Visual Dialogues creativity and sketching

"Due to its speed and low cost, sketching affords us the luxury of exploring a range of different solutions to any problem we are confronting. In this process, the sketches do far more than just capture ideas. Through the process of their creation, and the conversations that they facilitate, they are also a key vehicle for their generation and communication."

Bill Buxton. Sketching User Experience, p201. 2007.

Brief

This is a short, sharp project focusing on the generation and exposition of potential solutions to a simply defined design problem. Project 03 is an INDIVIDUAL assessment task, and requires you to generate a large number of ideas in a relatively short amount of time and to use non-digital sketching to illustrate the key features of each idea.

Guidance

Choose ONE of the design problems listed overleaf and work through one or more visual creativity tools to generate and illustrate a significant number of ideas for potential solutions to the problem.

We would expect you to generate at least 20 potential ideas. These should be in a ROUGHLY-ROUGH form - as defined in Mark Baskinger and William Bardel's book, Drawing Ideas (2013) and discussed in the week 5 workshop.

Select two of your ideas and re-present them as more refined and considered PRECISELY-ROUGH sketches, which would be suitable to present to clients and others in the public domain.

For the ROUGHLY-ROUGH idea sketches use text sparingly and only where necessary. More expansive labelling and annotation should be used where appropriate in the PRECISELY-ROUGH development sketches.

Schedule

- Brief: wk05 Mon 01/11/21
- **Crit: wk07 w/c Mon 15/11/21**

For review/crit tutorial: Bring along your roughly-rough ideas and your precisely-rough developments and be prepared to talk about them.

Project mode: Individual.

Aim

The aim of this project is to provide you with practice in using creativity tools to generate ideas for solutions to design problems and to illustrate those ideas through non-digital sketching and drawing.

Design problems - choose one only

1. Street Safe. People walk out into busy roads or zebra crossings without looking, they bump into people because they are texting, chatting on their mobiles, or half-engaged in conversations with friends while reading tweets. How can you prevent accidents and encourage people to engage more with the world around them and not just those little screens that hypnotise them into submission?

2. Get Real. Who doesn't find the Internet distracting? It's a great place for inspiration, but before you know it your kids have grown up and left home – and you missed it all because your head was stuck in Facebook, Instagram, Twitter or other social media. How can you encourage parents to entertain and spend time engaging with their children without the use of a screen?

3. Love That Commute. On average commuters in London normally spend 107 hours per year travelling to and from work - that's four and a half full days each year. Most of that time is stressful - it's tiring, numbingly boring, frustrating and sometimes dangerous. How can you encourage 'commuter engagement' that eradicates the negative thoughts London commuters experience throughout their journey?

Outputs

• Start with a PACT analysis - understand the brief and your user community

• No more than two A3 sheets of sketched ideas. Emphasis here is on ROUGHLY-ROUGH sketches of a minimum of 20 ideas.

• Two of your most suitable ideas, refined and developed and presented in a PRECISELY-ROUGH form, using a single sheet of A3 sheet for each.

For submission, you will need to scan your outputs, clean them up digitally and publish them on your portfolio website with suitable labelling.

Visual ideation tools and methods

• Visual brainstorming

• DeBono's six thinking hats

• Mind mapping

• Doodling and sketching

• Collage

• Lateral thinking

• Social listening

• Reverse thinking - explore the anti-problem

Many other tools and methods exist - try something new!

📖 Resources

A wide range of web-based resources.

Book. Sketching User Experiences. Bill Buxton (2007).

Book. Drawing Ideas. Mark Baskinger and William Bardel (2013).

Notes and slides from the wk5 workshop presentation on Blackboard.

👥 Staff

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