What is a Studio and Why?

Studios: Incubators for Design Innovation
• Basic Premise
  – Innovation depends on generating lots of ideas, then selecting the best
    • Brainstorming first, then selecting
    • Quick sketches vs. picture-perfect ideas
    • Feedback from other people

Brainstorming
• Goal: Generate innovative ideas
• Rules
  – No evaluation of any kind is permitted
  – All participants think of wildest ideas possible
  – Emphasis on quantity (fluency) and variety (flexibility)
  – Participants build on or modify ideas of others
**Studios**

– Environment for design innovation
– Studio activities
  • Design Brief
  • Design Crits (Critiques)
  • Pinups (Evolution of recorded ideas)

**Design Brief & Design Crit**

• Presenting your design ideas to a group of peers for feedback

• Design Problem: Design a Dispenser for a medical use

  Two movies showing studio brief, design crit and pinups examples.

**Pinups**

• Presenting your design ideas to a group of peers as an evolution of ideas

• Design Problem: Design a Dispenser for a medical use