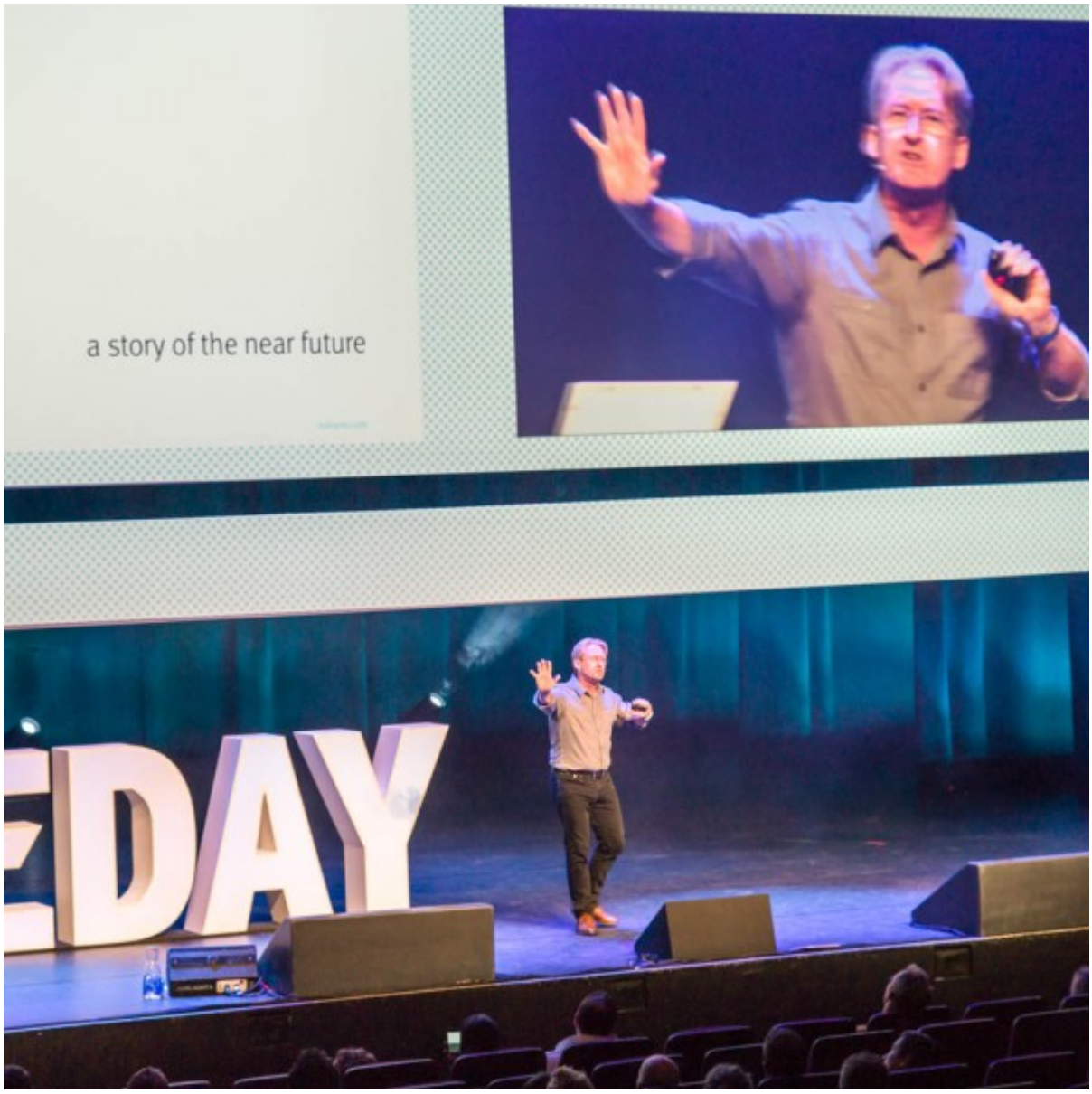
STANFORD DAILY | TOP 10: CLASSES



The Stanford Daily, the venerable student-run newspaper, has included my design class (An archaeology of design – ten things [Link]) among Stanford's top 10 [Link] – "the courses you have to take before you graduate".

It's great to get this recognition, and from the students (nearly a third of Stanford undergrads sign up).

What is interesting is that the d.school's "Think like a designer" is also in the top ten, and four others are about creativity.

As I keep saying, new notions of human-centered design mobilized in design thinking offer the most wonderful approach to things that matter. And they ***always work.***

Here I am last October in Amsterdam – trying to convince the Dutch business community that archaeology is the heart of design-centered innovation