

Design Thinking

Workshop One

1

Scenario Examples

Scenario 1

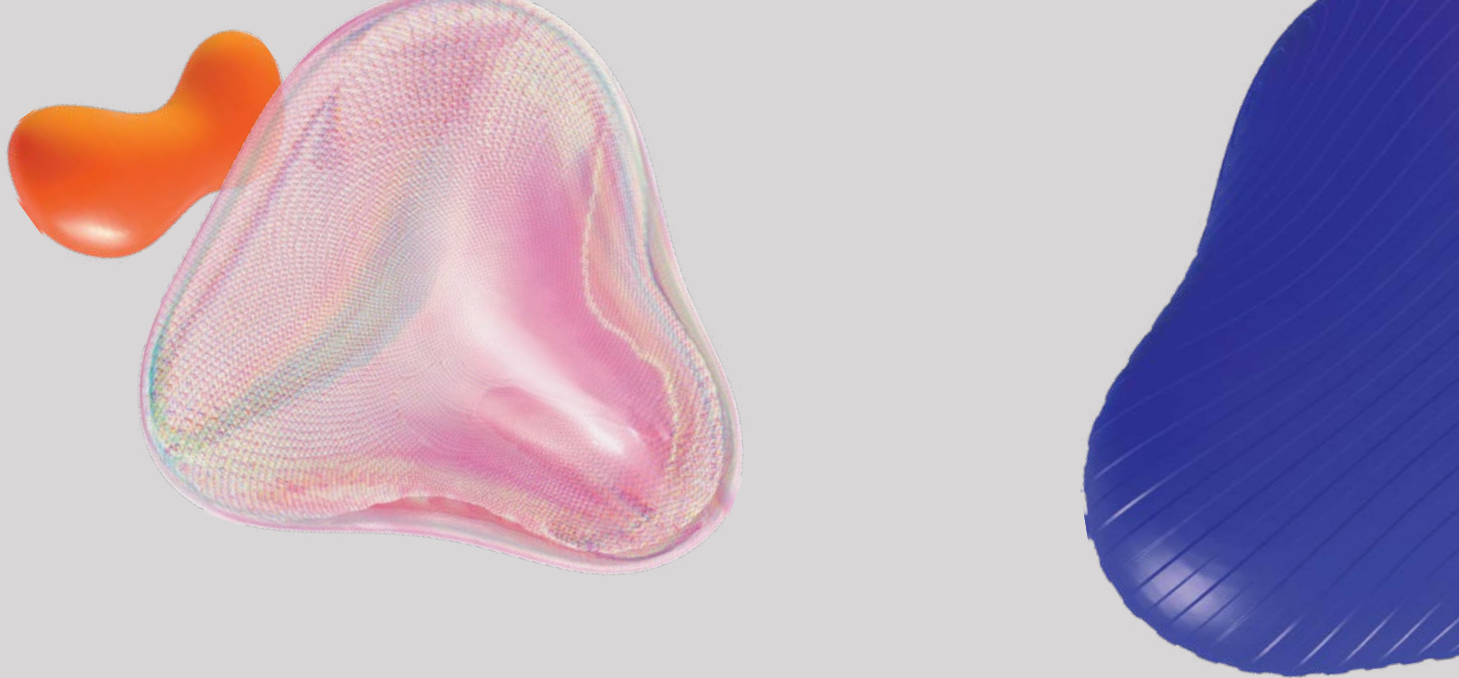
Preliminary missions suggest that there is no life on Mars; however, there is some speculation as to whether it could potentially support life and in the worst-case scenario, become a 'backup planet' for the one that we currently occupy and might render uninhabitable in the not-too-distant future. Some well-intentioned and thoughtful analysis is already underway, and Hollywood has made a further speculative contribution to the debate. A terrestrial trillionaire is sponsoring a select group of start-up businesses comprising brilliant young innovators—creative specialists with the capability to exceed conventional solutions and to create a new world. You have been asked to attend. What issues would you need to consider? What factors would affect housing and clothing? How would people communicate? How would people move about? How would people source food? What sustainability or ethical considerations could become an issue?

Scenario 2

In broad terms, ethical fashion refers to 'garment design, production and distribution that focuses on reducing harm to people and the planet.' Perhaps the vagueness of terms such as 'ecofriendly' 'sustainably produced' or 'environmentally conscious' has lost trust among consumers. The problem may be that when we talk about 'ethical' practice, it means something different to all of us. Decent working conditions and fair wages for workers may mean higher prices, consumers may be divided between the affordability of new and ethical or cheaper and secondhand. Whether the options are vegan friendly or people friendly, the consumer will define what ethical fashion means to them. You're passionate and want to do something. But what? Consider the range of consumer issues that could divide users loyalty: Toxic chemicals released into the environment, Landfill, Carbon Footprint, Health Concerns, Human rights.

TRY IT FOR YOURSELF: CRAFT YOUR OWN SCENARIO

What is the situation?
Who is your customer or character? What is a day in the life of this person like? What is important to them? What problem are they facing?



Design thinking approach: Define

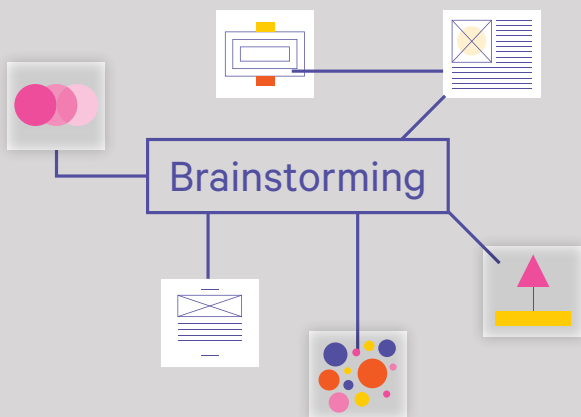
What we will do today

Today we will work through some of the design thinking steps, with the end goal to develop a defined creative concept. The goal of design thinking is to create solutions that are human centered, where the emotional meaning is just as relevant as the functional consideration.

The Task: Step 1 Empathise

Time: 20 minutes

By yourself, or in small groups, try to gain an understanding of the scenario from the perspective of those stakeholders impacted. What do you think will be important to them? What do you think they would say, think, feel about the scenario, and want to do? A mind map, persona or empathy map are effective ways to start.



The Task: Step 2 Define and Ideate

Time: 20 minutes

Problem statement examples:

Scenario 1: How can we create a solution that will represent one of the issues facing 'life on Mars' in a meaningful way?

Scenario 2: How can we create a campaign or collection design that will represent the issues of 'fast fashion' in a meaningful way to a particular group of consumers?

In small groups, generate a series of ideas to solve the problem. The goal here is to generate as many diverse ideas as possible. This could also be called the 'What if' stage and is a great way to begin this exercise. All ideas at this stage should be recorded and judgment suspended until the next stage of refinement.

The Task: Step 3 Refine

Time: 10 minutes

- From the Ideation session, select the solution idea that most resonates with you.
- Reduce the idea to its core purpose.
- Describe (or sketch) your solution distilling it down to a simple solution or image.

This workshop is a foundational class for our Design courses. Learn more.



Bring your class to campus to do this or other workshops with one of our academics.



Design Thinking

Workshop Two

2

Design thinking approach: Develop

Now that we have immersed ourselves in our characters problem, selected our solution, we need to expand on it. In this second workshop we will narrow down your ideas and investigate the potential ways you can present your ideas.

The Task: Step 4 Concept development

Time: 50 minutes

By yourself, or in small groups, expand on your solution. There are many ways you could achieve this. The table below provides a helpful guide to some of the ways you could present your idea.

Category	Step 4 suggested activities	Category considerations
3D Animation	<p>Develop a storyboard Scamp out your idea, breaking it down into key stages. Describe what is happening at each stage.</p> <p>Recommended resources We recommend starting this process by hand, using paper and pencil.</p> <p>Alternative resources Canva Storyboard Creator, Houdini, Maya</p>	<p>Create a 3D Animation visualising the scenario and outcome.</p> <p>We're looking for anything from a concept for a 3D character, right through to an animated short film.</p> <p>A submission for this category should showcase your talents as either a 3D modeller, sculptor, animator, rigger, environment, or character artist.</p> <p>We're looking for innovation, high concepts, big ideas, slick motion and beautiful aesthetics.</p>
Film and Video	<p>Develop a storyboard Scamp out your idea, breaking it down into key stages. Describe what is happening at each stage.</p> <p>Recommended resources We recommend starting this process by hand, using paper and pencil.</p> <p>Alternative resources Canva Storyboard Creator, Adobe After Effects</p>	<p>Create a short film or video visualising the scenario and outcome.</p> <p>A submission for this category should showcase your talents as either a cinematographer, editor, motion designer, director, sound designer or drone operator.</p> <p>Entries for this category can be any video work that you've created from scratch - we're looking for innovation, high concepts, fluid timing, big ideas and beautiful aesthetics.</p>



Think about how you can best tell your story and present your ideas.

Gaming

Develop a framework

- List out the rules, boundaries, rewards, powers, or challenges your game may include.
- Scamp out the environment and objects that exist in your game and the boundaries that apply in relation to your characters.
- Scamp out key characters, describing their attributes, clothing, accessories etc.

Recommended resources

We recommend starting this process by hand, using paper and pencil.

Alternative resources

Unity, Unreal Engine, SketchUp

Create a game to help our actors achieve their goals.

This category is open to all aspects of gaming. You may wish to design a character and outline their characteristics and powers, design or concept a game environment in sketch form, 2D or 3D, outline the rules of a game, or even develop an entire game demo.

Judges will look at both the aesthetics of your design ideas (what it looks like visually) and the user friendliness and functionality of your concept.

Graphic Design

Develop a campaign plan and key message framework

- List out the key messages
- List out the communication mediums you would use
- Scamp out the illustrations you would include to support your message

Recommended resources

We recommend starting this process by hand, using paper and pencil.

Alternative resources

Canva, Adobe Illustrator or InDesign, Smartsheet

Create a series of graphic design assets that our actors can use to communicate their message.

We're looking for pieces that represent you as a graphic designer. These can be traditional or digital art forms and can span anything from works that create a visual identity for a person or organisation (such as logos, typefaces, letterheads or posters), magazine covers or layouts, product packaging and design, designs for T-shirts or apparel, or illustrations.

Judges will look at both the aesthetics of your design ideas (what it looks like visually) and the user friendliness and functionality of your concept.

Fashion

Develop a mood board or create a series of illustrations

Create a moodboard or scamp out your design illustrations

Recommended resources

Magazines, textiles, pencil and paper

Alternative resources

Canva Moodboard, Adobe Draw, Adobe Sketch, Adobe Illustrator Clo 3D, Smartsheet

Create a collection inspired by the environment and scenario.

We're looking for pieces that represent you as a fashion/textile designer. These can be in traditional or digital art forms and can include illustrations, textiles, and garments. Submissions can be in one, two or all three mediums.

Judges will look at the aesthetics of your design ideas (what it looks like visually), the development process, technique, creativity and presentation (layout).

Interior Design

Develop a mood board or create a series of illustrations

Create a moodboard, a colour box, a flatlay, or scamp out your design illustrations

Recommended resources

Magazines, textiles, pencil and paper, flat lay boards

Alternative resources

SketchUp, 3DS Max

Create a room inspired by the environment and scenario.

We're looking for pieces that represent you as an interior designer. These can be hand-drawn/made or digital, and can include drawings, models, pictures or conceptual renders.

Judges will look at the aesthetics of your design ideas (what it looks like visually), the development process, techniques used, creativity, 3D spatial awareness, an understanding of the elements and principles of design, and presentation (layout).

Photography & Photo Imaging

Develop a moodboard

Create a moodboard reflecting the styles of images and photography approaches you may want to develop.

Recommended resources

Magazines

Alternative resources

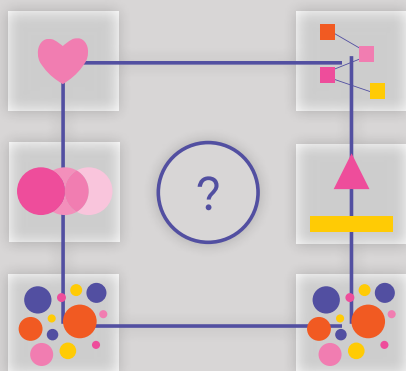
Canva, Pinterest

Create a series of images inspired by the environment and scenario.

We're looking for images that showcase your photography skills.

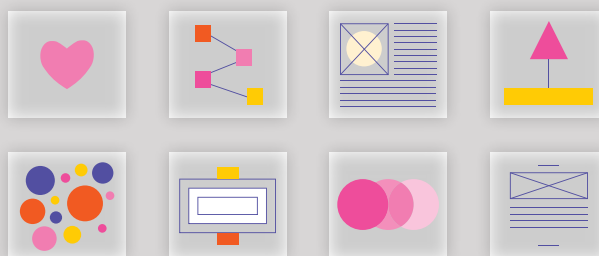
Photographs can show anything: architecture, landscape, nature, portrait, still-life, street photography... you name it, we'll accept it.

We'll be judging your work based on your creativity, the composition of the shots and the story or narrative behind them.



**Think about the empathy stage.
What characteristics will you bring
into your design concept?**

Develop a storyboard



This workshop is a foundational class for our Design courses. Learn more.



Bring your class to campus to do this or other workshops with one of our academics.

