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Re-Designing Design

Thousand Oaks, California, September 17, 2009 – Savannah College of Art and Design faculty visits RKS to learn RKS’s proprietary design thinking methodology and stay ahead of the curve in this new era of design.

After RKS founder and C.E.O. Ravi Sawhney spoke at the Savannah College of Art and Design (SCAD) last spring, Tom Gattis, Chair of SCAD’s industrial design department asked RKS to develop a workshop for SCAD’s entire team of design educators. So this past week, twelve professors from the SCAD- ID group descended upon RKS’s Southern California headquarters for an introduction to Psycho-Aesthetics®, the RKS design-thinking methodology.

The workshop, lead by Tom White, RKS Executive Vice President, and Ingvald Smith-Kielland, RKS Vice President of Strategy, took a deep-dive approach as it immersed the SCAD team in the highly-visual RKS process. Discussions were dynamic and brainstorm sessions were lively. The SCAD professors soon found Psycho-Aesthetics to be a highly-adaptable framework suited to solving problems far beyond product development alone.

The SCAD team left energized after two days of productive and collaborative discourse. “This has been a great experience that has immense value in giving direction for the future,” said Dean Ermoli, while Professor Gattis found the workshop, “eye opening” and “game changing.”

RKS gained a deep appreciation for the talented faculty driving this young, ambitious institution and its new programs forward. “SCAD has the advantage of recognizing we’ve entered a new era of design where the ability to think and communicate strategically is an important and often even *more* important than the ability to sketch,” said White. “What’s more, they have the insight, energy, and passion to push the paradigm as they grow and take their program to new heights.”

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High Resolution Images are available for download at:

www.rksdesign.com/press/SCAD



RKS/SCAD Workshop



White and Smith-Kielland lead Psycho-Aesthetics mapping. Exercise.



Smith-Kielland and Dean Ermoli discuss strategy.



Tom White and Tom Gattis

ABOUT RKS:

RKS is an Industrial Design consultancy offering a full range of strategy, innovation, and design services. Consistently ranked in Business Week's Top 10 Industrial Design firms, RKS has a 28-year legacy of transforming client inspirations and aspirations into powerful business results. The Southern California-based firm is widely known for Psycho-Aesthetics®, their philosophy of emotionally connecting consumers to brands through design. Its clients include JBL Professional, LG, HP, KOR Water, Vestalife, Zyliss USA, Sprint, Panavision, Intel, Hamilton Medical, Medtronic, Discus Dental, and many more. RKS has won more than 80 product design awards globally, and has been issued more than 150 patents. Find out more at: www.rksdesign.com.

About SCAD

The Savannah College of Art and Design is the most comprehensive art and design university in the world, offering more degree programs and specializations than any other art and design university. SCAD is a private, nonprofit, accredited institution conferring bachelor's and master's degrees in distinctive locations and online to prepare talented students for professional careers. SCAD offers students a choice of degree programs in 46 majors and more than 50 minors at locations in Savannah and Atlanta, Georgia, in Lacoste, France, online through SCAD eLearning, and soon in Hong Kong.

The diverse student body of 9,500 comes from all 50 United States and nearly 100 countries worldwide. The education and career preparation of each student is nurtured and cultivated by a faculty of more than 600 professors with extraordinary academic credentials and valuable professional experience. Through individual attention in an inspiring university environment, and with advanced, professional-level technology, equipment and learning resources, SCAD is uniquely qualified to provide an exceptional education and unparalleled career preparation. SCAD has garnered acclaim from respected organizations and publications, including the Los Angeles Times, American Institute of Architects, DesignIntelligence and U.S. News & World Report.

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