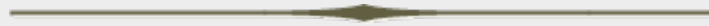


Idea Generation



Lycette Bros.

©2008

Creativity



Failure breeds success.

"Creativity is the defeat of habit by
originality."

Arthur Koestler

“I’m interested in the moment when two objects collide and generate a third. The third object is where the interesting work is.”

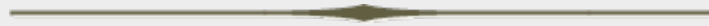
Bruce Mau

“Central qualities involved with creativity are the varying combinations of experience, patterns and chaos and how these are combined through the tools we use”.

Characteristics of Creativity

- Challenge assumptions
- Be receptive (not resistant)
- Recognise similarities & differences
- Take risks
- Build on ideas to make better ideas
- Look at things in new ways
- Take advantage of the unexpected
- Learn from failure & success

The Idea



Parameters
of a
Successful Idea

Authentic
Elegant
Functional
Simple
Natural
Accessible

Authentic

Function: the reason to exist

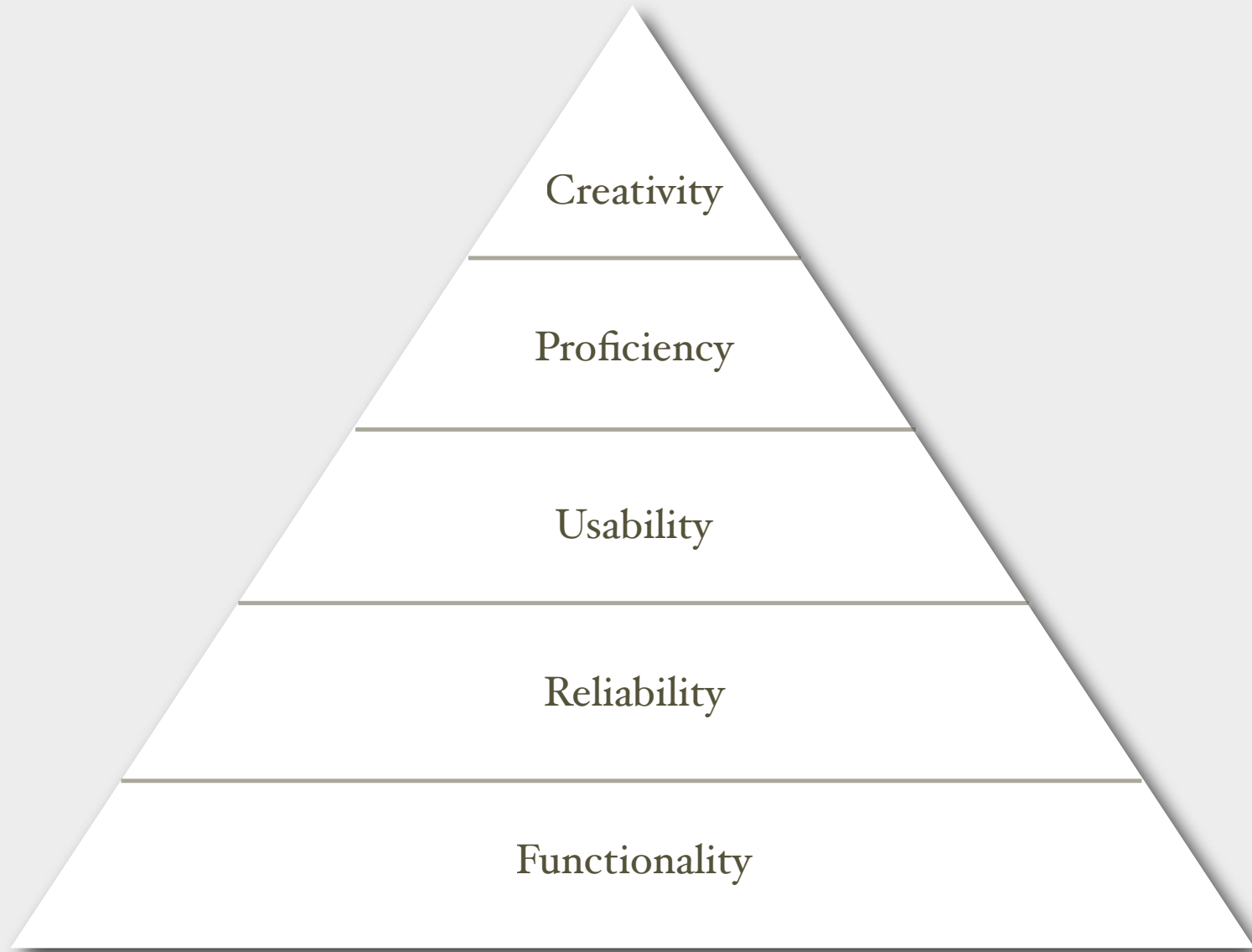
Accessible

Authentic

Ockham's Razor: unnecessary weight whether physical, visual or cognitive degrades the performance of a design or idea

Accessible

Hierarchy of Needs



The Idea Environment



Tools

“Every tool comes with it the spirit by
which it has been created.”

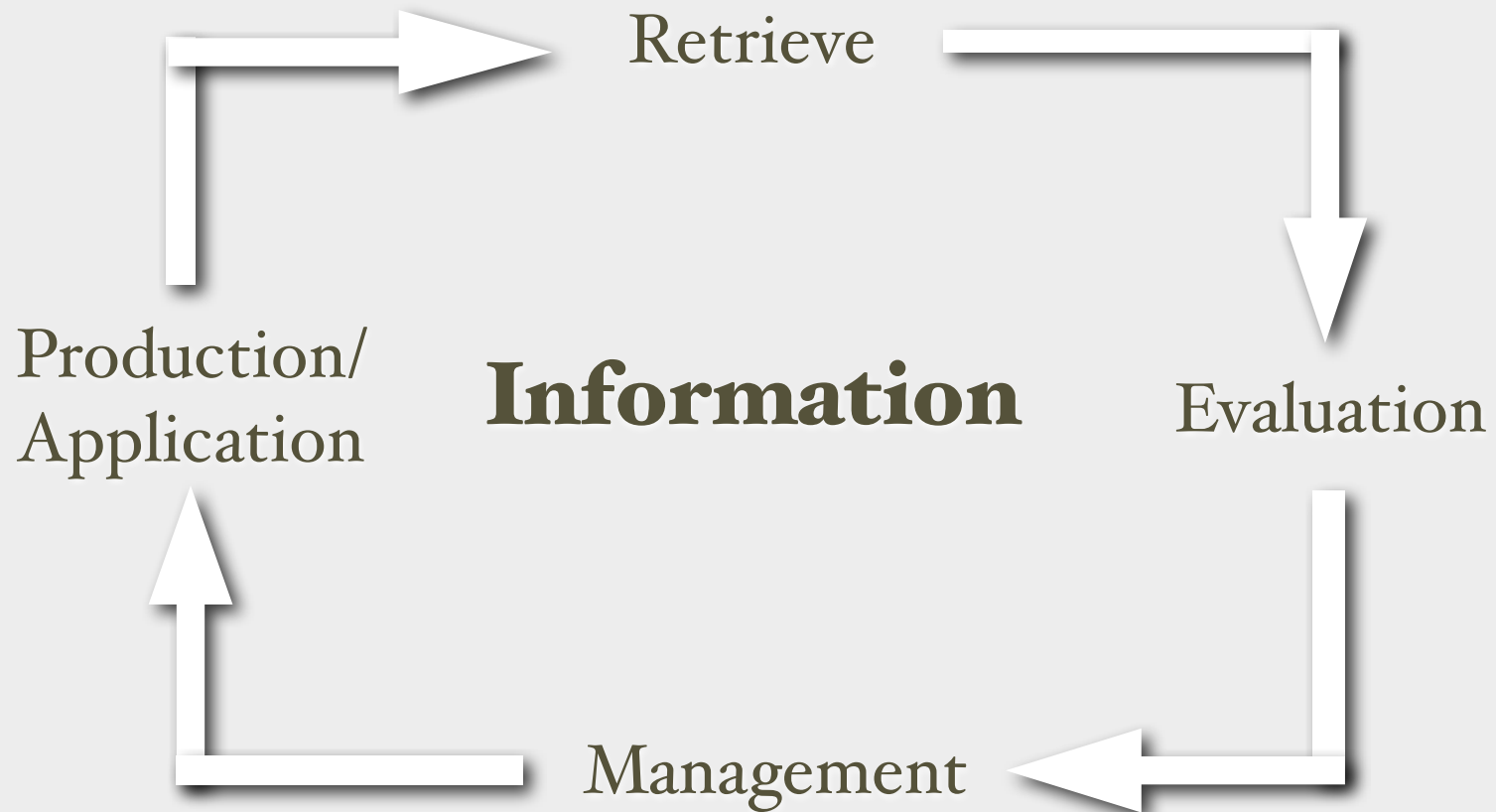
Werner Heisenber

“Computers are to design as microwaves
are to cooking.”

Milton Glaser

Information Environment

Information Economy Cycle



...designers have to examine the
multitude of factors, voices,
forms and interpretations
inherent in contemporary
imagery.

“You are not the foundation of
the message you are simply a
protagonist of it.”

Who is involved in the production and consumption of the message?

What are the variables at play that affect the designer's role in the construction of this message?

“...the distribution of
intelligence from transmitter to
receiver”

“Dialogue is based on concepts, discussion, interplay, sensitivity and tolerance. It starts to become more about community and multi-culturalism.”

“Non-linearity and interactive experiences are still built on a historical (and contemporary) foundation of explorative literature, theatre and film.”

“Social sciences, ethnography and anthropology are emphasised in a reducing world. Cognitive science, perception, psychology and the design of information are the new realms that challenge the modern designer”

Consistent Themes
for
Digital Media

“...this focus on technical knowledge is required, later however it can be very dangerous ultimately threatening to dominate the underlying perpetual reason for design. That is communication, the context, function, history and cultural aspects of the “stuff we make” and its place in society.”

Structure

Context

Spatial Systems

Stillness/Motion

History/Future

Technology

Materials

Process

The Hand (Haptic
Factors)

Communication

Discourse

Continuum

(Dis)appearance

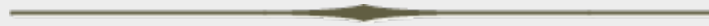
Audience

Collaboration

Commerce

Responsibility

Idea Generation & Development



Parameters

explore esoteric connections between
eighteenth century evolutionary fakes of the
animal world and the resurgence of
contemporary interest in personal journal
writing

replicate digitally the aesthetic of
cut paper collage by the artist
Matisse

Parameters

The user should
feel empowered

It should feel
contemporary

A sense of play
is imperative

Parameters

The user should
feel empowered

It should feel
contemporary

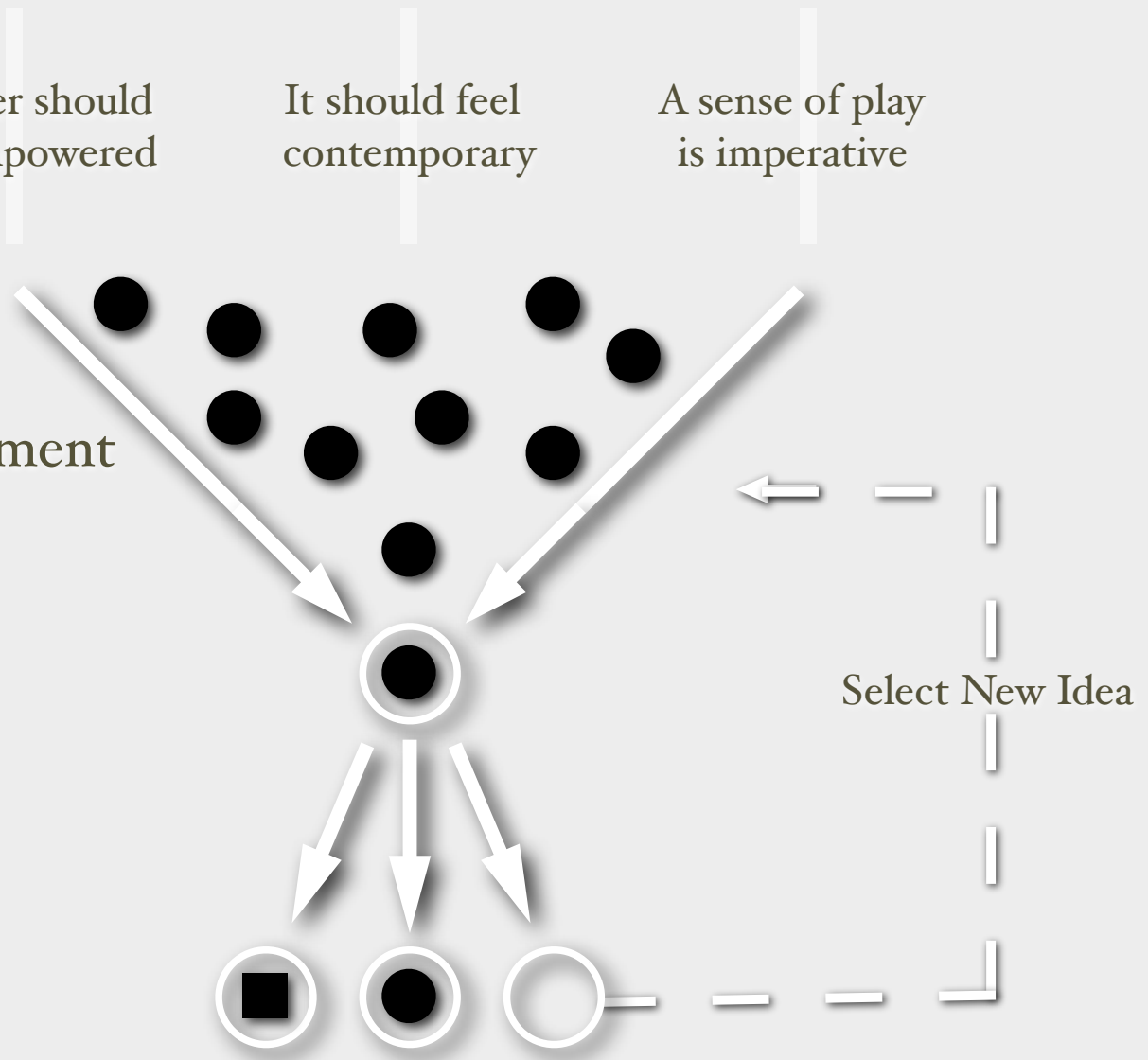
A sense of play
is imperative

Idea Generation / Refinement

Idea Selection

Project Specifications

Idea Outcome



- Reading
- Researching: Similar Projects
- Writing
- Sketching, Doodling, Drawing
- Brainstorming: Mind Maps / Keyword Lists
- Talking: Debating, Chatting, Presenting

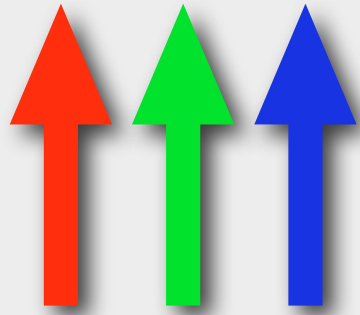
Q: Where do you get ideas?

A: I don't, they get me.

Exercise

Idea Generation Models

Design Thinking



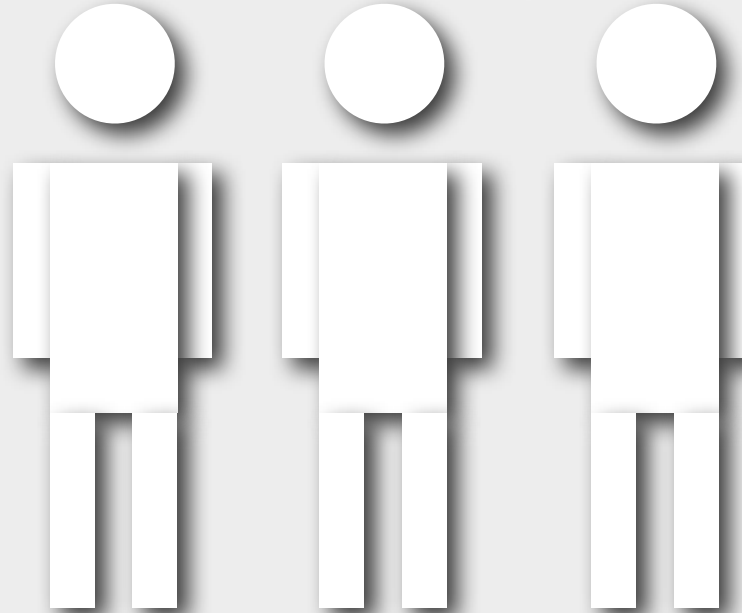
Thinking



Intensive



Thinking



Easier

1.  - seek information / questions. What do you need to know?

2.  - feelings, intuition, emotions, instincts (gut feelings)

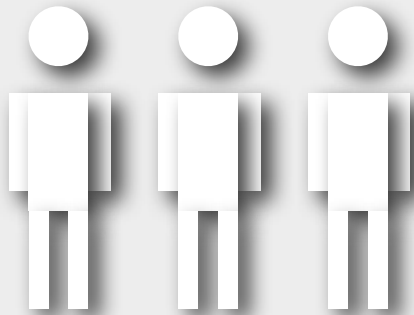
3.  - caution, care, risks, critical analysis (can be over - used)

4.  - benefits, value, solutions, sensitivity

5.  - growth, creative, ideas, new, alternatives, changes

6.  - process, control, achieve, goals. What happens next?

Thinking

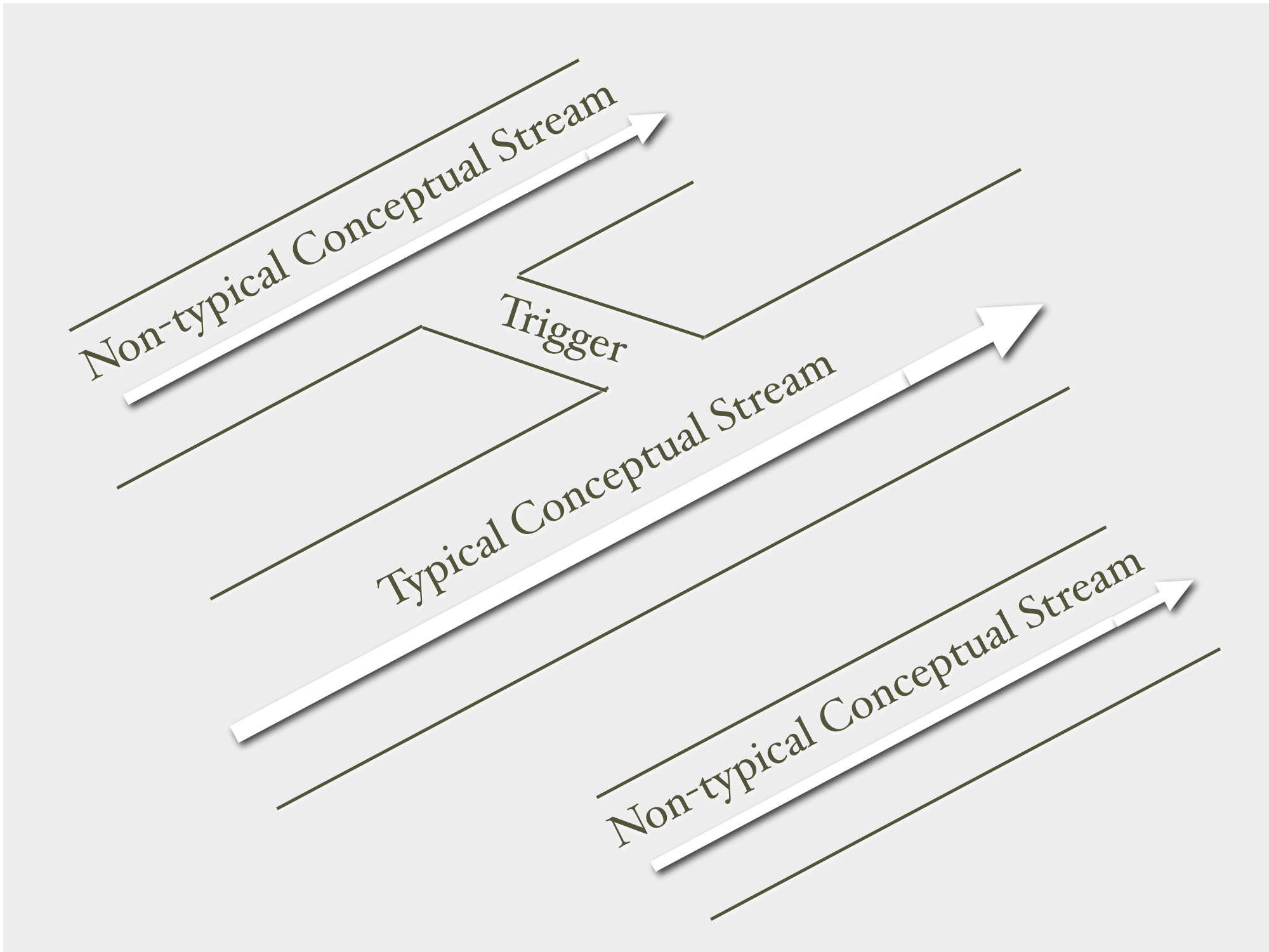


Non-typical Conceptual Stream

Trigger

Typical Conceptual Stream

Non-typical Conceptual Stream



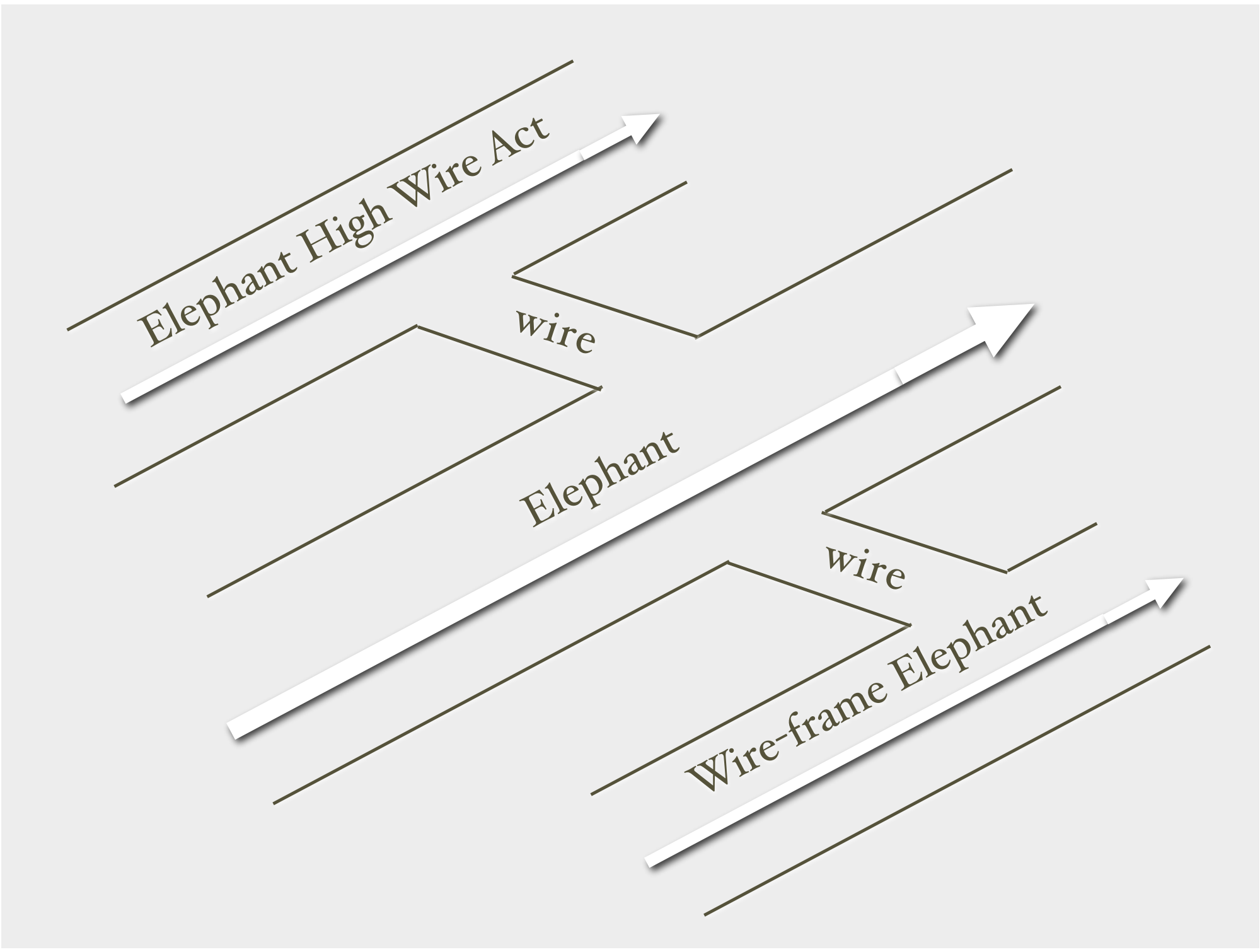
Elephant High Wire Act

wire

Elephant

wire

Wire-frame Elephant



END



START

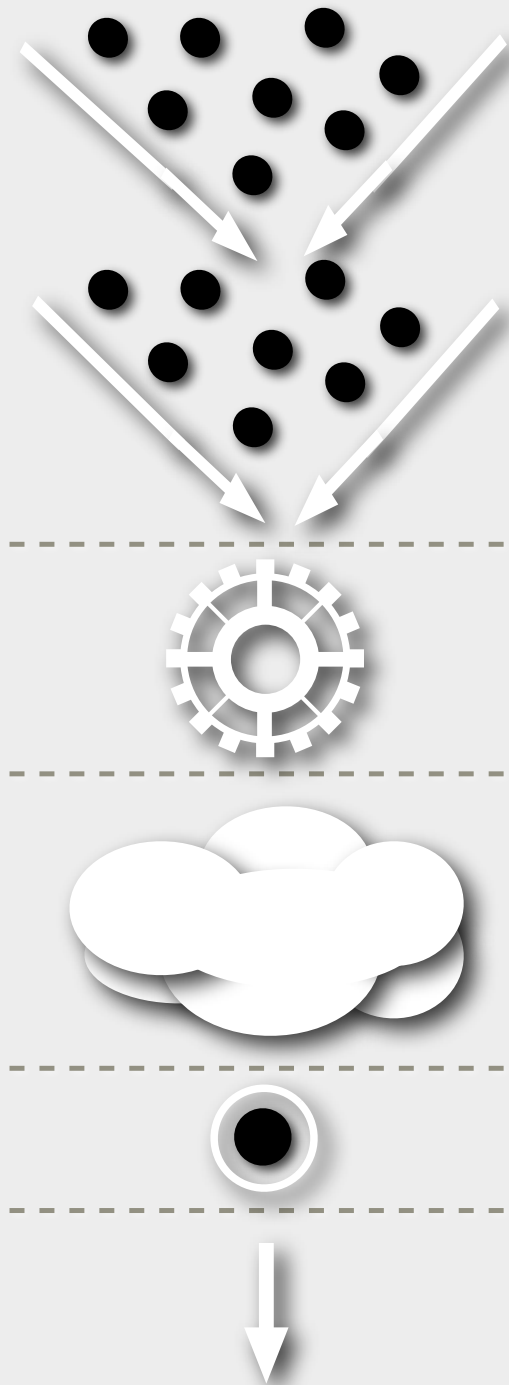
START



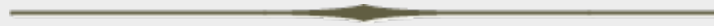
END

Five Step Method

- I. Gathering of raw materials relevant to immediate problem.
1. Constant enrichment of your store of general knowledge.
2. Work over these materials.
3. Let the unconscious mind synthesize by doing something to distract the conscious mind.
4. Birth of an idea will occur.
5. Shape and develop the idea.

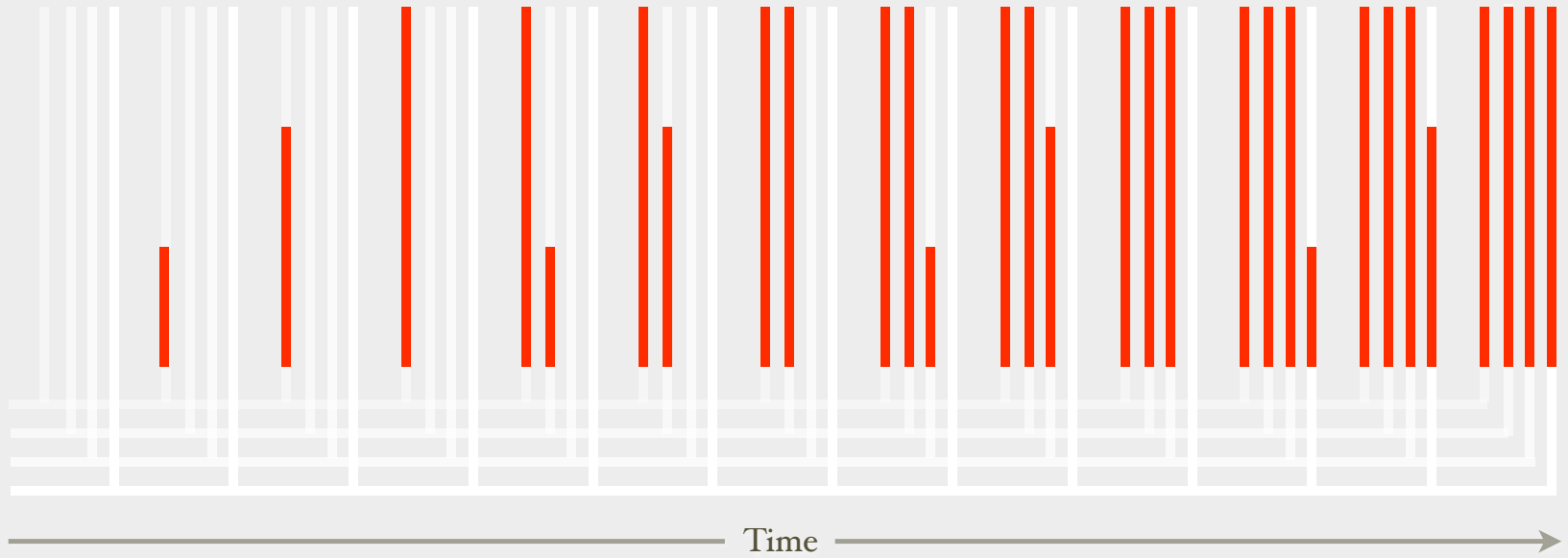


Implementation Processes



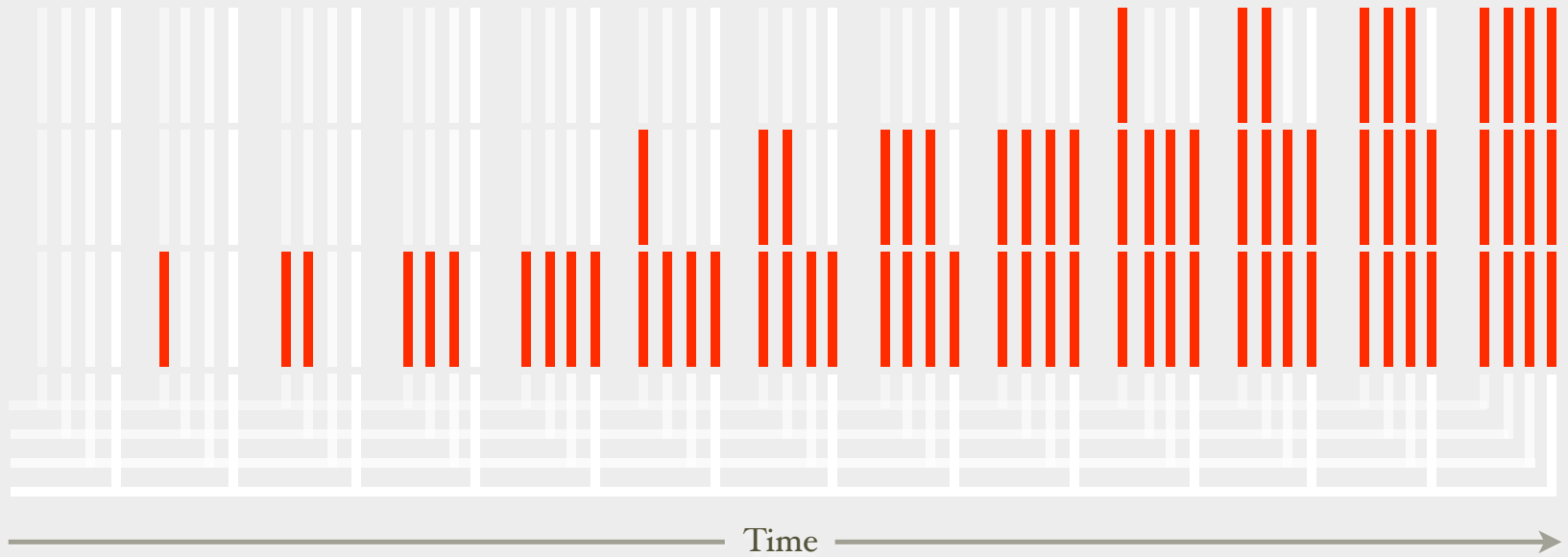
Linear

Requirements
Design
Production
Testing



Iterative

Requirements
Design
Production
Testing



analysis, content
design & development

Function

abstract

concrete

specifications (functional)

Form

abstract

concrete

specifications (visual)

production, implementation
& usability testing



1. Concept Development

Themes / Keywords / Reading / Research
Brainstorming / Sketching / Inspiration

Idea

2. Product Definition

Audience / Market / Function / Outcomes
Product Type / Style / Scope

3. Content & Structure

Content Ideas / Research / Information
Structure & Management / Diagrams

4. Interface Development

Interface Ideas / Content Solutions
Influences / Styles / Design Ideas / Statements

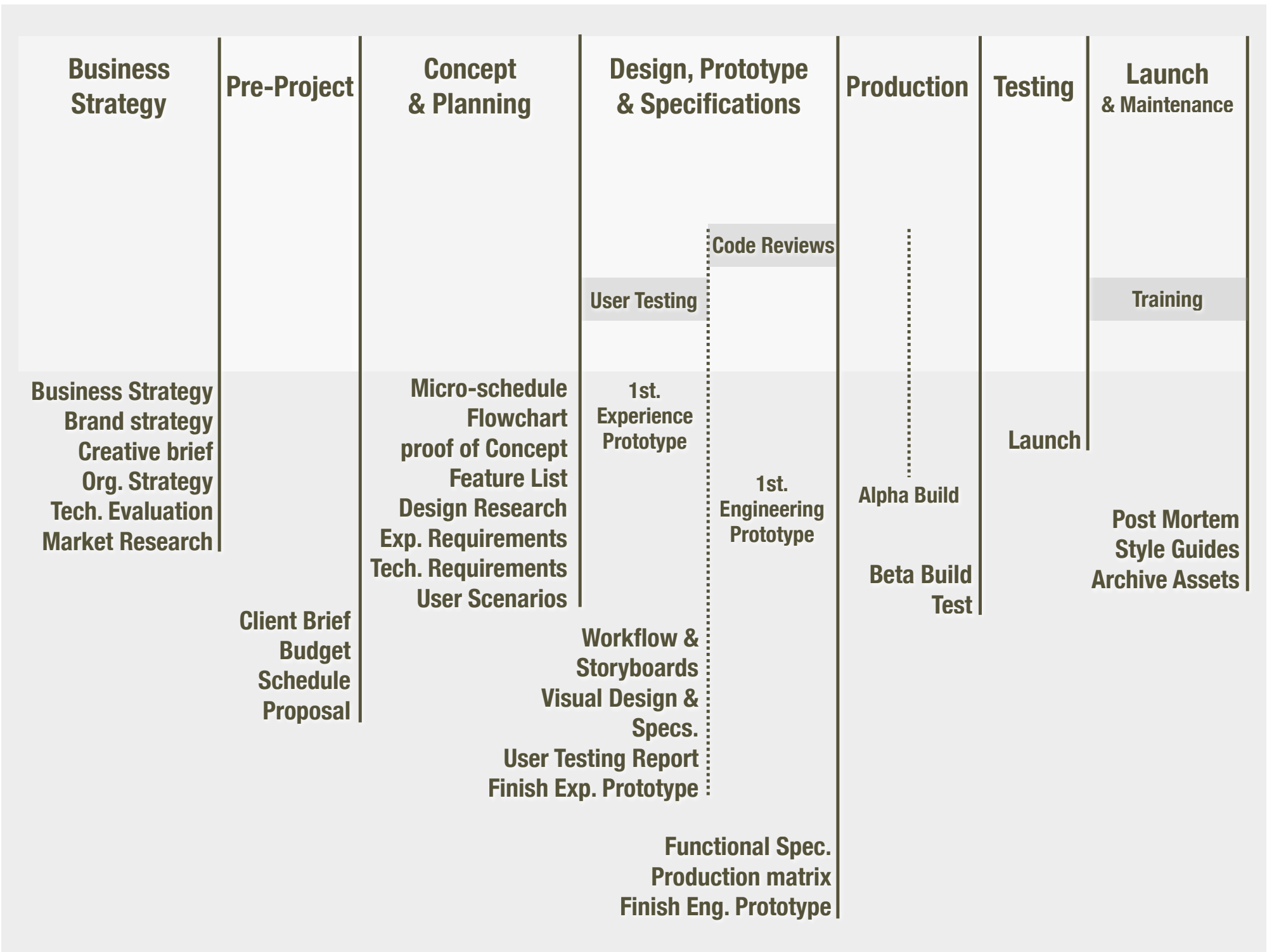
5. Prototype & Test

Build Structural Prototype / Test & Analyse
Respond to results /
Go Back to: 2, 3 or 4 (even 1!)

6. Production & Presentation

Final Decisions / Build / Solve Technical Issues
Compromise / Presentation Concept





Business Strategy

Pre-Project

Concept & Planning

Design, Prototype & Specifications

Production

Testing

Launch & Maintenance

Business Strategy
Brand strategy
Creative brief
Org. Strategy
Tech. Evaluation
Market Research

Client Brief
Budget
Schedule
Proposal

Micro-schedule
Flowchart
proof of Concept
Feature List
Design Research
Exp. Requirements
Tech. Requirements
User Scenarios

Workflow & Storyboards
Visual Design & Specs.
User Testing Report
Finish Exp. Prototype

User Testing

1st. Experience Prototype

Code Reviews

1st. Engineering Prototype

Alpha Build

Beta Build
Test

Launch

Training

Post Mortem
Style Guides
Archive Assets

Recommended Reading List:

- Fletcher, Alan. *The Art of Looking Sideways*, Phaidon 2001.
- Grillo, J, Paul. *Form, Function & Design*, Dover, 1975.
- György, Doczi. *The Power of Limits*, Shambhala, 1994.
- Lidwell, W. Holden, K. Butler, J. *Universal Principles of Design*, Rockport, 2003
- Woolsey, H, Kristina. Kim, Scott. Curtis, Gale. *Vizability*, PWS Publishing, 1996.
- Cotton, Bob & Oliver, Richard. *Understanding Hypermedia*, Phaidon 1993.
- Kristof, Ray &, Satran, Amy. *Interactivity by Design*, Adobe Press 1995.