

Studio Briefs: Radical and Disruptive Innovation

Brief 1: Research and Concept (October – December):

In term 1, you are required to identify, scope and frame a current, or future facing, societal issue. Once you have framed a key issue, your job is to then to generate a range of radical and disruptive concept ideas which address your framed design challenge.

Research:

Your research should focus on:

1. The creation of an effective Research Strategy that utilises a range of complementary methods;
2. Scoping the problem space where you identify the major causes, symptoms and faults of your selected problem;
3. Frame a key challenge identified from your research;
4. Identify user needs in relation to your framed problem;
5. Translate your research into a usable form for the remainder of the design process.

Ideation

Your ideation should focus on:

1. The creation of an effective Ideation strategy that utilises a range of complementary idea generation and evaluation techniques;
2. The effective application of your research strategy that leads to the generation of three new ideas that can be classified as being Radical or Disruptive;
3. The persuasive presentation of your top three ideas.

Brief 2: Concept Development (January – May)

In terms 2 and 3, you are required to resolve/develop the key Human-Centred requirements (i.e. useful, usable, meaningful and desirable characteristics) of your chosen concept, to satisfy your Product Design Specification. As part of this work you are required to produce a presentation prototype(s), which effectively communicates your primary design intent from both a functional and human-centred perspective. As part of this work, you are required to produce a Portfolio and Presentation Prototype

Portfolio

Here you are required to detail the development of your chosen concept in line with your PDS. Specifically, you are expected to demonstrate a diligent approach that critically and creatively considers how requirements can be achieved. This should include the review, analysis and selection of appropriate guidance, methods, techniques, principles and/or theories. Visually show, with annotations, all product developments throughout this section i.e. how you have applied your findings to your product. Please select the most appropriate way to visualise these developments in your portfolio (CAD render, prototype image, engineering drawing, etc.)

Prototype

Through the process of iterative prototyping, you will develop one, very well resolved high-fidelity prototype that represents your final design intent.

Your prototype, will effectively communicate different aspects of your design intent. Specifically, it should clearly communicate:

1. How it will look (Desirability – aesthetical design intent)
2. How it will work (functional and operational aspects of the product, which you have resolved in the Technical Module DP610)
3. How it is usable and meaningful