Create Design Ideas

- Create Ideas
- Design
Create Ideas

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Creativity - process of producing a new idea which has value to someone
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Creativity - process of producing a new idea which has value to someone

Nature vs Nurture
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Create Ideas

Creativity - process of producing a new idea which has value to someone

Nature vs Nurture

Generating ideas: memories → ordinary → extraordinary
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Creative process

1. Preparation
2. Provocation
3. Incubation
4. Eureka moment
5. Verification
6. Realization

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1. Preparation

- Define the constraints: goals, parameters of the challenge, resources, time
- Knowledge and understanding around the challenge: both academic and casual
- Challenge all the assumptions
2. Provocation

- Overcoming associative limitations
  - Design Fixation
  - Force of habits
- Concept of po by Edward de Bono
- Framing and reframing problems
- Practice true randomness
- Connect and combine
- Change the routine
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Mindful procrastination can sometimes be helpful

Different aspects of creativity require different brain activity

3. Incubation

Most ideas are formed subconsciously
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4. Eureka moment

An idea that might solve the challenge is pushed to the conscious level

Usually difficult to explain how you came up with this idea

Always write it down in the moment no matter what
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- All ideas are rough when they are first visualized - get through the criticism
- Be optimistic, give your crazy ideas a chance
- No right answers, only working solutions

5. Verification
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Creative process

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**Design**

**Interface** - a surface/place where two independent systems, bodies or spaces meet / form a common boundary, and communicate with each other
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**Interface** - a surface/place where two independent systems, bodies or spaces meet / form a common boundary, and communicate with each other

**Interface** - a communication channel

**Communication** - exchanging of information
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Semiotics - the study of signs and symbols

Sign - anything that communicates a meaning

Representamen (signifier) - the form of the sign

Interpretant - what people make of the sign

Object (signified) - the actual reference of the sign
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- Signifier
  - Affordance
  - Constraints

- Conceptual Model

- Feedback
  - Discoverability
  - Mapping
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**Signifier** - indicators of any type that communicate the action needed so the affordance can take place

**Affordance** - the possible use for an object when interacting with it
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Design

Signifier - indicators of any type that communicate the action needed so the affordance can take place

Affordance - the possible use for an object when interacting with it

Constraints - restrictions that limit the possible actions available with an object

Physical - caused by physical features

Cultural - based on what is culturally accepted

Semantic - based on the meaning of the situation

Logical - use reasoning to determine the alternatives