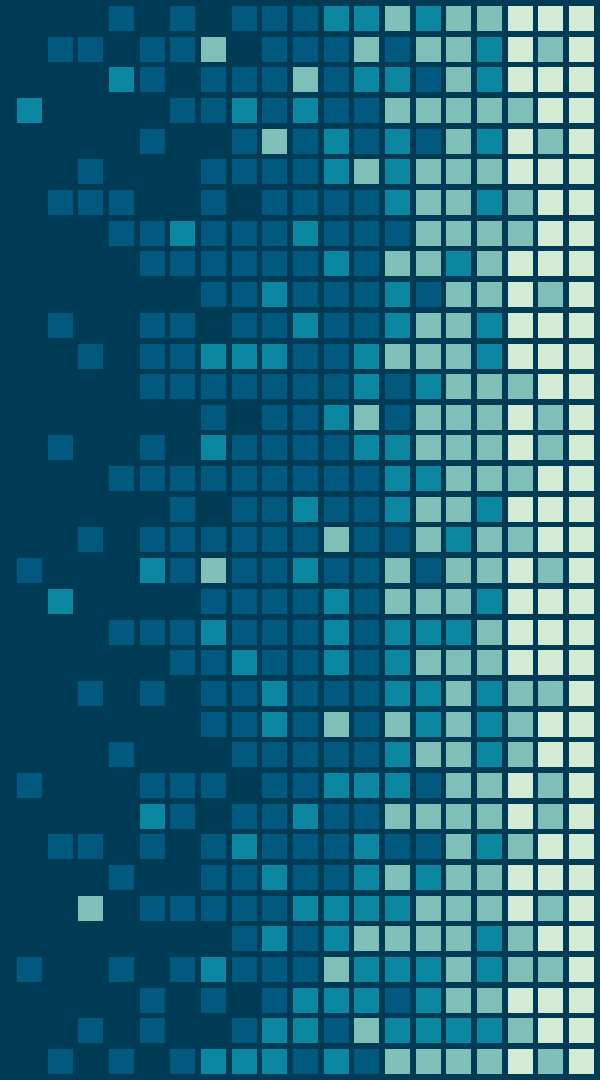


MIS3506

Digital Design & Innovation Studio

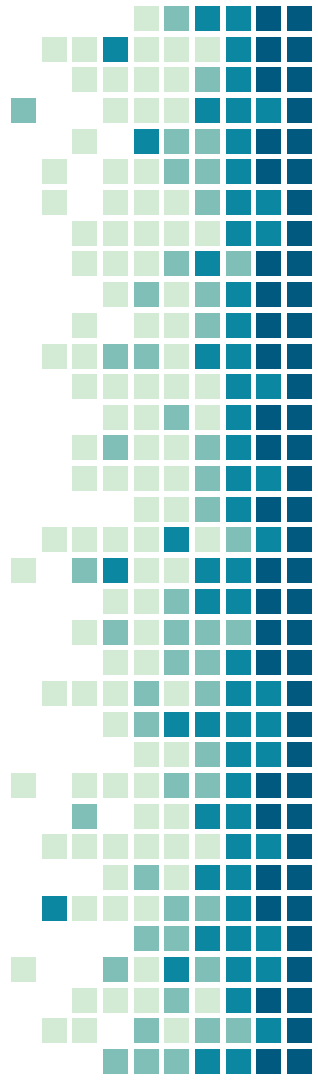
8: The Art of Design

Amy Lavin/ Steve Sclarow

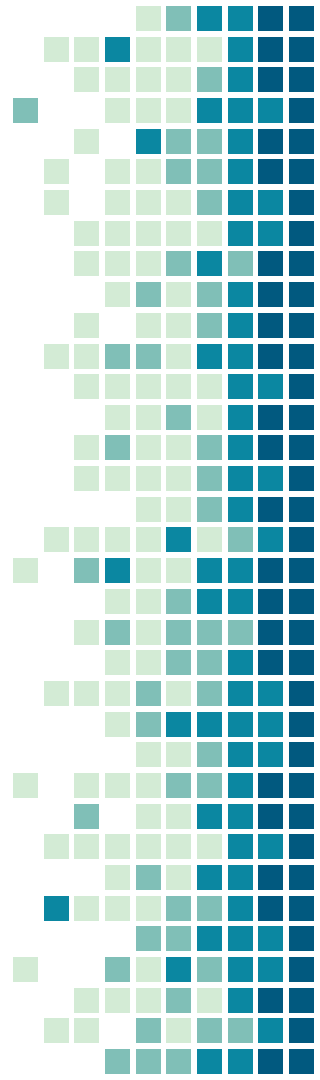


Schedule:

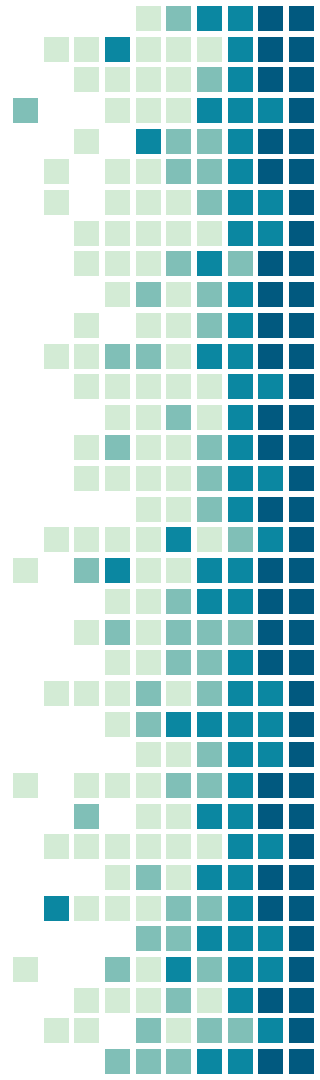
- Class #1
 - Brainstorming Concepts
- Class #2
 - Brainstorming Ideas
- Extra Credit #3 due:
 - Sunday, March 18th at 11:59 PM



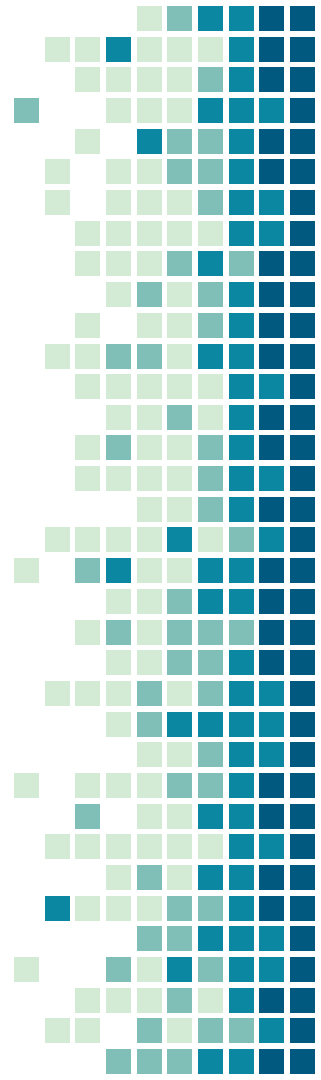
Now the **FUN** starts.



SYNTHESIS



BRAINSTORMING SOLUTIONS



“ *Business creativity is all about finding fresh and innovative solutions to problems, and identifying opportunities to improve the way we do things.* ”

How Creative Are You?

<http://www.mindtools.com/pages/article/creativity-quiz.htm>

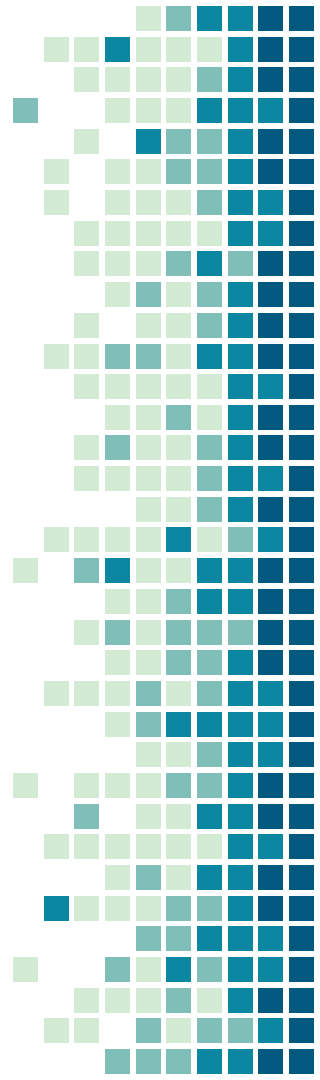


What is **DESIGN PROCESS?**

1. Define the problem
2. Create & consider many options
3. Refine selected options
4. Repeat (optional)
5. Pick the winner, execute



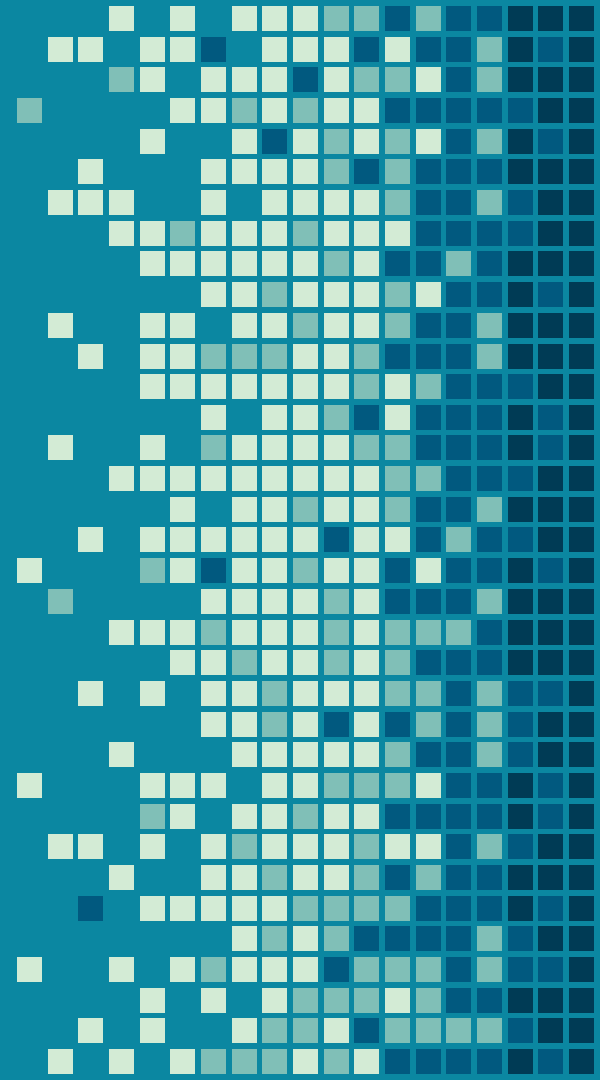
Create & Consider
MANY OPTIONS



“ “ *We happen to think idea generation is an art form. It's about setting a safe, creative space for people to feel like they can say anything, be wild, not be judged, so that new ideas can be born.*

IDEO

<http://www.openideo.com/fieldnotes/openideo-team-notes/seven-tips-on-better-brainstorming>



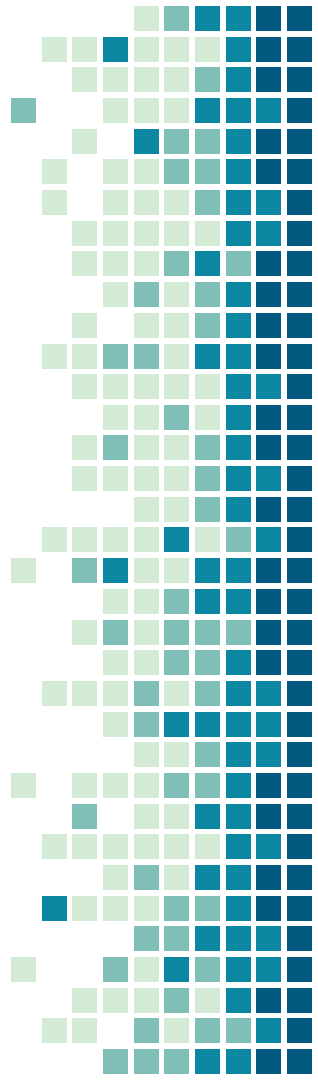


What are the
RULES
for
BRAINSTORMING?

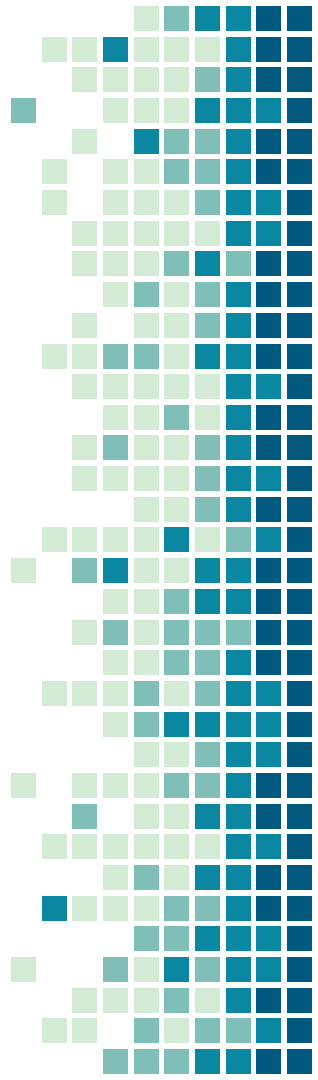


IDEO's 7 Rules for Brainstorming

1. Defer judgement
2. Encourage wild ideas
3. Build on the ideas of others
4. Stay focused on the topic
5. One conversation at a time
6. Be visual
7. Go for quantity

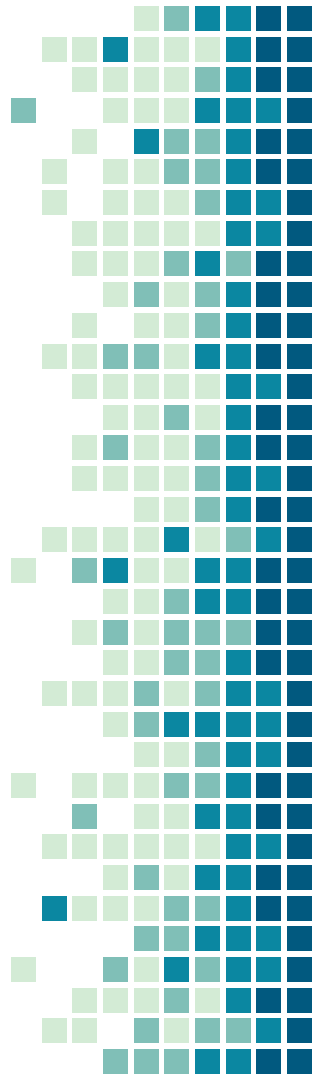


Wild Ideas that Proved Successful

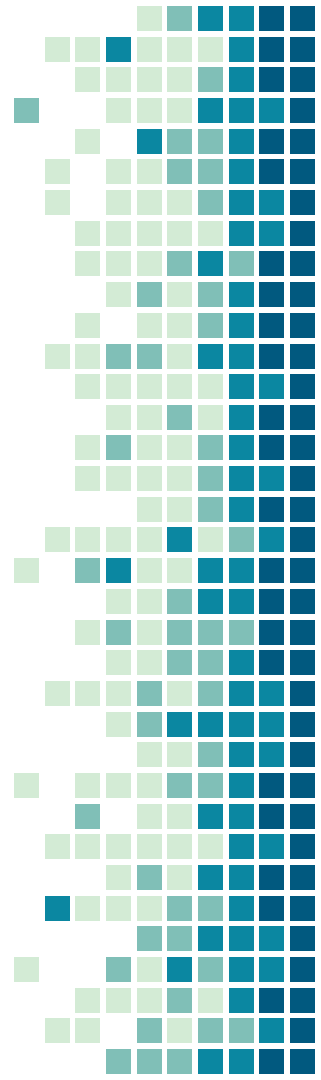


Quantity = The Power of MORE

More IDEAS/ More OPTIONS/ More ENGAGEMENT/
More CONTRIBUTIONS/ More MEANINGFUL SOLUTIONS

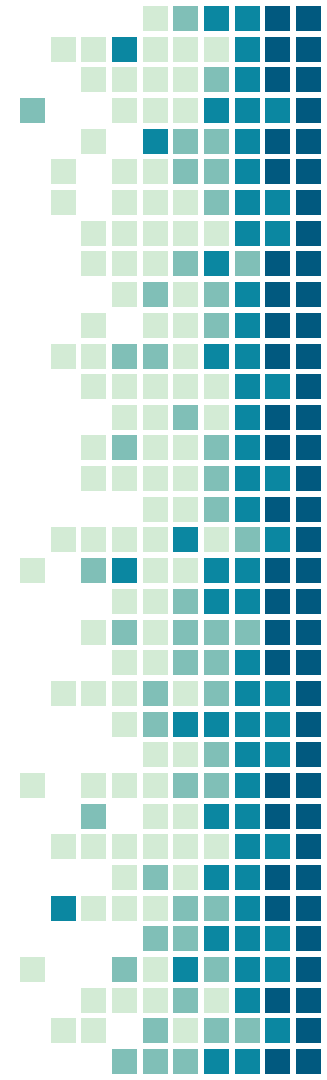
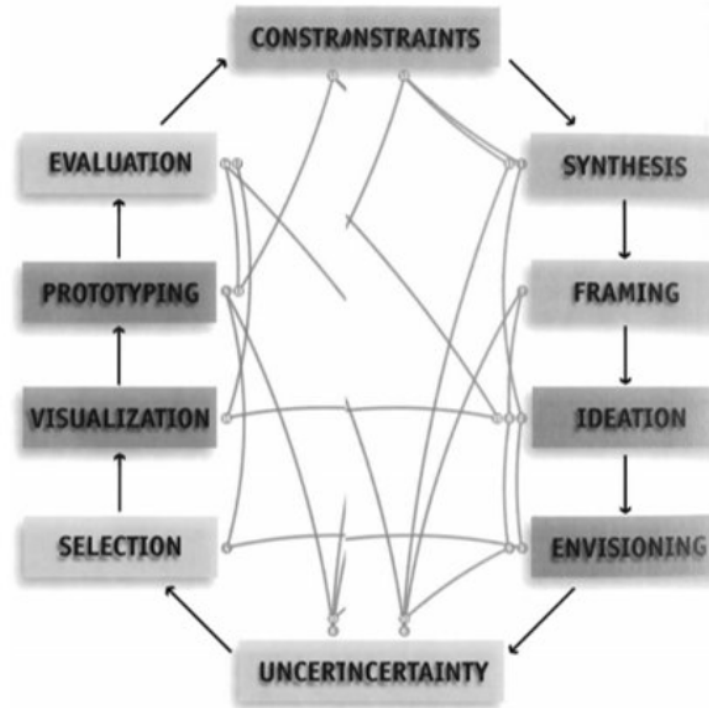


Limited Ideas =
LIMITED THINKING



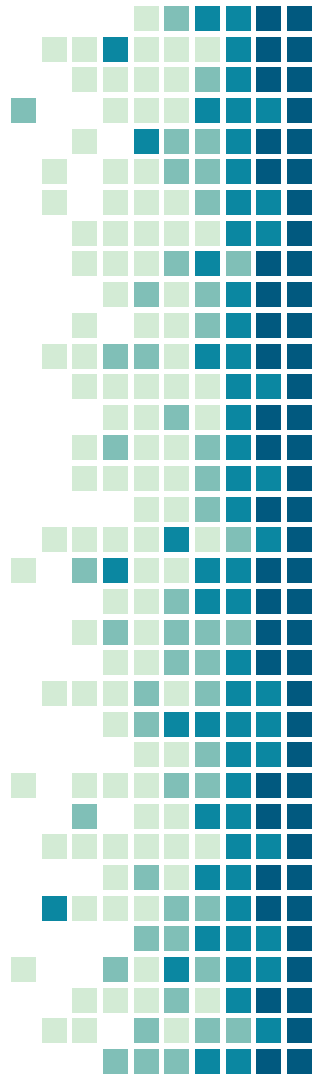
Synthesis

Subconscious
Shared Mind
Comfortable

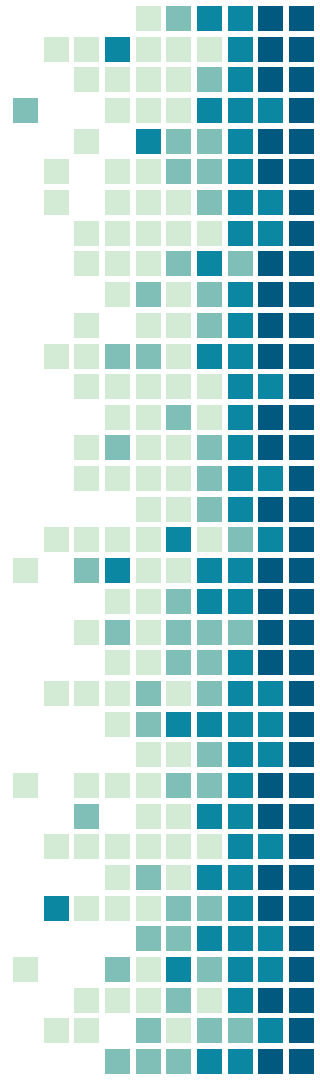


Let your Tacit Understanding of the problem come out!

- Design ideas
- Creative leaps
- First solutions
- Think about the people who will use the solution.



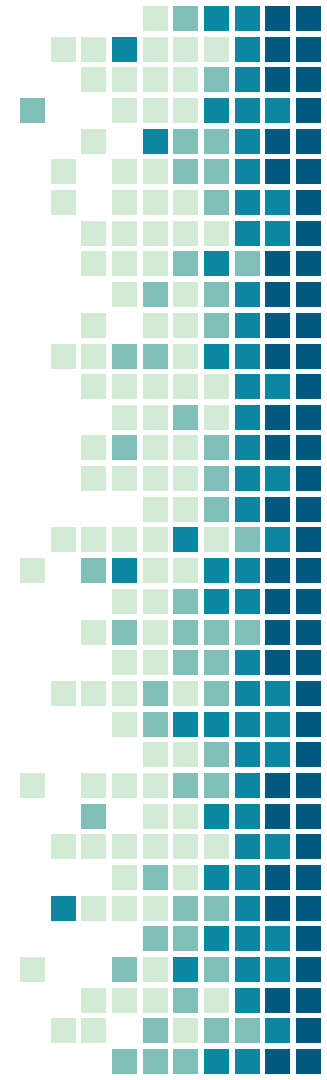
Generate many ideas.
Build & combine.
DO NOT EDIT AND ELIMINATE
(early on)



In-Class Exercise: Brainstorming

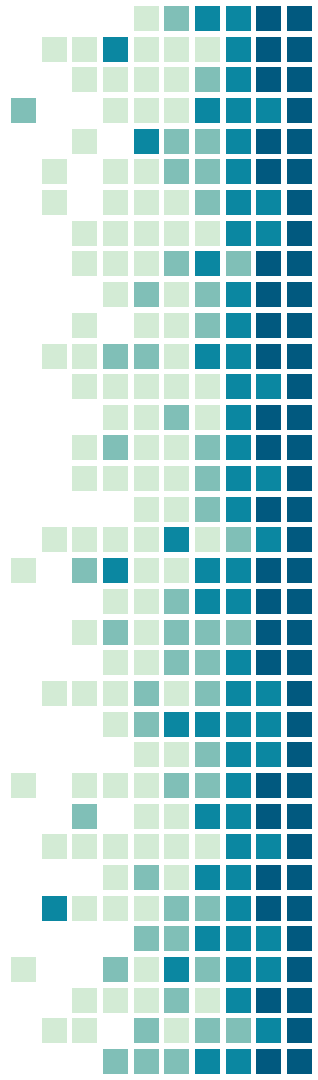
Key Chain Exercise

- Part 1 (10 Minutes)
- Part 2 (10 Minutes)
- Part 3 (Each team presents, 1 minute per team)

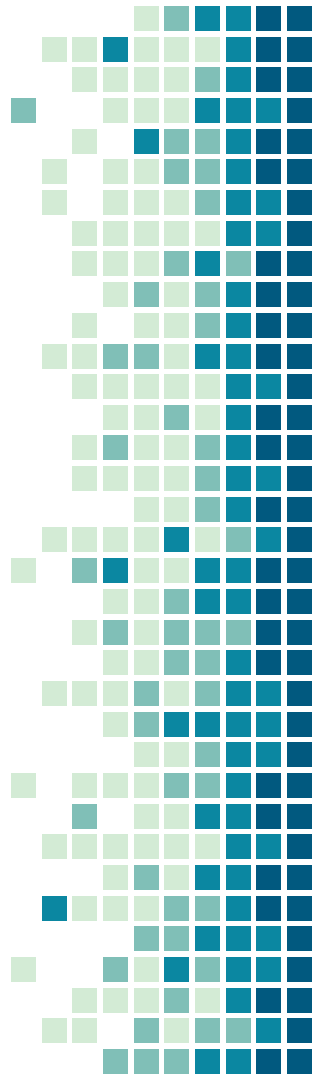


Schedule:

- Class #2
 - Brainstorming Ideas
- Extra Credit #3 due:
 - Sunday, March 18th at 11:59 PM

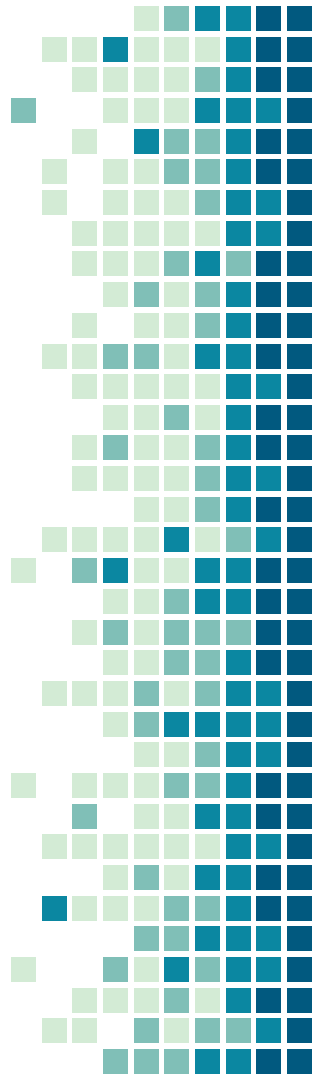


Team Work Session



Consider

1. **What** are your objectives? What problem are you trying to solve?
2. **Who** are your affected stakeholders?
3. **How** will you solve the problem for them?



Step 1 (Create & fill in the template provided)

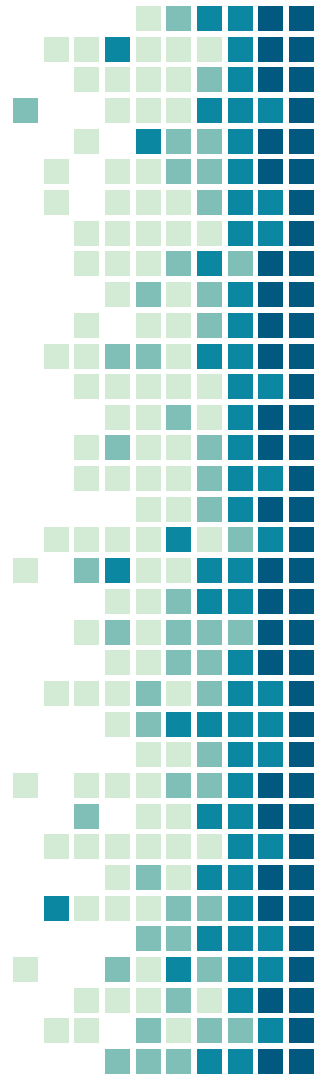
**As a TEAM, make a list of your main
OBJECTIVES for your project.**

5 Minutes

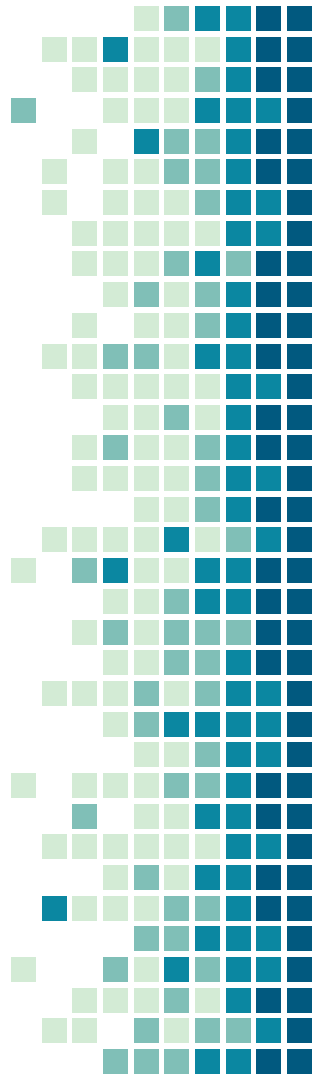
Who are the main stakeholders?

**What do they WANT? What do they
HAVE? What do they NEED? – Related
to the OBJECTIVES!**

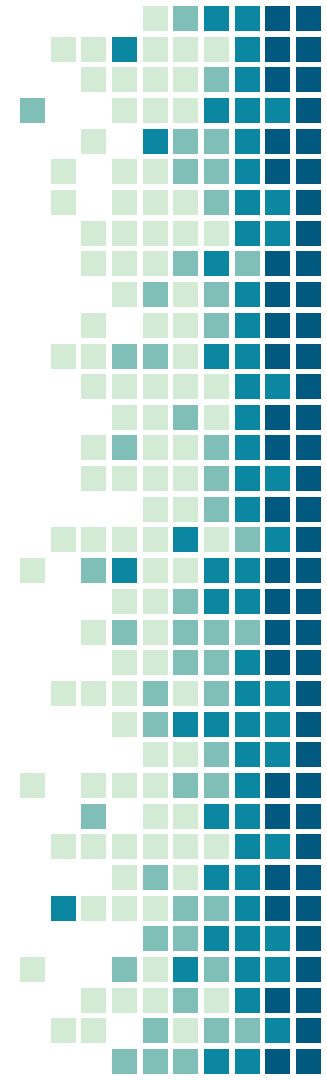
15 Minutes



Stakeholder	WANTS	NEEDS	HAS	Stakeholder
Stakeholder 1				
				Stakeholder 2
Stakeholder 3				



Stakeholder	WANTS	NEEDS	HAS	Stakeholder
Stakeholder 1 Ballet Enthusiast	More info about the shows and to learn more about the dancers.	An easy way to access or link to additional content.		
		Needs a platform to easily make content available.	Videos of performances, rehearsals, and interviews with choreographers in their archives.	Stakeholder 2 PAB
Stakeholder 3 PAB Marketing	A way to engage customers on the website to build awareness of shows to increase sales.	More interactive content about the shows, performances, and dancers.		





IDEA 1

IDEA 2

IDEA 3

IDEA 4

IDEA 5

Step 2:

INDIVIDUALLY (this is quiet time) write/ draw
(AT LEAST) 5 concrete solution ideas to solve
a particular need— each on a separate post-it
note.

5 MINUTES





IDEA 1

IDEA 2

IDEA 3

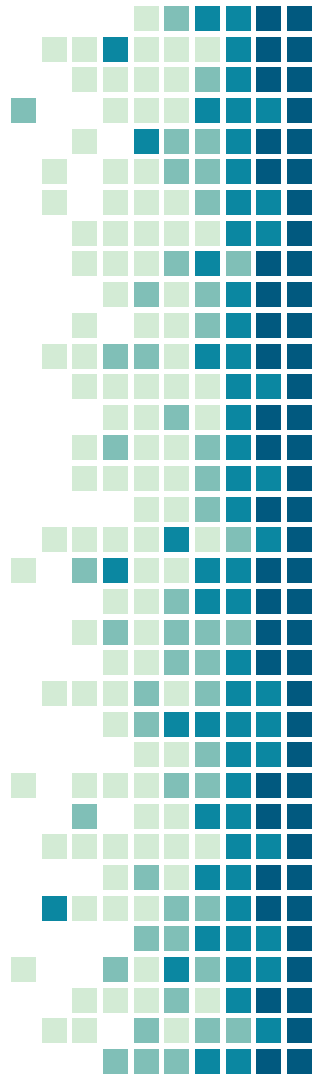
IDEA 4

IDEA 5

Step 3:

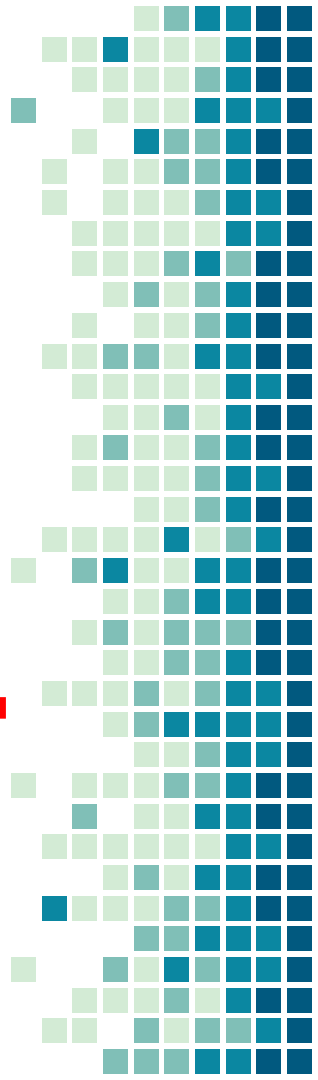
SHARE them with your team. Place each on the wall as you describe them.

10 MINUTES



Embrace constraints.

THEY ARE LIBERATING

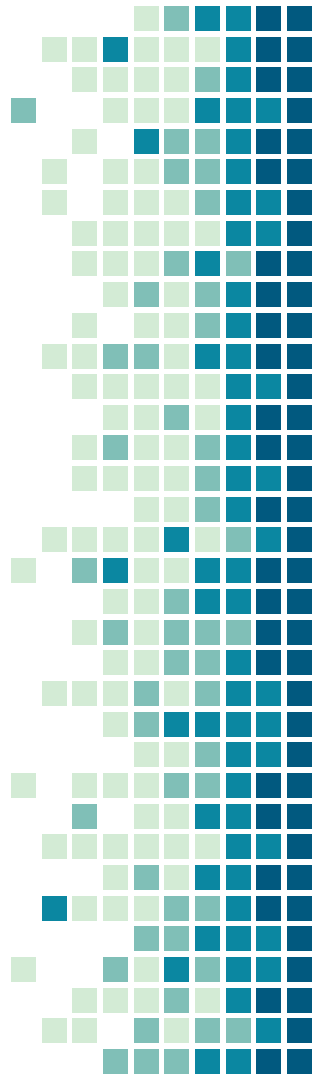




Step 4:

INDIVIDUALLY (this is quiet time again) **TAKE** an idea from the wall and use it to **GENERATE** two more. **REPEAT**. Use all of your time.

5 MINUTES

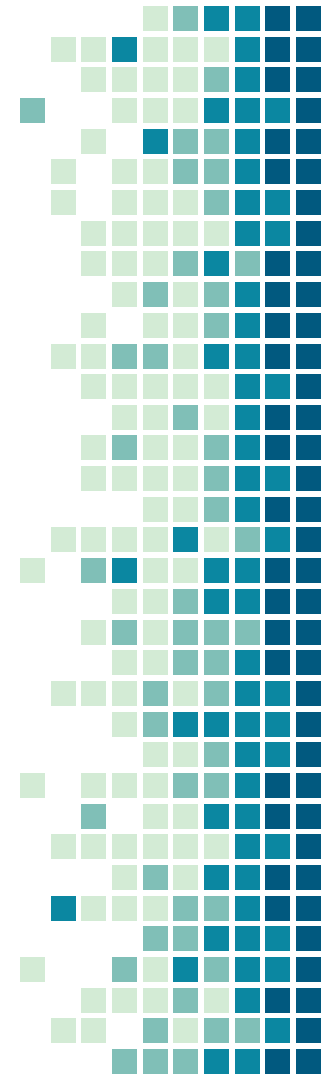




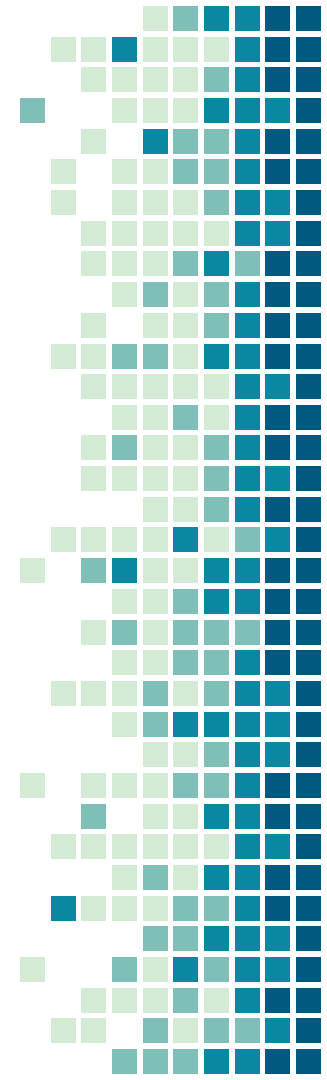
Step 5:

SHARE them with your team. Place each on the wall as you **DESCRIBE** them.

10 MINUTES



Record your work.
**BUILD WITH THESE
IDEAS.**



END

