



# Launch: Using Design Thinking to Boost Creativity and Bring Out the Maker in Every Student

*John Spencer, A J Juliani*

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Something happens in students when they define themselves as **makers** and **inventors** and **creators**. They discover powerful skills—problem-solving, critical thinking, and imagination—that will help them shape the world's future ... our future.

*If that's true, why isn't creativity a priority in more schools today?*

**Educators John Spencer and A.J. Juliani** know firsthand the challenges teachers face every day: School can be busy. Materials can be scarce. The creative process can seem confusing. Curriculum requirements can feel limiting. Those challenges too often bully creativity, pushing it to the side as an "enrichment activity" that gets put off or squeezed into the tiniest time block. We can do better. We must do better if we're going to prepare students for their future.

*LAUNCH: Using Design Thinking to Boost Creativity and Bring Out the Maker in Every Student* provides a process that can be incorporated into every class at every grade level ... even if you don't consider yourself a "creative teacher."

In *LAUNCH*, teachers will discover practical strategies for using design thinking in the classroom to engage, inspire, and empower students. Here are a few key takeaways:

- Student projects that focus on making, designing, and creating
- Fixing the brainstorming process
- Structuring project-based learning to unleash creativity
- Building creative confidence in the classroom
- Leading a maker movement without spending a lot of money

**Are you ready to LAUNCH?**

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