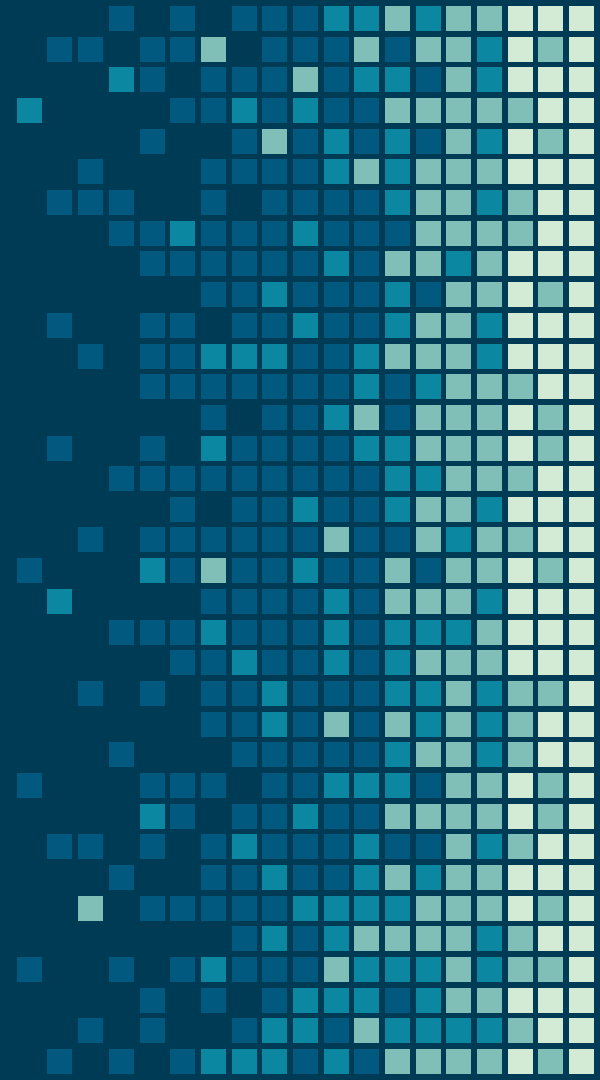


MIS 3506

Digital Design & Innovation Studio

8: The Art of Design

Amy Lavin/Steve Sclarow

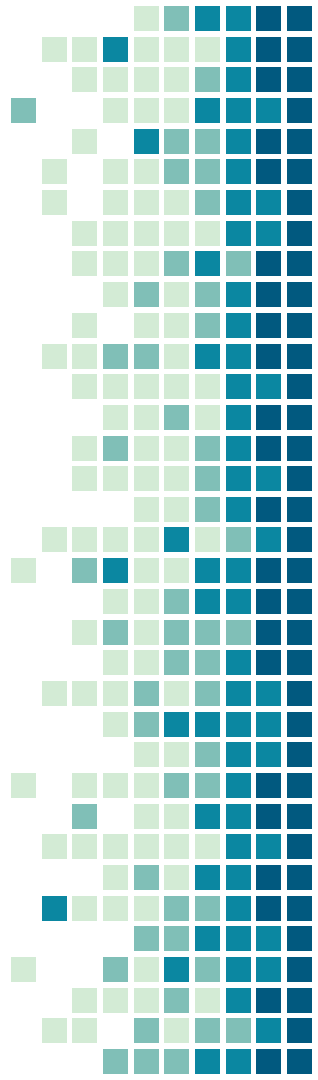


Schedule:

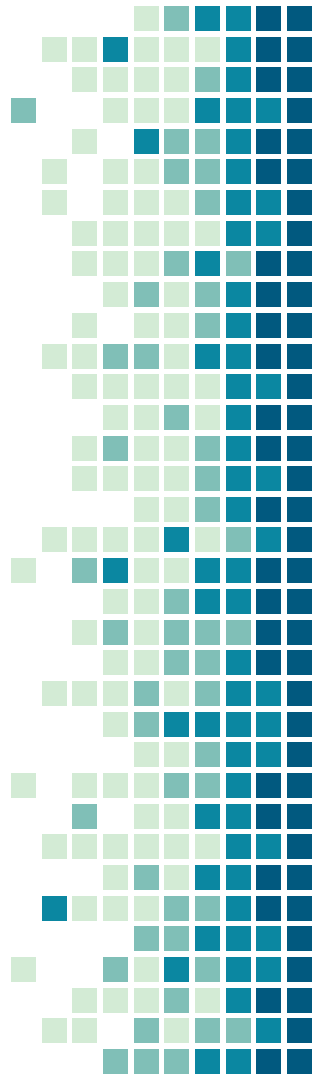
- Class #1
 - Brainstorming Concepts
- Class #2
 - Brainstorming Ideas
- Extra Credit due:
 - #2 – 10/21
 - #3 – 10/28

Exam #2:

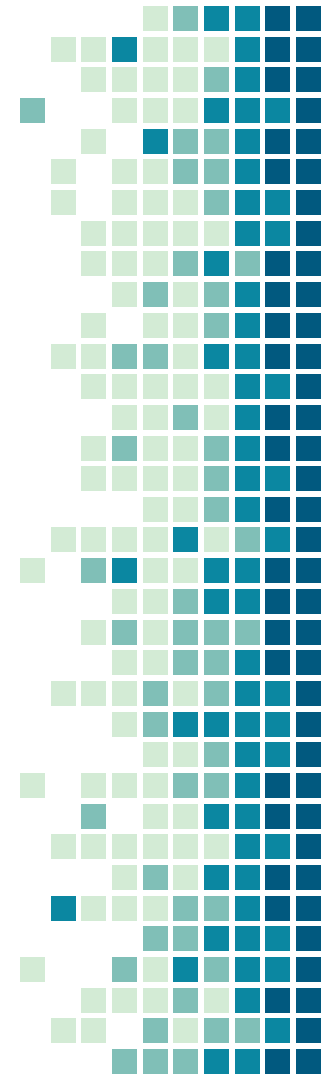
Week of 10/22 – Class #1
Work Processes and Use Cases
Data
Business Rules



Now the **FUN** starts.

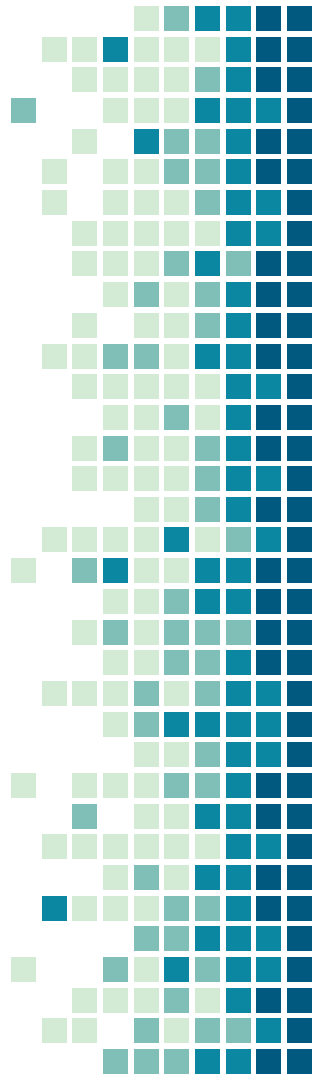


SYNTHESIS



BRAINSTORMING SOLUTIONS

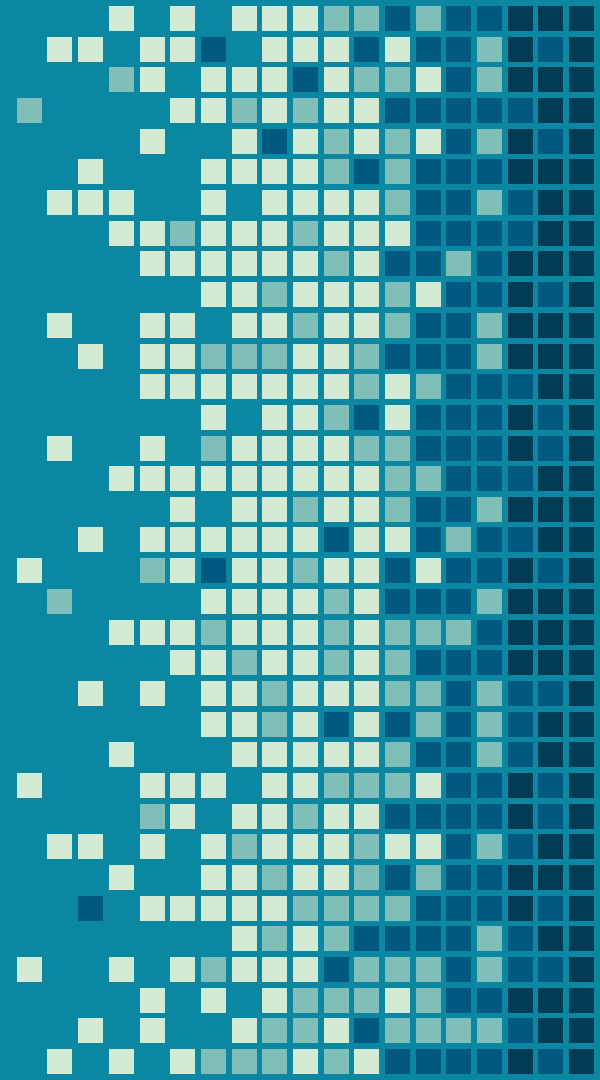
What is brainstorming?



“ *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



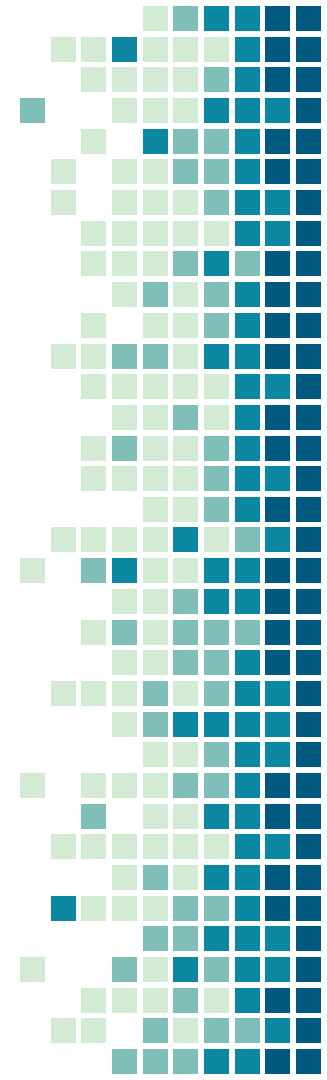
2. Create & consider many options

3. Refine selected options

4. Repeat (optional)

5. Pick the winner, execute

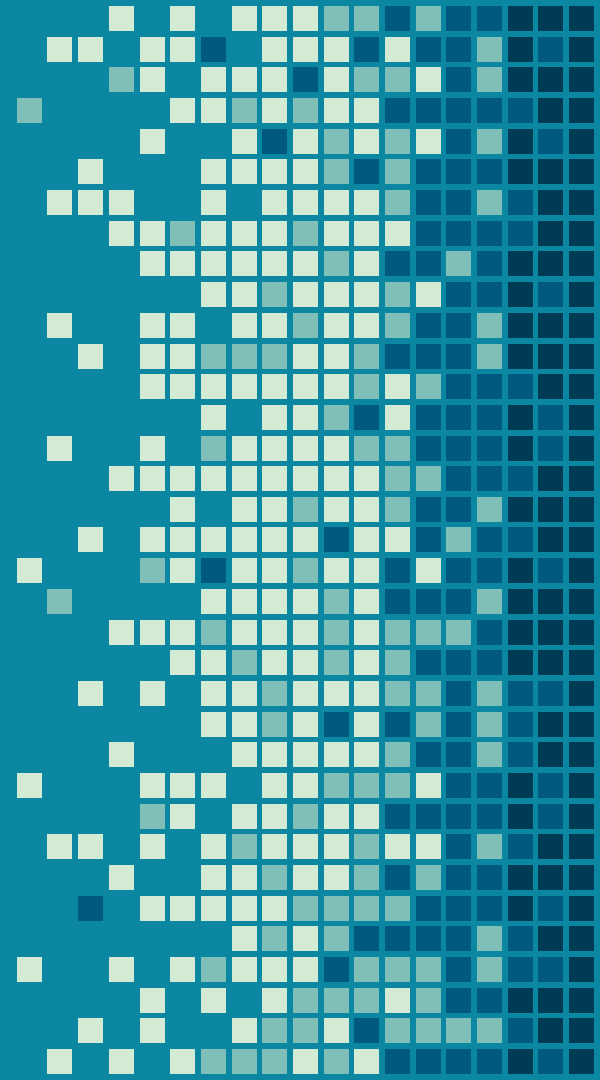
Create & Consider
MANY OPTIONS



““ *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>



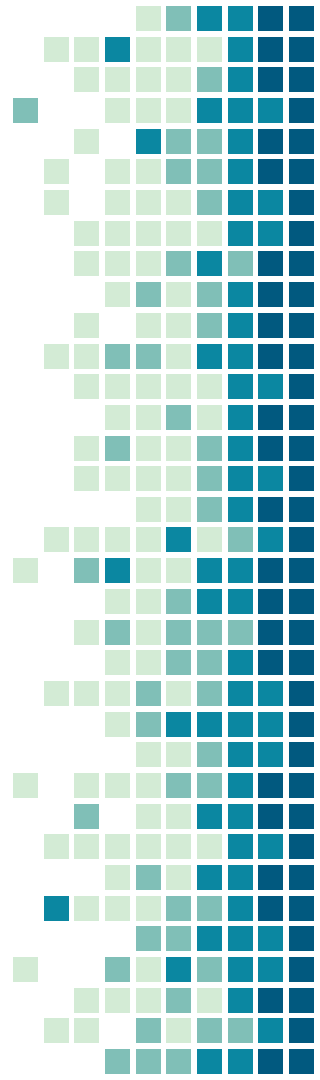


What are the
RULES
for
BRAINSTORMING?

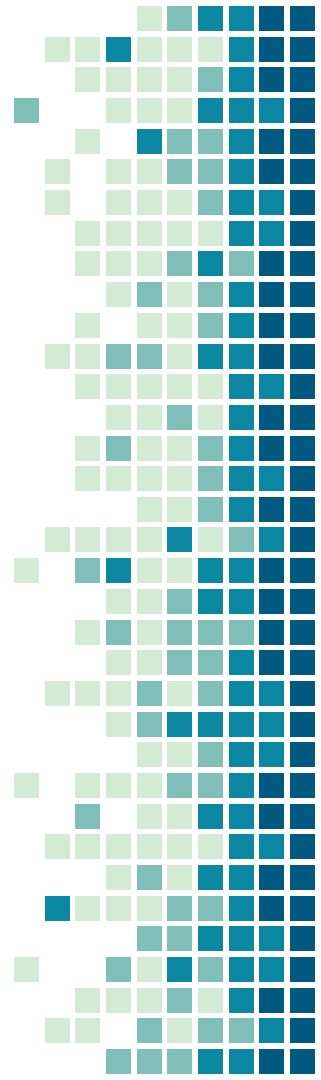


IDEO's 7 Rules for Brainstorming

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

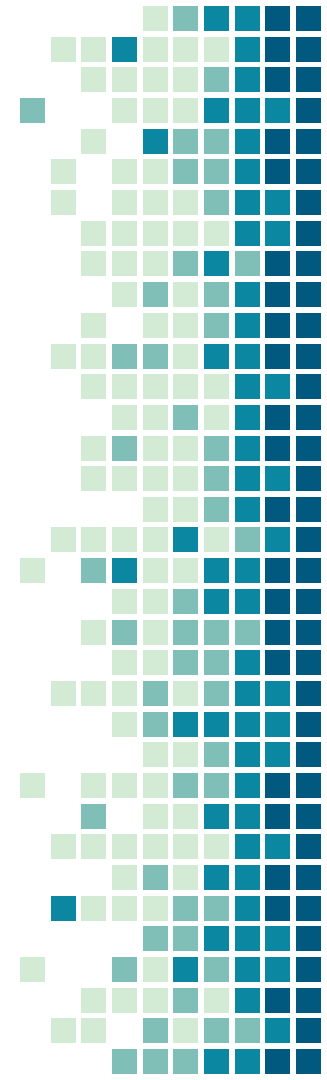


Wild Ideas that Proved Successful

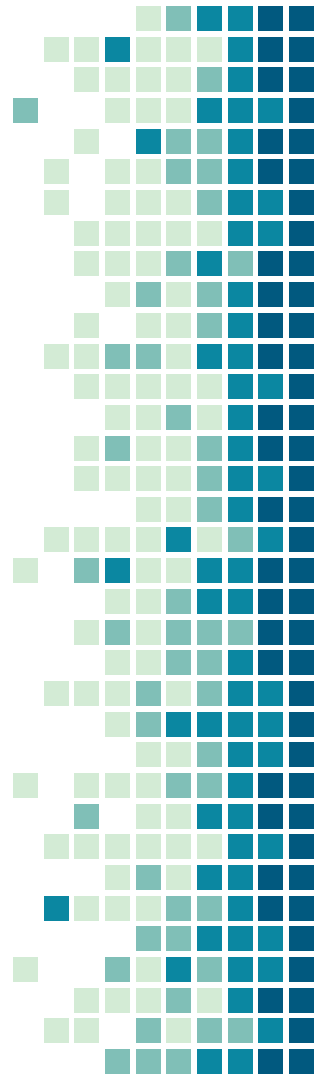


Quantity = The Power of MORE

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

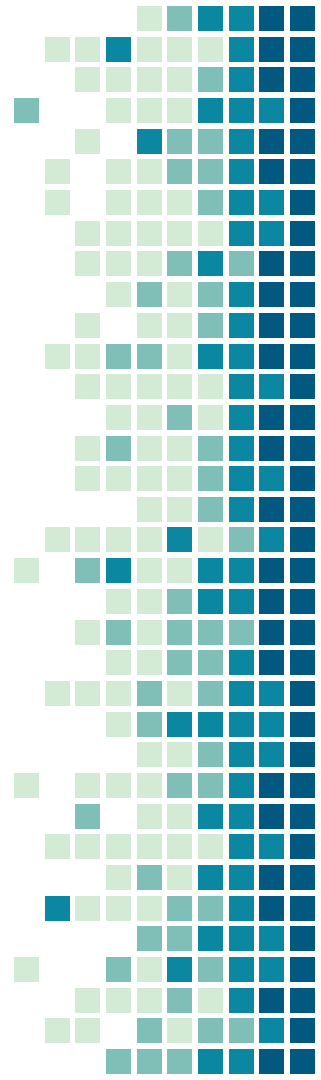
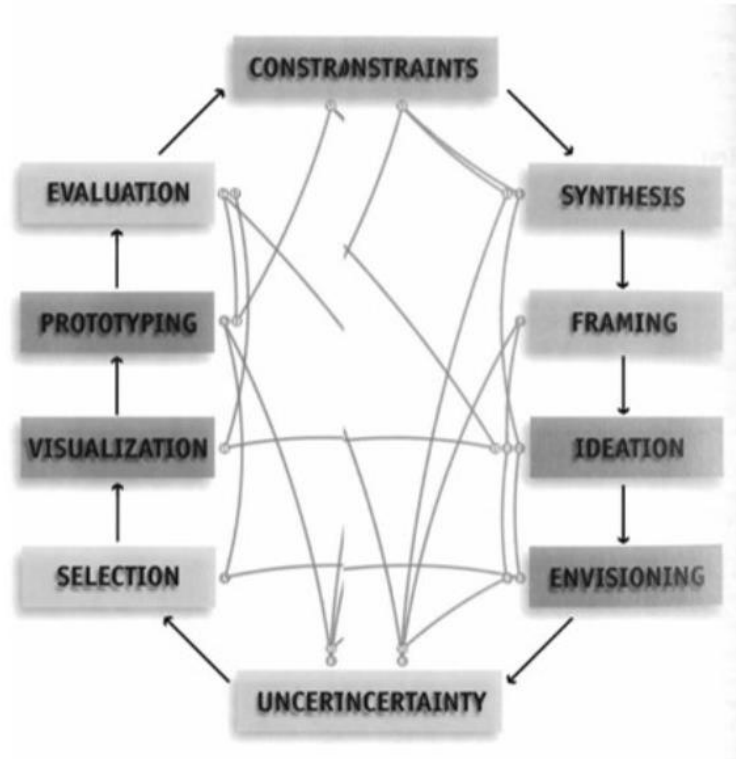


Limited Ideas =
LIMITED THINKING



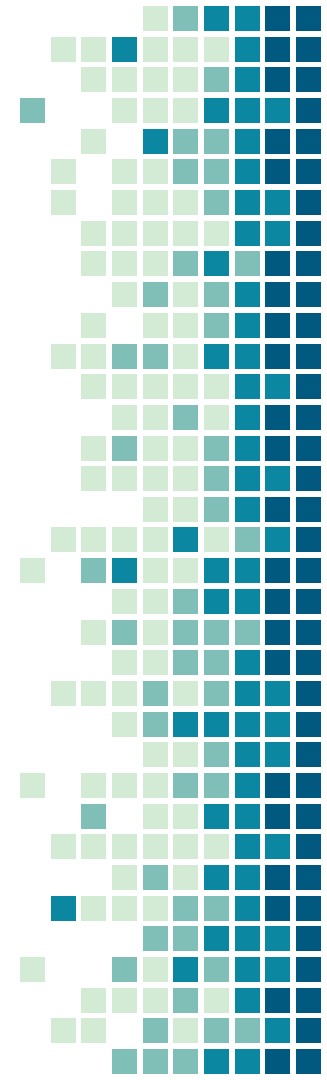
Synthesis

Subconscious
Shared Mind
Comfortable

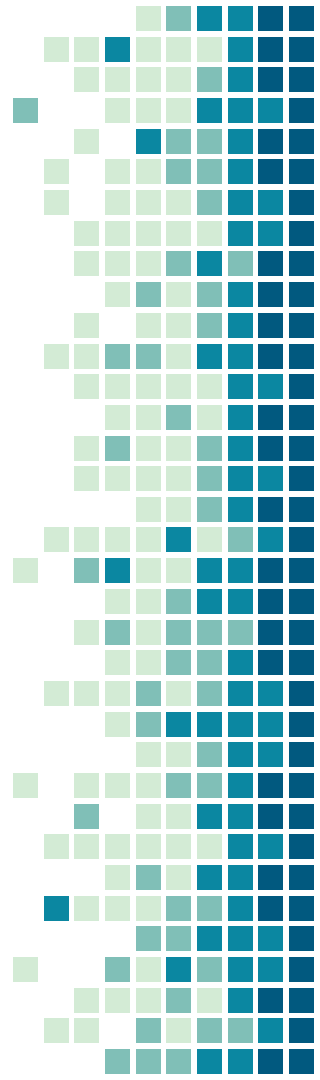


Let your Tacit Understanding of the problem come out!

- 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

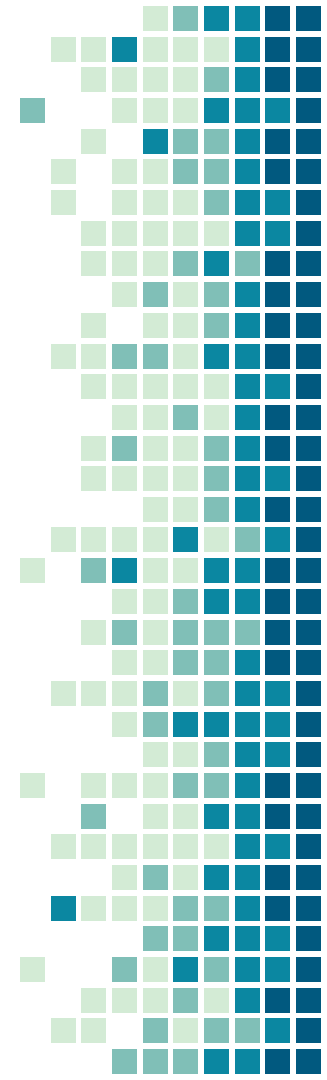
- Part 1 (10 Minutes)
- Part 2 (10 Minutes)
- Part 3 (Each team presents, 1 minute per team)



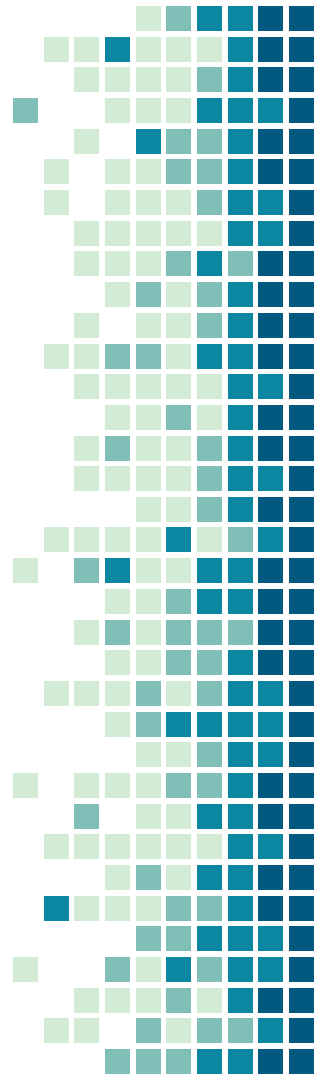
Schedule:

- Class #2

- Brainstorming Ideas

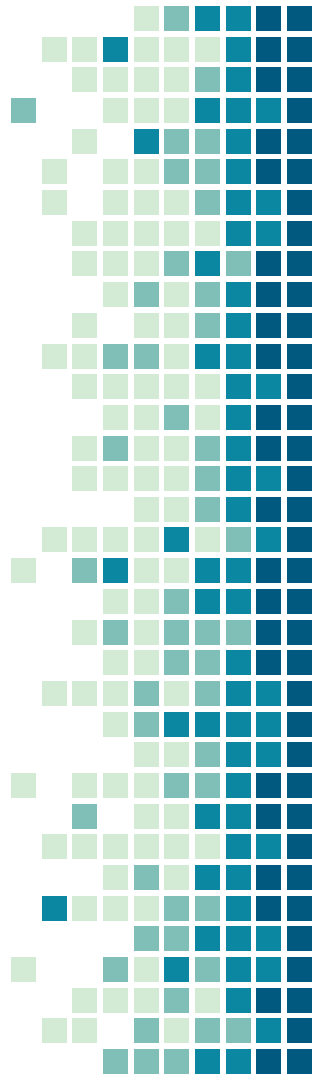


Team **Work** Session



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)

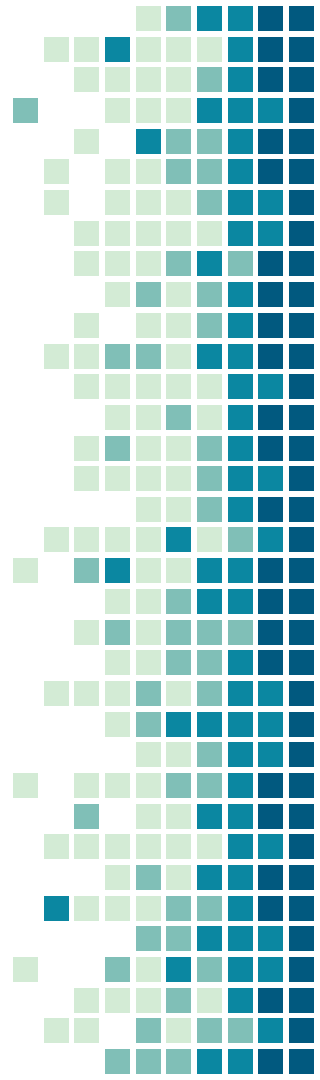
**As a TEAM, make a list of your main
OBJECTIVES for your project.**

5 Minutes

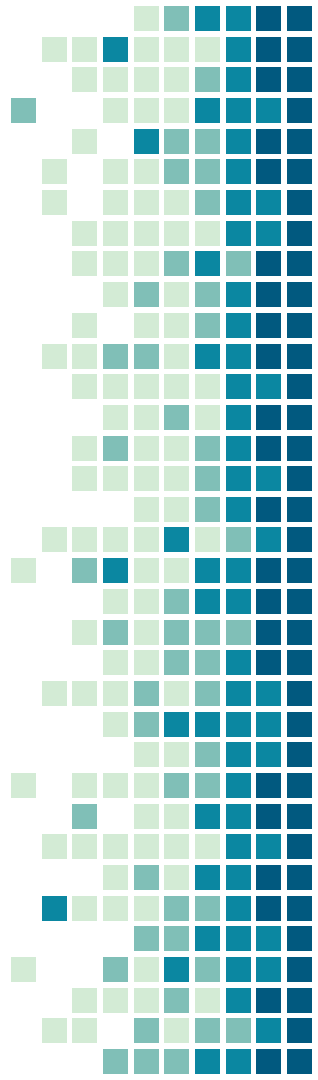
Who are the main stakeholders?

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

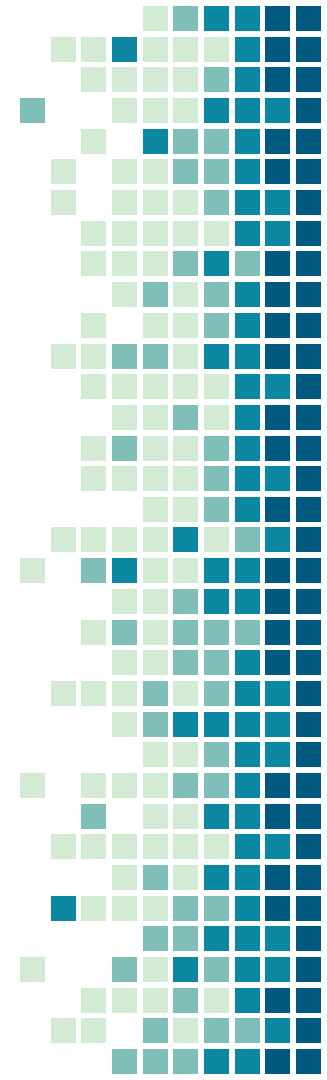
15 Minutes



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

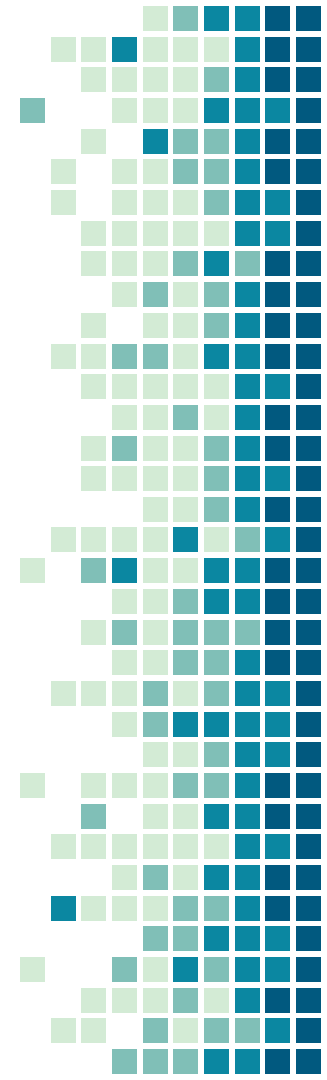
IDEA 4

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

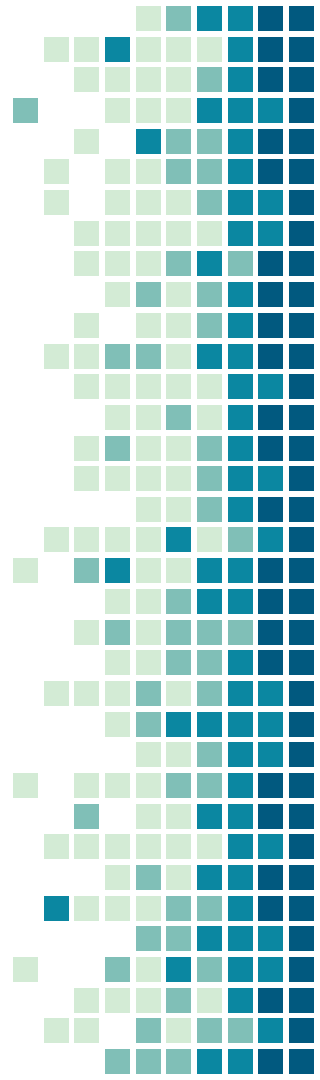
IDEA 4

IDEA 5

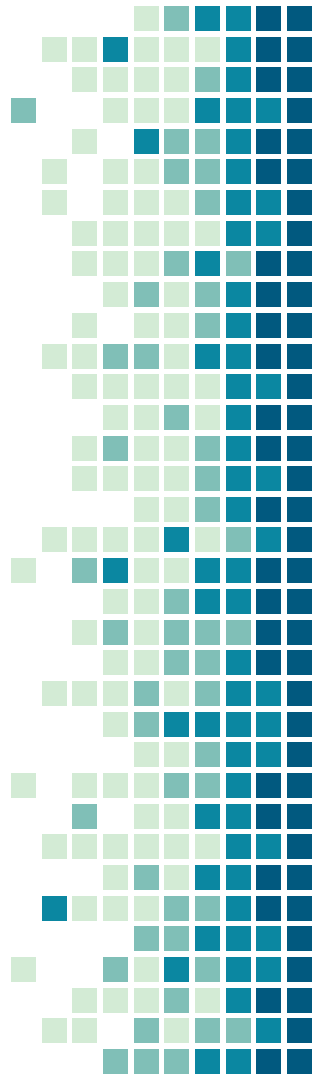
Step 3:

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

10 MINUTES



Embrace constraints.
THEY ARE LIBERATING.

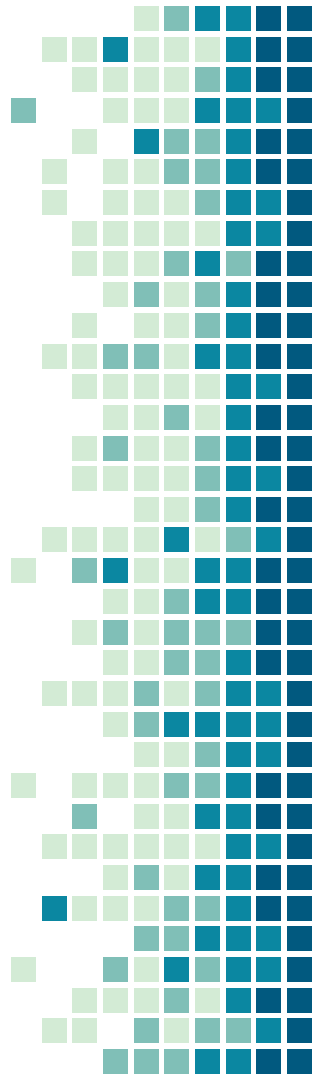
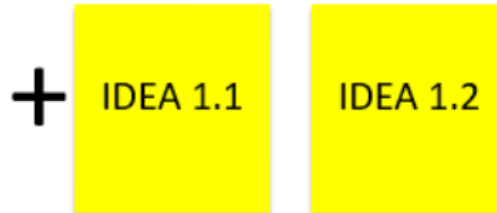




Step 4:

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

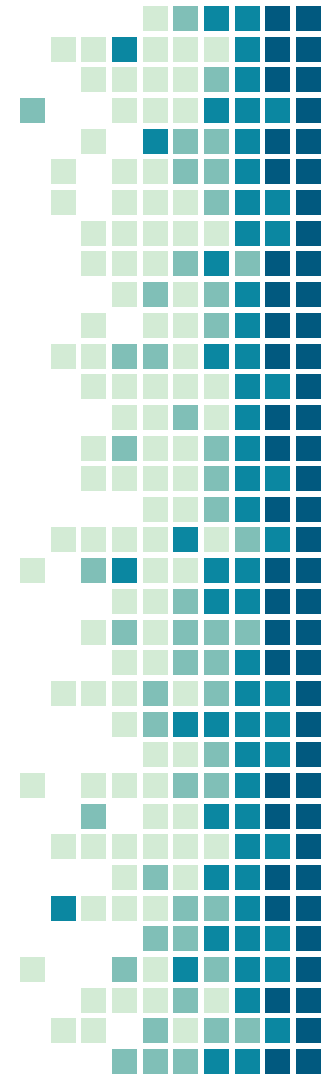




Step 5:

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

10 MINUTES

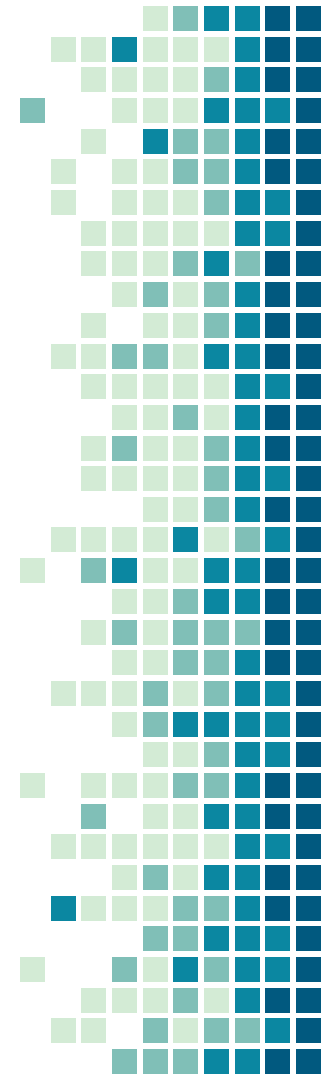


A wall covered in numerous colorful sticky notes of various colors (yellow, pink, orange, blue, green, purple, red, white). The notes contain handwritten text in different colors and styles of handwriting. Some notes include phrases like "ALL YOU NEED IS POSITIVITY", "We are here for you No matter what", "Fight what's RIGHT!", "I don't Peel safe with a man like him in charge", "KNOW YOUR SHITS", "I don't know what you're talking about", "I will > trump's wall", "We are here for you No matter what", "Fight what's RIGHT!", "I don't know what you're talking about", "I will > trump's wall", "We are here for you No matter what", "Fight what's RIGHT!", "I don't know what you're talking about", "I will > trump's wall", "We are here for you No matter what", "Fight what's RIGHT!".

**Organize your ideas.
Look for patterns
and relationships.**

10 minutes

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



END

