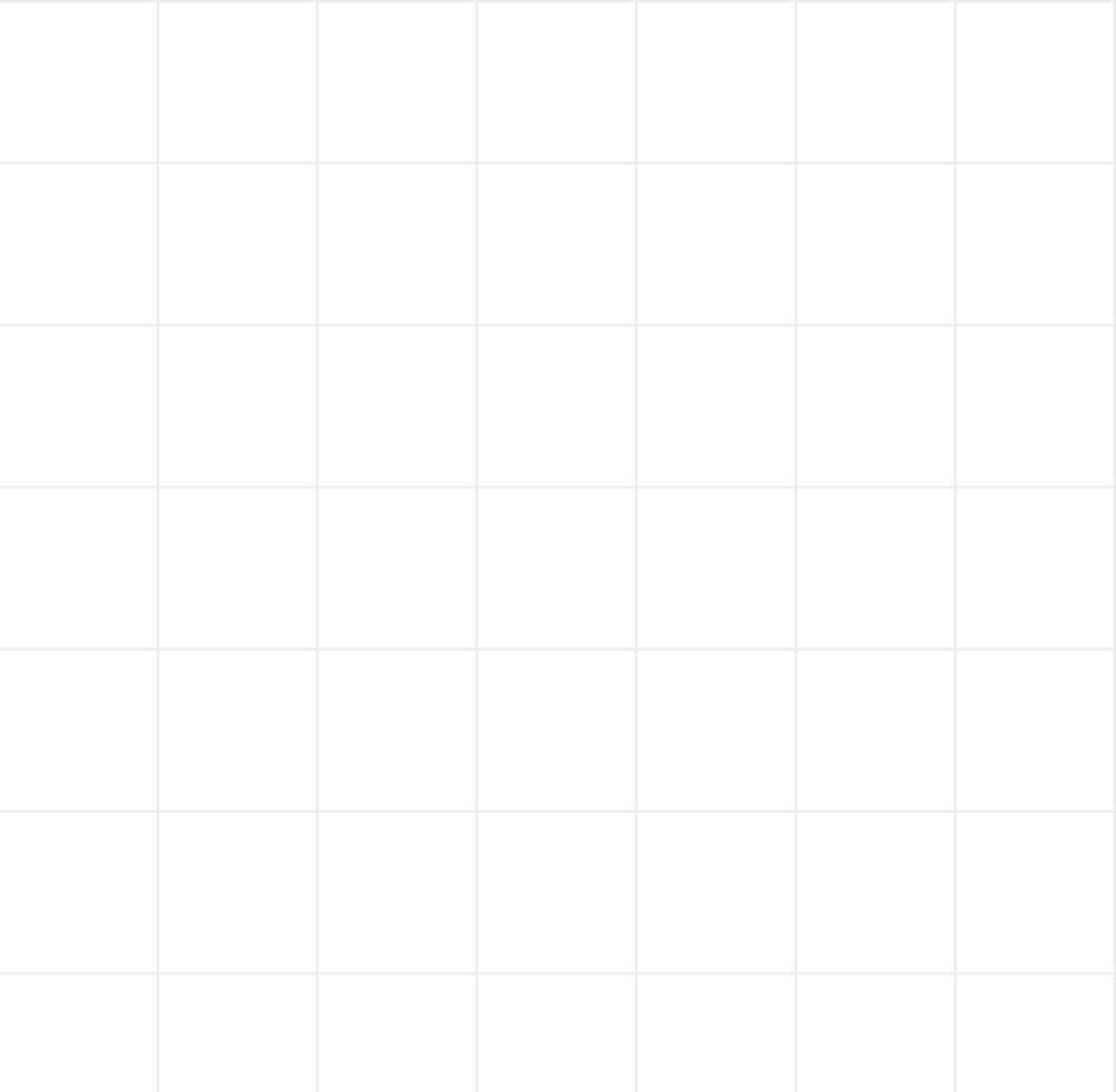
STEP 4

PITCH

Designs can only improve through sharing them with others and getting feedback,so now each person should get a chance to pitch their project. Give each person **one minute to pitch their project and show their prototype**, and then let the rest of the group give them at least **five minutes of feedback**. Encourage everyone to tell the story of how the product will be used, instead of how it will get made. Before starting the pitches, encourage constructive criticism by following the dSchool's I like.., I wish…, What if…? method of giving feedback.

Passion

Purpose

Product

Project Description What are you going to do? "I am going to create a (Product) to (Purpose) by using (Passion)."

Statement of Need What problem are you trying to solve?

Choice of Medium Why are you using this particular medium?

Message What are you trying to say to your audience?

Aesthetic What style/ feel are you hoping to achieve? Are there other artists whose work is inspiring you?

Impact How will it work? What would be a successful outcome for this project?

PITCH

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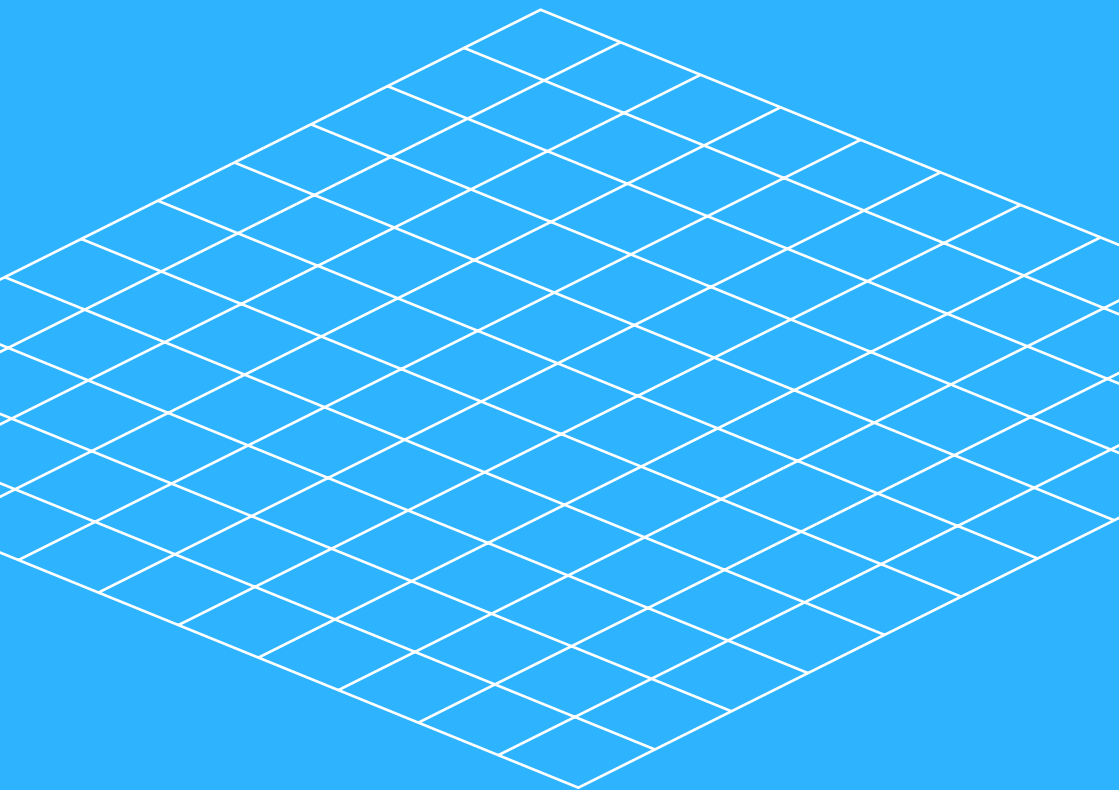
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Feedback

After your pitch, your team will have 3 minutes for questions and feedback. We suggest the following types of feedback, as developed by Standford's dSchool.

"I like"

"I wish"

"What if"

Feedback

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Thank You.

How have you used Passion to Purpose? We'd love to know about it. We are always looking to improve our tools and resources. Fill out a short survey or drop us a line at hello@convergencedesignlab.org

If you found this useful, how about spreading the word? Tweet about it, or share it on Facebook.

"Check out @ConvergenceDLab's Passion to Purpose game. Answer a few questions, and it will generate surprising and delightful project ideas! convergencedesignlab.org/p2p#designthinking #connectedlearning #passiontopurpose"