



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....”

A decorative grid of small 'x' marks arranged in 16 rows and 4 columns, positioned on the left side of the slide.

## 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.