



IFTF Design Futures

Make the future come alive in the present

In person or online, join a team of award-winning design futurists to learn, imagine, and prototype informed alternative future scenarios and design new offerings and policies for the next decade.

Design Futures is a practice that uses design principles, media, and immersive experiences, in combination with provocative insights about the future, to help your audience better understand what the future could be.



Provocative prototypes of a world to come, Artifacts from the Future are images or objects IFTF creates that incorporate design to initiate the futures-thinking process. In this training you will learn how to create Artifacts from the Future as a way to visualize an alternative future. “Lunchabios” helps envision possible food futures with pro-GMO certification for literacy about—and increased access to—sustainable food production methods.

Indelible learning experiences.

Cutting-edge futures thinking tools.

COURSE INCLUDES:

Training conducted by IFTF researchers and design futurists Jake Dunagan and Jacques Barcia

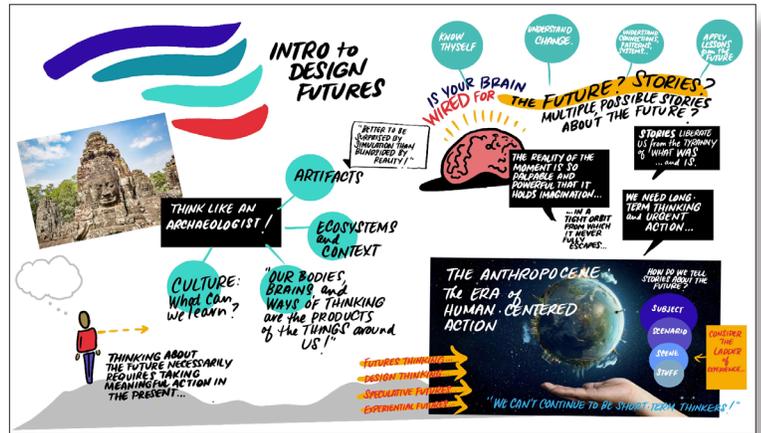
Immersion in design futures, as well as futures-thinking skills, methodologies, and processes

IFTF Design Futures Toolkit

Personalized strategic Foresight-Insight-Action plan for post-training application

Networking with a diverse cohort of foresight practitioners and designers

Official certificate of completion of IFTF Design Futures Training



During IFTF Design Futures training, lessons, key takeaways, and participant feedback are visualized in graphic recordings.

The online training sessions are built around virtual collaboration tools that are immersive experiences in themselves, producing artifacts you can refer to while conceiving of new immersive future scenarios on your own.

Participants will:

Use	Develop	Design
hands-on	one-to-one	new offerings
methods and	scale experiential	and business
tools to combine	scenarios and	models for the
design thinking	Artifacts from	next decade
with futures	the Future	
thinking		

“ 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



“Surface Hackers” demonstrates that simple ubiquitous digital displays meant to convey retail information will be new hotspots for collaboration or culture-jamming. Audiences will have to discern which information is more trustworthy. Is this future factor something to be anticipated or embraced?

Learn to:

Expand your design practice with foresight

Combine professional design practices with foresight methods and tools to identify forces of change, signals, and alternative futures.

Recognize biases and assumptions about the future

Identify the visions embedded in products, strategies, and media. Learn how to redesign them.

Build future worlds

Describe future contexts with evidence-based world-building and user journeys to anticipate problems, dilemmas, and opportunities of the next decade.

Prototype experiences of a future world

Design experiential scenarios to get a feel for life ten years from now. Engage audiences in tangible ways.

Design a new offering for the future

Use a future-values canvas to create innovative revenue and impact models for people and systems from the future.

Apply insights to current action

Extract insights from the future and identify opportunities to develop new products, services, and offerings today.

“The future exists first in imagination, then in will, then in reality.”

—Barbara Marx Hubbard



Online or in the classroom, IFTF Design Futures trainings are 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

Space is limited; early booking recommended.

Nonprofit staff, students, and IFTF Foresight Essentials alumni may qualify for special introductory fees.

For information, please contact:

register@iftf.org | 650.233.9562

For more info: iftf.org/foresightessentials/individuals/

IFTF FORESIGHT ESSENTIALS

Institute for the Future (IFTF) is the world's leading futures organization. Its training program, IFTF Foresight Essentials, was a comprehensive portfolio of strategic foresight training tools based upon 50 years of IFTF best practices. IFTF Foresight Essentials cultivate the mindset and skillsets that enable individuals and organizations to foresee future forces, identify emerging imperatives, and develop world-ready strategies. To learn more about how IFTF Foresight Essentials are uniquely customizable for businesses, government agencies, and social impact organizations, visit iftf.org/foresightessentials.