IFTF Design Futures Training
Make the future come alive in the present

Join Institute for the Future and our team of award-winning design futurists to learn how to imagine and prototype informed alternatives to the future, and design transformative offerings and policies for the next decade.

Artifact Example: What might direct-action climate activism look like in ten years? Design Futures provides the tools to turn scenarios into experiences, making potential futures more visible.

“The future exists first in imagination, then in will, then in reality.”
—Barbara Marx Hubbard
Design Futures: a practice that uses design principles, media, and immersive experiences to help people feel what the future might/could be.

Course includes:

Two days of in-person training conducted by IFTF instructors Jake Dunagan and Jacques Barcia

Immersion in design futures thinking skills, methodologies, and processes

Exclusive IFTF Design Futures Toolkit

Full set of course presentation slides and materials

Networking with a diverse cohort of foresight practitioners and designers

Official certification of completion of IFTF Design Futures Training

Artifact Example: Smart Toilets™ make promises of improved public health, but privacy advocates raise concern when corporations link toilet data to citizen health records and social media.

Participants will:

Learn new methods and hands-on tools to create emotional connections to the future

Design immersive experiential scenarios and artifacts from the future

Translate experiences into future-ready offerings and business models

“...In order to make new futures thinkable and actionable, we must consciously create, design, and unleash a wide range of possible futures into the present, and make those possible futures full-bodied experiences.”

— Jake Dunagan
Artificial Example: Everybody knows our planet is swimming in plastic, but how would you feel if you had to drink polluted water? Museum-goers marvel in disgust at Plastic Century (2010), an interactive exhibit dramatizing the plastic pollution crisis for World Oceans Day at the CA Academy of Sciences.

Learn to:

- **Expand your design practice with foresight:** use foresight methods and tools to move beyond linear trends, and design with the future in mind.
- **Recognize biases about the future:** identify and critique the assumptions embedded in products, strategies, media, and your own mind.
- **Build future worlds:** describe future scenarios with evidence-based worldbuilding and user journeys to anticipate problems, dilemmas, and opportunities of the next decade.
- **Prototype experiences of a future world:** design experiential scenarios to feel what life might be like in the future, and engage audiences in tangible ways.
- **Design a new offering for the future:** use a futures values canvas to create innovative revenue and impact models for people and markets of the future.
- **Apply insights to current action:** extract insights from the future and identify opportunities to develop new products, services, and offerings today.

Indelible learning experiences.
Cutting-edge futures thinking tools.
IFTF Foresight Essentials trainings are hands-on, highly interactive sessions where you'll meet fellow practitioners and learn from world-class instructors.

“We must move beyond used visions of utopias and dystopias, and prototype alternatives to hack the future.”
—Jacques Barcia

registration | $3,500
If you are with a non-profit affiliation, a student, or an IFTF Foresight Practitioner Alum, please inquire about our special introductory fee. Space is limited; early booking recommended.

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For more info: www.iftf.org/designfuturestraining/