Creative Processes

Eh?!
What are creative design processes?
thinking

- developing designs
- experimenting
- research
- analysing
- feedback

Creative Processes

- playing
- concept models
- making
- testing

- having an idea!
- decision making
- discussing designs
So, what do you do?

1. Mark Making
2. Model Making
3. Experimentation
4. Prototypes & Testing
Mark Making
(I stress about doing this one)

MARK MAKING TO MUSIC

GROUP DRAWING EXERCISE
“Sometimes you would sit down with no idea at all, and at some point you’d see something in the doodling, scribbling... and from then on you could evolve the idea. When one is young there are lots of possibilities that one hasn’t tried out; drawing is a means of finding your way about things.”

Henry Moore, Sculptor (cited in Kovats, p.265)
But it moves.

Attributed to Galileo after his recantation in 1632. (Cited in Kovats, p.90)

I love this model! It is the form that I'm currently developing by investigating scale, materials and structure.
Model Making

(I do this a lot)
Experimentation

(Doing this is fun!)

From this model I came up with a new way of mapping speed, distance and time. After further experimentation I turned the results into a design for a bridge.
“In conceptual art the idea or concept is the most important aspect of the work... If the artist carries through his idea and makes it into visible form, then all the steps in the process are of importance. The idea itself, even if not made visible, is as much of a work of art as any finished product. All intervening steps – scribbles, sketches, drawings, failed works, models, studies thoughts, conservations – are of interest. Those that show the thought process of the artist are sometimes more interesting than the final product.”

*Sol LeWitt*, Artist, *Paragraphs on Conceptual Art* (cited in Kovats, p.54)
Prototypes & Testing
(Doing this is very important!)

CONTROL SYSTEM TESTING
FIELD FOLDING PROTOTYPE
“You have to get the detail to understand the principle — and then throw out the detail and keep the larger principle.”

Maggie Breslin, Senior Designer, Centre for Innovation at Mayo Clinic

(in BusinessWeek [online] http://www.buisnessweek.com (14/12/09))
So if you’re doing all that, what else is there to think about?
Design thinking is about...

1. The Users
2. The Context
3. Your Design Philosophy
Human Centered Design
(Sometimes called empathetic design thinking)

HCD draws inspiration from the needs of the extreme users, to improve the experience for the majority of users.

What is...

- Desirable
- Viable
- Feasible
“Questioning and even conflict are part of the design thinking process.”

Helen Walters, Editor of Innovation and Design at BusinessWeek
(in BusinessWeek [online] http://www.buisnessweek.com (14/12/09)
Design Context
(Thinking about the situation you’re designing for)

Consider:
*Site, Atmosphere, Environment, Programme, Interaction & Experience.*

Despite its strong architectural presence, if you visit Tinside Lido during the winter, there is a distinct sense of absence.

TINSIDE LIDO, PLYMOUTH
‘Architecture should perform rather than simply form; structurally, environmentally, economically, programmatically, contextually, or in multiple formal arenas.’

Michael Meredith, Architect (2008, p.7)
Design Philosophy

(Think about yourself, yes you, as a designer)

morphosensis

That’s what I’m all about. It’s a word, (I made it up,) to describe the idea of combining morphological structures with sensory spaces.
No matter which processes you use, the important thing is to balance the **doing** and the **thinking**. 😊
References


Breslin, M. cited in Walters, H. [online] Inside the Design Thinking Process, BuisnessWeek
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