

#EducatorVoices: The LAUNCH Cycle for PBL – A.J. Juliani

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We talk about those different types of creative people though, right? There's the engineer that's creative through making and solving problems. There's the architect that's creative through systems. There's the point guard who's creative through bringing people together, right? There's the astronaut who's creative through exploring. When we talk about the LAUNCH Cycle and design thinking, we say, all these people play a role in the creative process. And to just think that you're not, like, artsy doesn't mean you can't do creative work. Everybody—every student and teacher—can do that. And so, the LAUNCH Cycle is an acronym. "L" stands for look, listen, and learn, starting with that empathy piece. "A" goes into asking tons of questions, right, asking all kinds of questions about what you're seeing and what you're engaging with. "U" is, after you've kind of asked a lot of the questions, you start to understand the process or the problem that you're going to be working on. "N" stands for navigating ideas around what you're gonna create to kind of solve that problem or create that process. And then, "C" stands for create, right, you're creating a prototype. "H" stands for highlighting what works, and fixing and improving what doesn't. And then you're launching to an authentic audience. And so that is basically the gist of the LAUNCH Cycle and the process that we use a lot of times in project-based learning.