

Designing

What makes a good design?

Designing

Creative

Risk Taker

What attributes does a designer need to create a good design?

Observant

Confident

Designing

Creative

Being creative is NOT about:

- How well you can sketch
- How well you can make things

“Be creative when designing is the ability to solve a problem in a way that is beyond the obvious.”

Designing

Risk Taker

When designing initial ideas it is very important that you explore all possibilities no matter how

“wacky”

“implausible”

“unrealistic”

“stupid”

“Silly”

Designing

Risk Taker

Take risks, explore impossible ideas, they will at least spark the generation of new ideas (**DEVELOPMENT OF IDEAS**).

How?

Because if designing is all about solving a problem you will have to solve the problem of making your impossible idea possible.

Designing

Confident

DO NOT allow a lack of confidence to stifle creativity.

Being creative is NOT about:

- How well you can sketch
- How well you can make things

“Be creative when designing is the ability to solve a problem in a way that is beyond the obvious.”

Designing Pet Hates

- Number 3

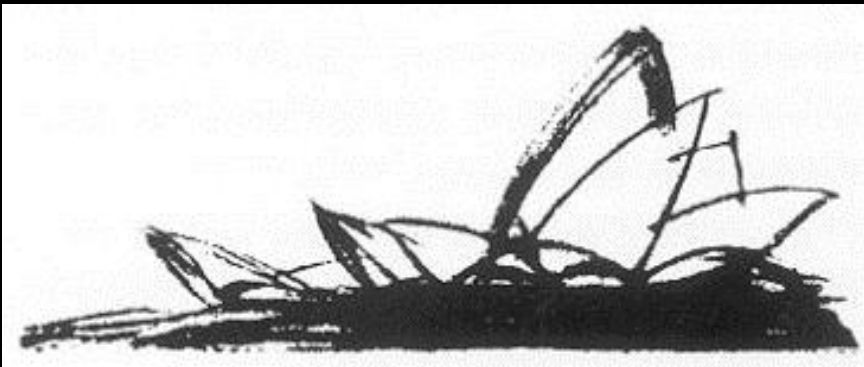
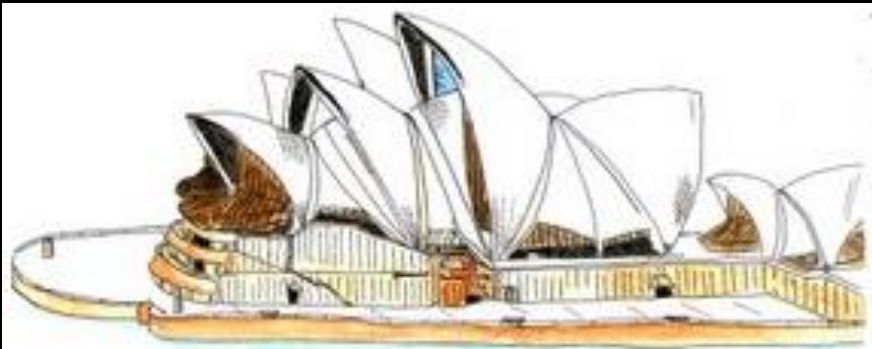
Only seeing beautiful sketches in a “Design” portfolio

A quick sketch can hold a lot more value

Designing

Pet Hates - My Top 3

If you were an Architect, which Sketch would you use to present your idea of the Sydney Opera House to a panel of Judges?



Designing Pet Hates

● Number 2

Pupils who say “but I cant draw it” OR “my drawing is rubbish”

- If you cant draw it, make it (DEMO CD rack)
- Do NOT play it safe because you lack confidence it will stifle creativity

Designing Pet Hates

● Number 1

Retrieving Ideas from the Bin

- No idea is a bad idea
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- No idea is a bad idea
- No idea is a bad idea

A “Bad” idea can be developed or improved. Don't discount ideas.

Designing Tips

1. Have confidence in your abilities
2. Don't be ashamed of your ideas/drawings/models
3. Its not a competition
4. Don't worry if you think someone else's drawing looks better. It might be a nice drawing but the idea behind could be unoriginal.
5. Share your ideas and be proud of them
6. Don't be scared to make mistakes, this is how we learn and "develop"

Designing

Where to start???

If you are given a **Design Brief** then this is an obvious starting point.

If you are given a **Flexible** or **Open Brief** it can be very difficult to anchor your thoughts

Designing

User Needs...

This is the first thing that you should think about if you have been given an Open Brief.

- What should I Design?
- Who for?
- What will it do?
- What will it look like?
- etc etc



User Needs

Designing

User Needs...

Immerse yourself in the people you are designing for

Helps to identify user needs by discovering what problems they face. Designing remember is about problem solving.

For example (Product)

observe how old people live, what difficulties they have, what solution can you come up with to overcome these difficulties.

Designing

User Needs...

For example (Textiles)

Designing clothes for children, look at what they find aesthetically pleasing, watch how they wear clothes, use clothes etc.

Idea: A jumper with a hanky built into the sleeve

Look at trends and fashions, what do young women like to wear and why, how do they like to wear clothes . What's missing on the market?

Designing

User Needs...

For example (Food)

Design a meal for a child.

What do they like to eat?

What don't they like to eat?

How do they eat?

Do they cook?

Designing

REDESIGN OR INVENT



Design a solution to a problem found with an existing product i.e. improve /develop it.



Design a solution to a problem where no other solution exist or design a new solution to an existing problem.

Designing

Form Vs Function



Sometimes products are designed to simply look good.



Sometimes products are design to perform a task.

Designing

Form Vs Function



Is one better than the other? Particularly at As/A level?

Designing

Key Words that are pro function

Modular

Adjustable

Space Saving

Collapsible

Flat Pack

Reusable

Multifunctional

Foldable

Hands Free

Stackable

Alternative materials

Alternative Location

Sustainable

Ergonomics

Reusable



Modular



Modular



Modular



Modular



Space Saving



Space Saving



Space Saving



Space Saving



Space Saving



Space Saving



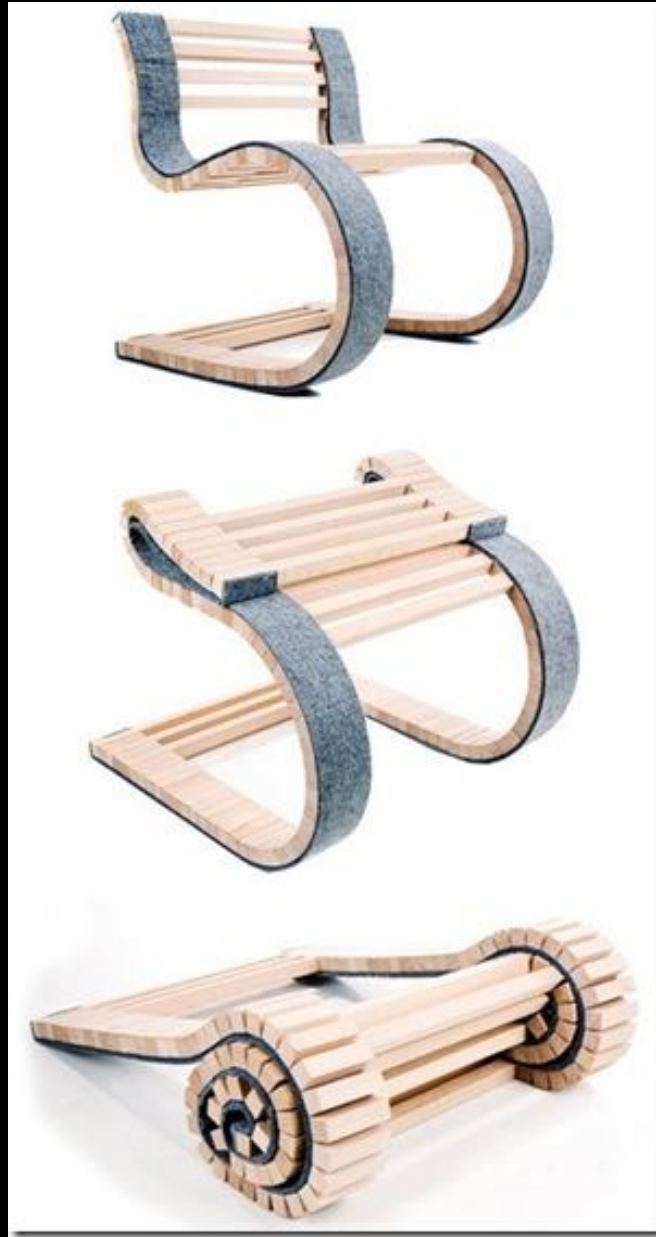
Space Saving



Foldable



Foldable



Foldable



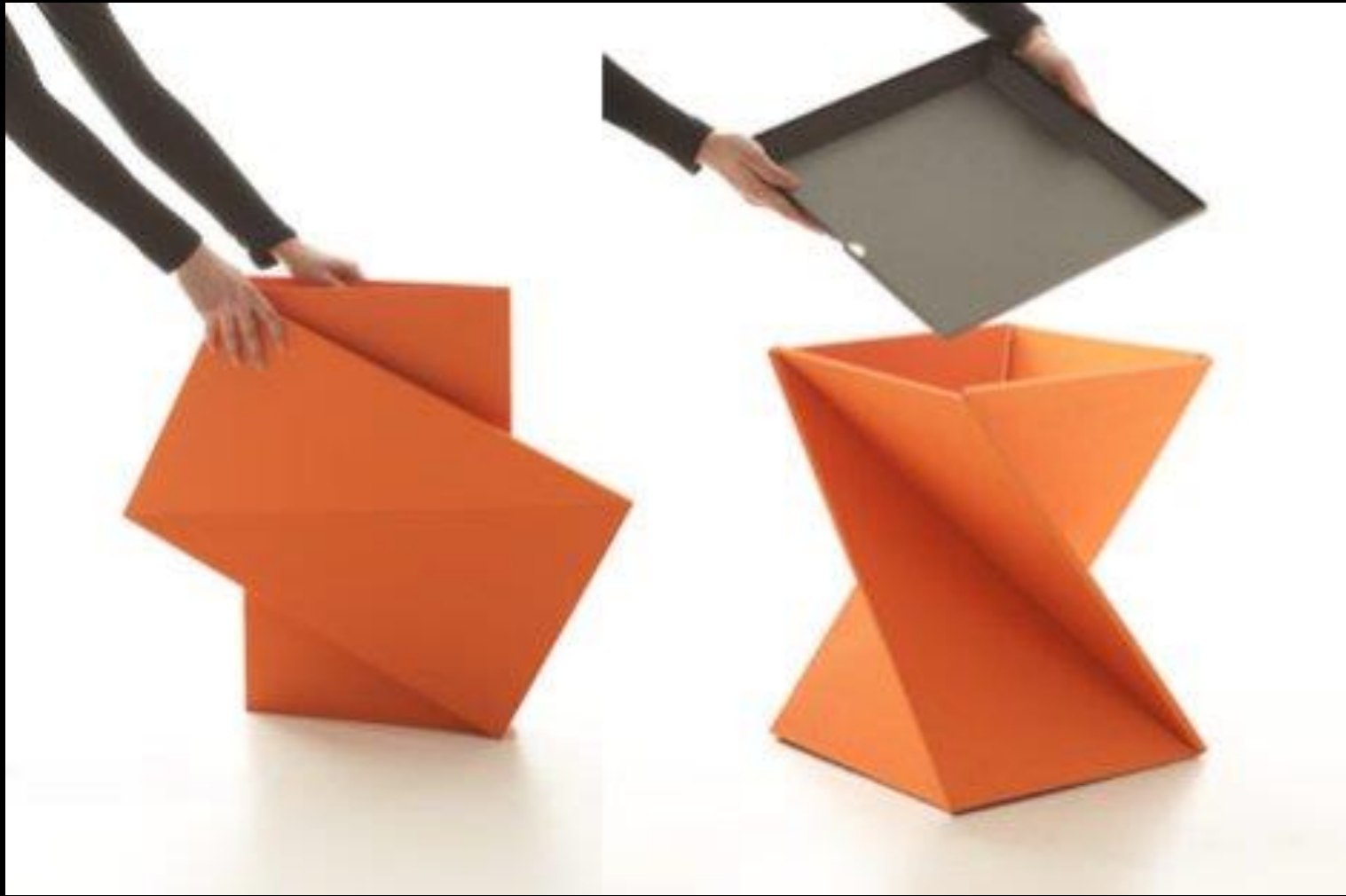
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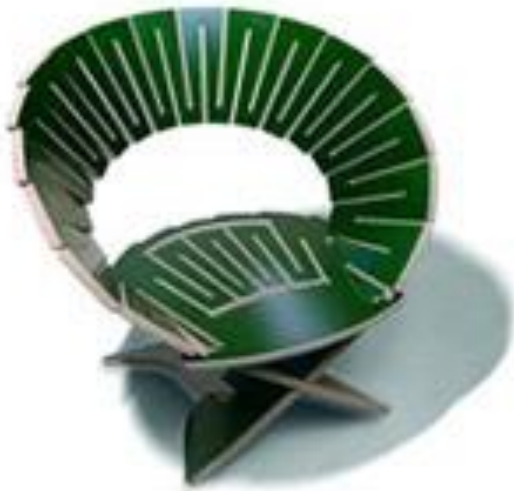
Flat Pack



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