

The Human Factor (THF)

Week 7 Workshop: Creative Process, Sketching, Ideation

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Week 7 workshop outline

- Hands-on introduction to sketching ideas
- More on ideation/creative process
 - Crazy 8s continued
 - 10x10 exercise
 - Moodboards
- Some notes on design critique

Activity – taking a pencil for a walk [5min]

- Put your pencil on the paper
- Close your eyes and start listening to the music
- “Walk” your pencil across the paper while you are listening – the line should reflect what the music makes you feel

[Dave Brubeck Quartet; Unsquare Dance]

Activity – taking a pencil for a walk

- Let's discuss some of the created lines

the point of this exercise

- Realising the expressivity of a single line
- Drawer's intention will not necessarily match the viewer's interpretation

- Critique = discovery & interpretation
- Critique is about honest observation

sketching for ideation & prototyping

- Sketching should be
 - Quick
 - Easy
 - Not get in the way of thinking about your problem and related ideas
 - Not constrain your ideas too much
 - Flexible
- Everyone can sketch!
- Sketching ≠ drawing
 - A sketch can be messy
 - A sketch does not have to look pretty
 - A sketch does not have to stand on its own
- All your sketch has to do is help you communicate your ideas

The sketcher is ..

Programmer
Person with the challenge
Understands the data
Interacts with client
Working alone /
 working in a group
Makes quick renditions
Draws lots of designs
Follows FdS structure
Tidy drawings not artistic
No need to color-in

The physical medium is ..

Tangible	Manifest
Tactile	Evident
Disposable	Clear
Visible	Common place
Explicit	Sharable
Obvious	Cheap
Signifier	

The sketch appearance is

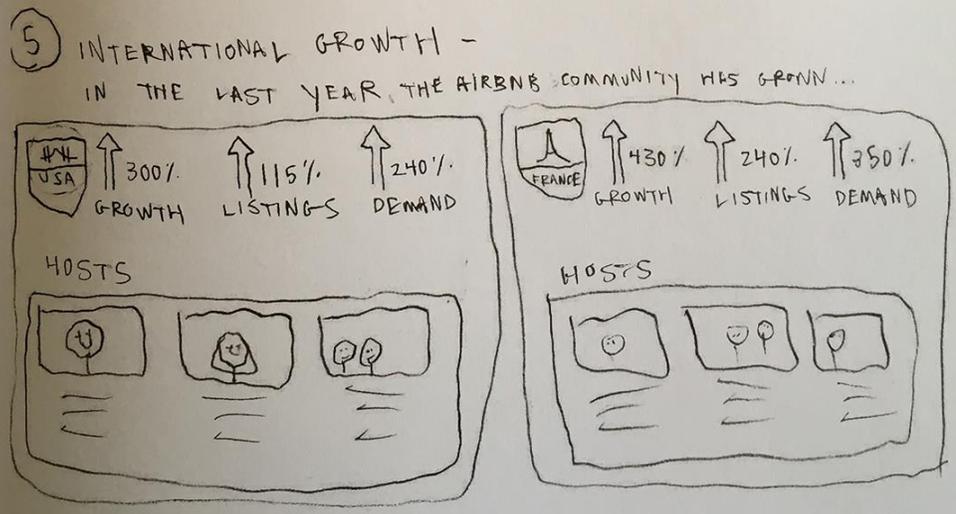
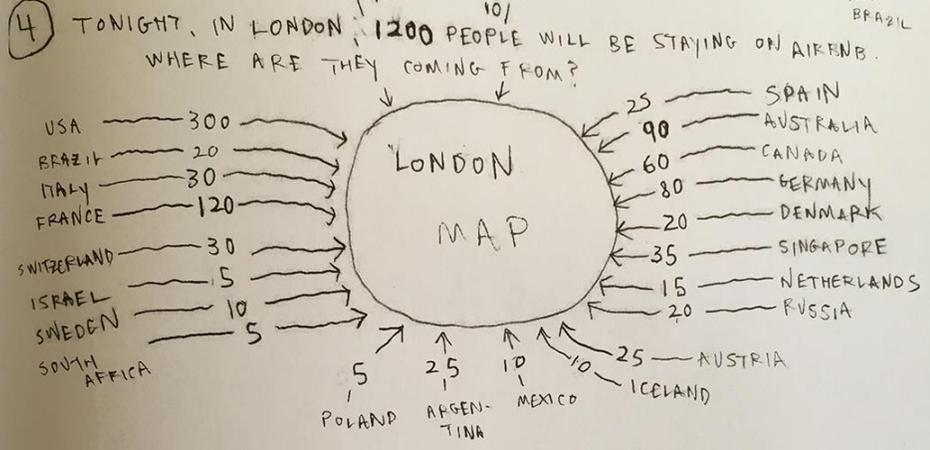
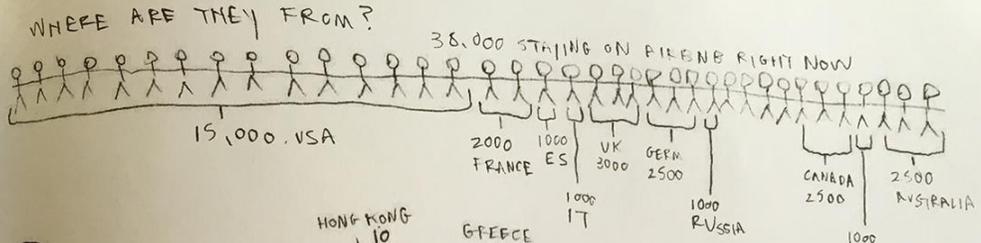
Outline	Representation
Rough	An impression
Unfinished	Bare bones
Sketchy	
Not strict	

.. has multiple purposes

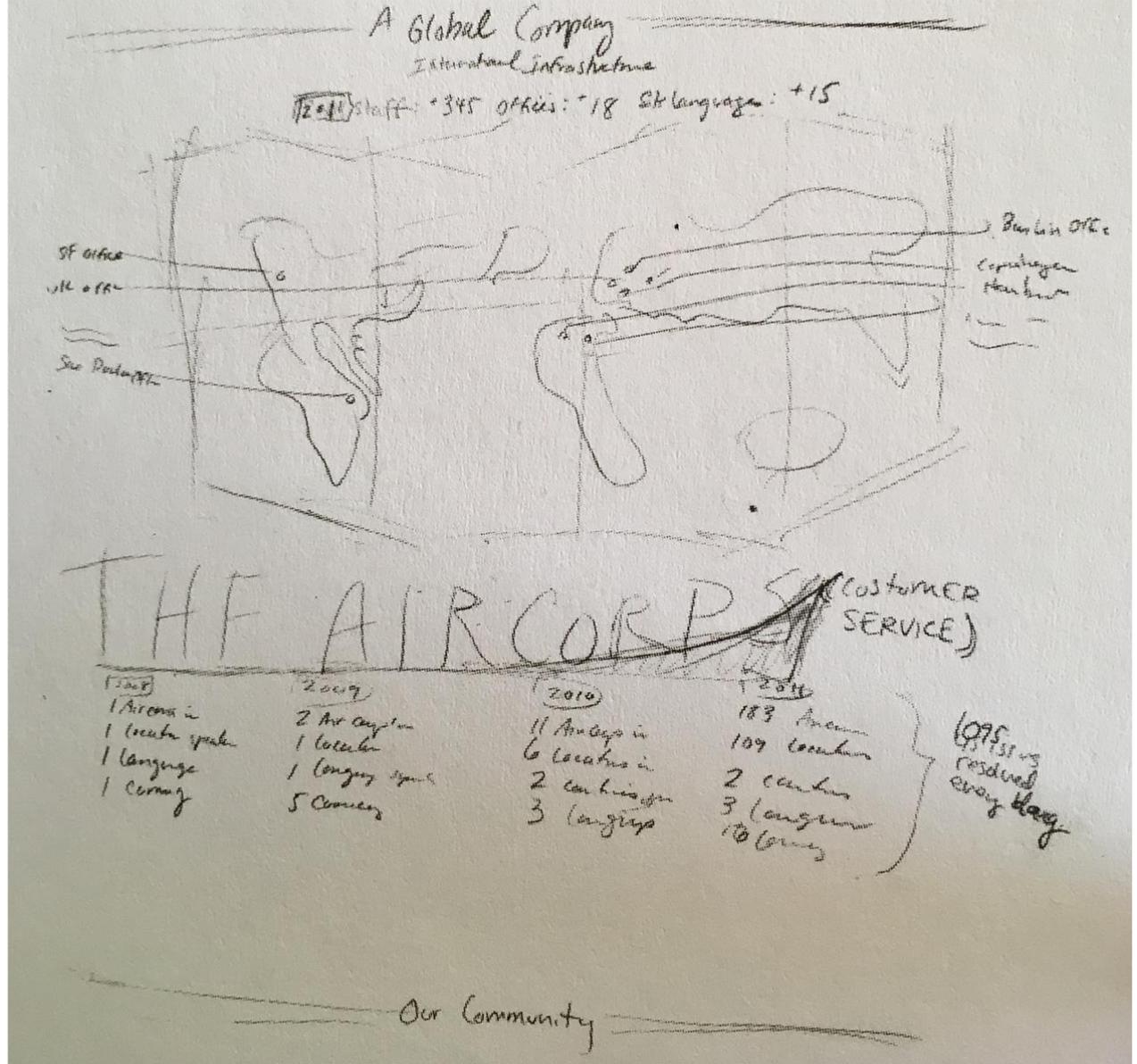
Presentation	Communication
Evidence	Mediating
Articulation	Help us think
Alternatives	Organise thoughts
Possibilities	To preserve
Expressive	Record

Allows change, it's ..

Dynamic	Persistent
Changes	Organic
Evolves	No wrong answer
Quick	Forgiving
Transitive	Creative
Playful	



OTHER COUNTRIES



Raw Data: Infographic Designers' Sketchbooks. Steven Heller and Rick Landers

Sketching tools

- Pen & paper
 - + Cheap, portable, “always on”, little preparation required
 - + Can be used by everyone
 - Can be tedious to use and feel limiting
 - Digital tools
 - Miro, Figma, Canva, Inkscape, Illustrator, ...
 - + Sketches can be easily modified or used repeatedly
 - + Use of templates
 - + Linked to interaction or animation
 - Require a certain level of expertise which can cost time and get in the way of your ideas
 - Can be difficult to use collaboratively
- Use pen & paper for early ideation; digital tools to flesh out selected in later design stages

sketching for ideation & prototyping

- Sketching is modular – you can re-use elements
- Simple elements can convey complex things
 - A rectangle can be a display
 - A stick figure can be a person
- Focus on the important things you want to communicate; not all the details have to be sketched

Activity – basic sketching [3min]

- Lines & basic shapes
 - Lines in different thicknesses
 - Circles
 - Squares

Activity – basic sketching [3min]

- Devices
 - A mobile phone
 - A laptop

Activity – basic sketching [3min]

- People
 - A full body person
 - A face

Activity – basic sketching [3min]

- People & actions
 - A full body person
 - A person walking
 - A person holding a mobile phone

Activity – basic sketching [3min]

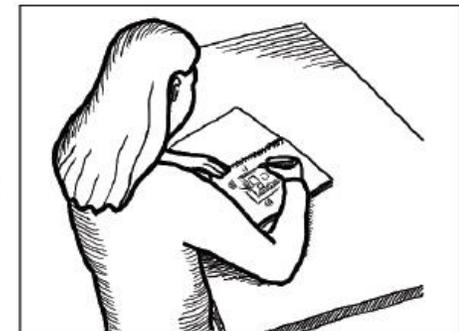
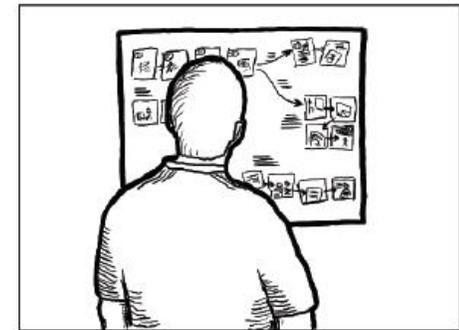
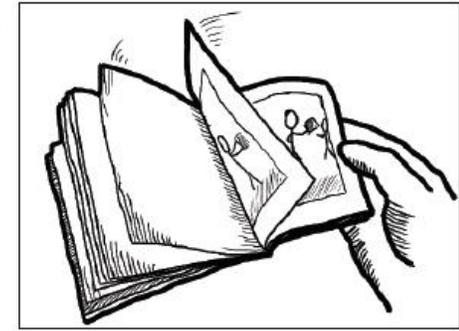
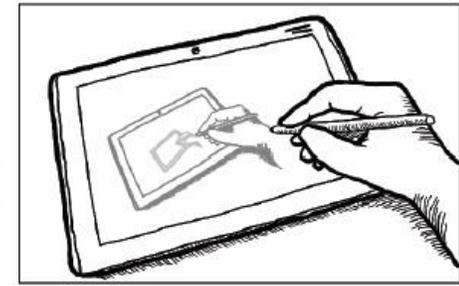
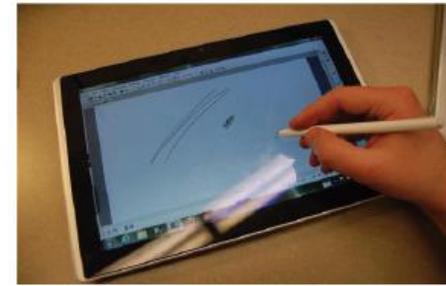
- Emotions
 - A person receiving positive message on their phone
 - A person frustrated with their phone

the point of these exercises

- Sketching is modular – you can re-use elements
- Simple elements can convey complex things (a rectangle can be a display)
- Loose the fear
- Try alternatives
- Sketches can convey dynamic movement
- Sketches do not need to stand on their own – you can talk people through them!

Tracing

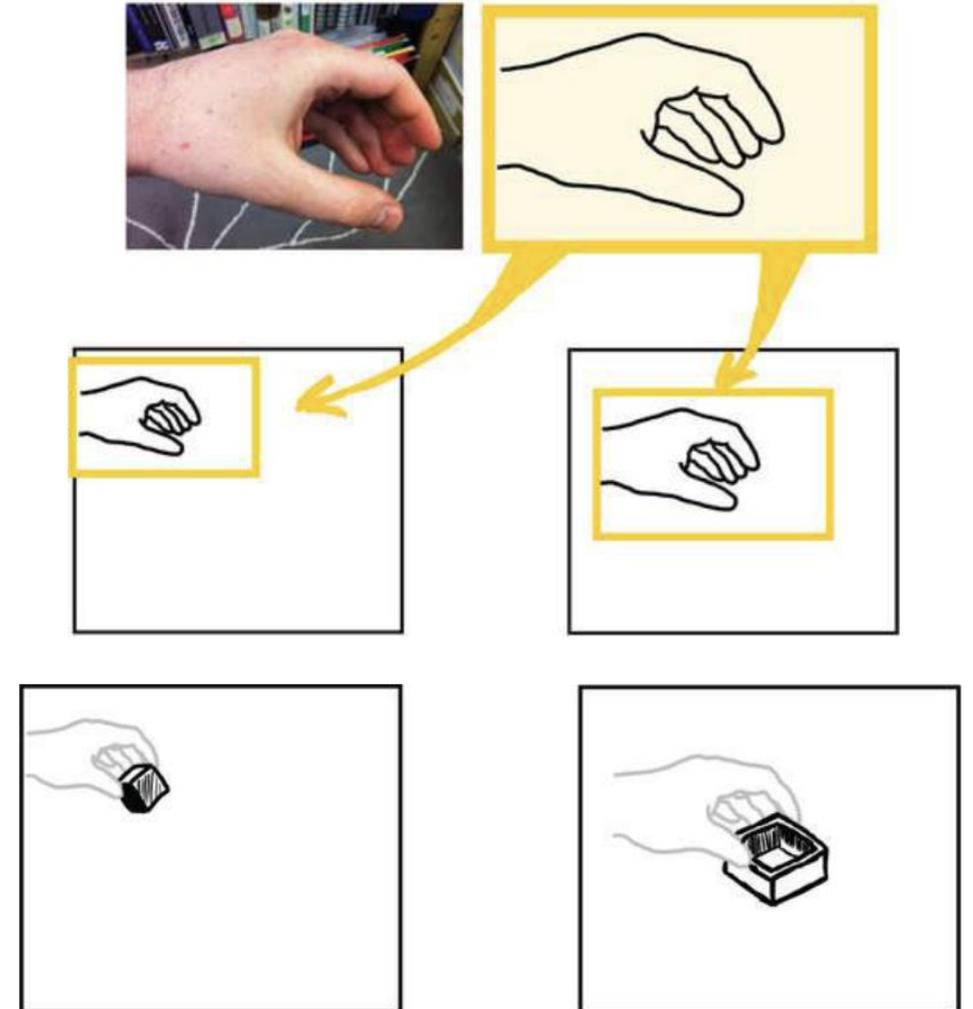
- Some things are difficult to sketch from memory or to copy by looking at them
- Easiest to trace pictures
- You can do it digitally or with paper
- You can reuse (if digitally)



Greenberg et al. Sketching User Experiences
– The workbook 3.9 Photo Traces, pp. 117++

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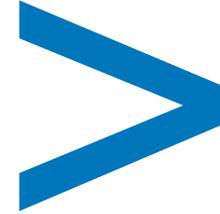
Greenberg et al. Sketching User Experiences
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Ideation methods



Divergent thinking

Many possible solutions

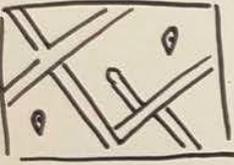


Convergent thinking

Developing a “good”
solution

crazy 8s

①
waze for fraud alert



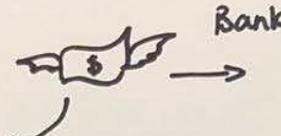
A hand-drawn diagram of a map with a route and a location marker.

②
Security Bot AI



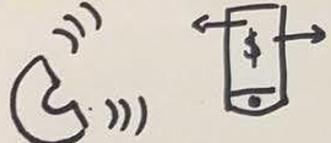
A hand-drawn drawing of a person wearing sunglasses.

③
Walmart Visually
Track Your Money Flow



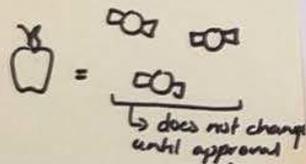
A hand-drawn diagram showing a money bag with arrows pointing to 'Walmart' and 'Bank'.

④
Call a friend
or fadouchian



A hand-drawn diagram of a person talking on a phone next to a smartphone with a dollar sign.

⑤
Change the value of
money



A hand-drawn diagram showing an apple and coins with a note 'does not change until approved'.

⑥
Email only for FINANCE
dissociate from GOOGLE?



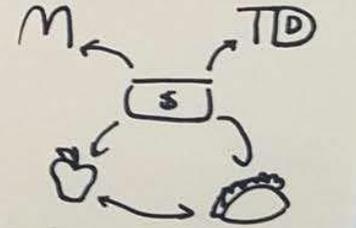
A hand-drawn drawing of an envelope with a dollar sign.

⑦
WATCH YOUR MONEY



A hand-drawn drawing of a hand holding a coin.

⑧
Create an item network



A hand-drawn diagram showing a central box with arrows pointing to 'M', 'TD', an apple, and a burger.

**Divergent
thinking**

crazy 8s

- Fold your piece of paper three times
- Draw 8 ideas in 8 minutes
 - 1 minute to draw each idea
- Try to get something down on the page every time
- Don't overthink it
- Each concept has to be distinct



10 plus 10

- State your design challenge
 - (e.g., your “how might we...” question)
- Sketch 10 different designs that address this challenge
- Reduce the number of designs
 - (e.g., through discussion with your group)
- Chose the most promising design concept as a starting point
- Produce 10 details and/or variations of this design concept
- Present and discuss your ideas in your group
- As your ideas change, sketch them out

Greenberg et al. Sketching User Experiences – The workbook
1.4 10 plus 10: Descending the Design Funnel, pp. 17++



Activity crazy 8s

[2+8min]

- Fold your paper 3 times; unfold again
- Write your “How Might We...” question at the top of your paper
- Sketch 8 ideas in 8 minutes – 1 idea per minute
- Try to get something down on the page every time
- Don’t overthink it!
- Each concept has to be distinct
- You can think about websites, apps, tangible interfaces, blockchain applications, teddy bears, letters...
- The sky is the limit!

Activity from “crazy 8s” to “10 plus 10”

- Discuss your ideas within your group
- Decide on the best 2 ideas / design concepts
- For each person in your group:
- Produce 8-10 details and/or variations of this design concept
- Present and discuss your ideas in your group
- As your ideas change, sketch them out

Moodboards

- Technique to investigate ideas for a design
- Useful to do as a group
- Start collecting photos, images, objects, models, text that
 - are related to what you will be building
 - somehow convey the experience that you intend to support (interaction & emotion)
 - are compelling to you and could inspire your design (e.g., colour schemes, visual metaphors, aesthetics...)
- Create a “collage” (physical or digital) from the collected material, arranging things in a way that conveys the “look-and-feel” of the design you envision

Collecting materials for inspirations

- Type of things to collect
 - Webpages
 - Images
 - Photos of stuff you see outside
 - Colour swatches, textures, typefaces/fonts, layouts, styles
 - ...
- The materials may not have to relate to your project content-wise, but they may convey a certain look-and-feel, emotion, style or tone
- Suggested tools (discuss within your group):
 - Miro
 - Pinterest (good for visuals, not so good for text)
 - Evernote



AVEDA



Pepper

I wall

My life's little essentials

Hawaiian luau

7,185 properties

COLOUR SCHOOL
Sea blue



health updates

BEAUTY DATES

victoria plumb
the online bathroom store

Let your walls glow!

9%

TELL Magnet
IF YOU'RE COLOURFUL

SUMMER SCENTS

views

GADGET HEAVEN

value

Kitchen source

hip Tullet

Design critique

- Start with clarifying questions
- Listen before speaking
- Lead into explorations of alternatives
- If it fits with the goals of the critique, point out situations, sequences or elements within the design that may be problematic, e.g., given
 - the customer
 - the scenarios
 - the project goals
- Avoid statements that refer to absolutes
- Speak in context of your own view

Scott Berkun. How to run a design critique.

<https://scottberkun.com/essays/23-how-to-run-a-design-critique/>

Additional references

- John Cleese on creativity in management
 - <https://www.youtube.com/watch?v=Pb5oIIPO62g>