

PROCESS AWARENESS

WHY: PROCESS before PRODUCT.

Assumptions, preconceptions, certainty, ego and a lack of wonderment are the antithesis of those qualities I associate with the title “DESIGNER.” Often, in a rush to “finish”, we lose sight of “WHY” we needed the product or “WHY” we failed to truly recognize all the critical criteria associated with a quality design.

MISSION: To create a means by which a designer recognizes the heuristics of creative problem-solving and the means by which a solution or product fulfills the criteria established and/or modified. In other words, to know the means by which a design moves from inspiration, through development to finished product.

HOW: Lessons will apply the 6 Phases of Problem-solving to a variety of assignments which are basically two varying approaches. The first is one which introduces nature’s programming; the second requires the recognition of a need for a specific design solution, e.g. a better mouse-trap. In addition, there will be an ongoing assignment based on the first or “POINT OF ENTRY” phase of the six phases of problem-solving. For those familiar with the “Draw A Square” assignment, this adds the element of 3D to address the issue of recognizing our “Givens”.