

# STUDY UK EAST ASIA VIRTUAL MASTERCLASS SERIES

## MASTERCLASSES IN SOCIAL STUDIES

### Introduction to Design Thinking

on Thursday 25 November 2021

### From the Fourth Estate to Fake News: Communication and Media in a Conflicted World

on Friday 26 November 2021

#### Cranfield University



#### Paul Lighterness

Programme Director,  
Design Thinking, Lead in  
Breakthrough Innovation  
and Lecturer in Product  
Design

#### University of Exeter



#### Dr Neil Ewan

Senior Lecturer and  
Programme Lead for  
Communications

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#### Time:

Country	UK (GMT)	Indonesia (WIB) Thailand Vietnam	Mainland China Hong Kong SAR Malaysia, Singapore Brunei, Taiwan	South Korea Japan
Time	08:30 to 09:45	15:30 to 16:45	16:30 to 17:45	17:30 to 18:45

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## **Cranfield University: Introduction to Design Thinking**

**Date:** Thursday, 25 November 2021

### **Masterclass brief:**

An introduction to Design Thinking, providing an overview of the Cranfield programme, along with examples of how Design Thinking has been applied to project work undertaken within Design Thinking and C4D (Centre for Competitive Creative Design). The masterclass will explore the international and local commitments of the Centre and how Design Thinking has revolutionised the way in which we work.

### **Presenter:**

[Paul Lighterness](#) MA (RCA), FRSA, MIED, MCSD is Programme Director of the Design Thinking Programme, Lead in Breakthrough Innovation and Lecturer in ideation and realisation at the School of Water, Energy and Environment at Cranfield University.

Graduating from the Royal College of Art in Design Products under the tutorage of some of the world's most established designers, he has since worked in industry and education, both internationally and throughout the UK. He has served as a design consultant working with many well-established global brands, contributing to the design and development of a wide range of products, processes, services and marketing solutions meeting client and customer needs. He has also worked with numerous microbusinesses and SMEs (Small to Medium-sized Enterprises) globally.

Paul is a Fellow of the RSA (Royal Society for the Encouragement of Arts, Manufacturers and Commerce), Member of the Institute of Engineering Designers and Member of the Chartered Society of Designers. He has worked with the Design Council and their "Designers in Schools" programme to encourage the development of Design education in Schools, and has presented talks and workshops on Design and design realisation in South Korea, Japan and Malaysia.

As part of the Anglo-Japanese design collective CO/EX, he has exhibited work at the Milan Furniture Fair, 100% Design and Designers Block, amongst many more events. His work has received many international accolades and prizes, and has featured in the world's press.

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## **University of Exeter: From the Fourth Estate to Fake News: Communication and Media in a Conflicted World**

**Date:** Friday, 26 November 2021

### **Masterclass brief:**

This sample lecture will explore mainstream media and social media in an age of populism, post-truth politics, and fake news.

### **Presenter:**

[Dr. Neil Ewan](#) Dr. Neil Ewan joined Exeter in April 2021 as Senior Lecturer and Programme Leader in Communications. Previously, he was Senior Lecturer and Programme Leader in Media and Communication at the University of Winchester. He

has also taught at the University of Portsmouth, the University of Southampton, and the University of East Anglia. Dr. Ewan is a Senior Fellow of the Higher Education Academy. He earned his BA in English Studies with Film and Media Studies at the University of Stirling (2001) and MA in Modernism (2003) and Ph.D. (2010) at UEA, where he wrote his thesis on football and national identity in England and Scotland.

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