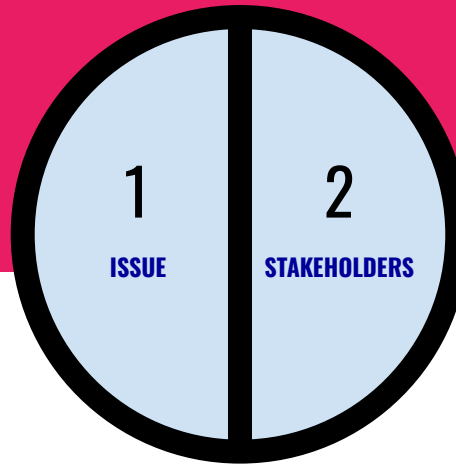
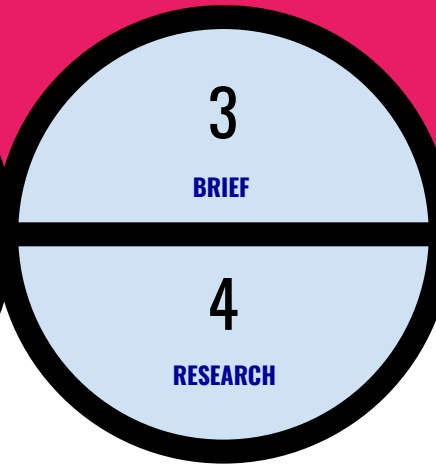


DESIGN Cycle

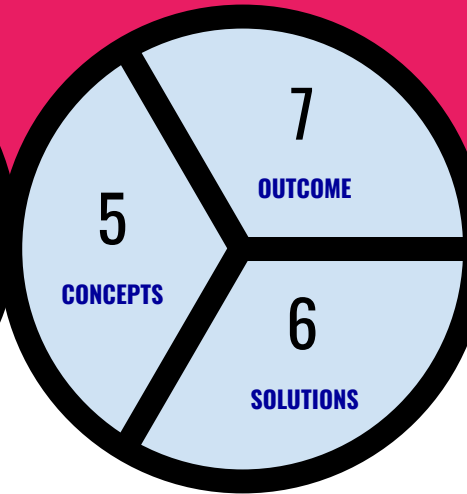
Investigate



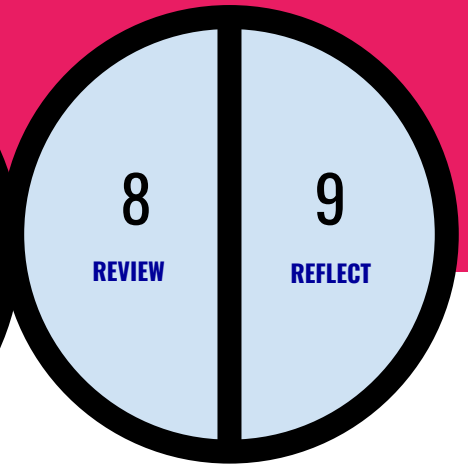
Plan



Create



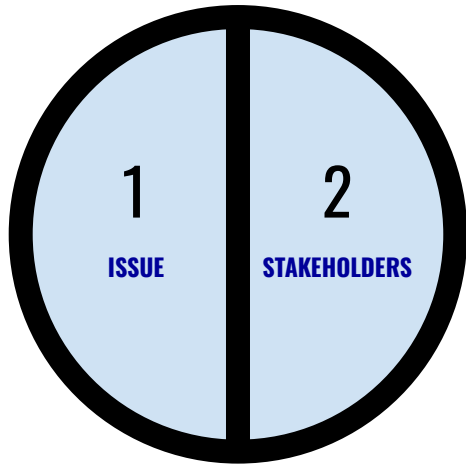
Evaluate



Using **DESIGN**, you can solve any problem.

Investigate

Investigate



Systematic enquiry

- *Identify an Issue*
- *Think about who is connected*

1. **ISSUE**

Investigate

Something to be solved or fixed

- A problem
- What needs to be done



1. ISSUE

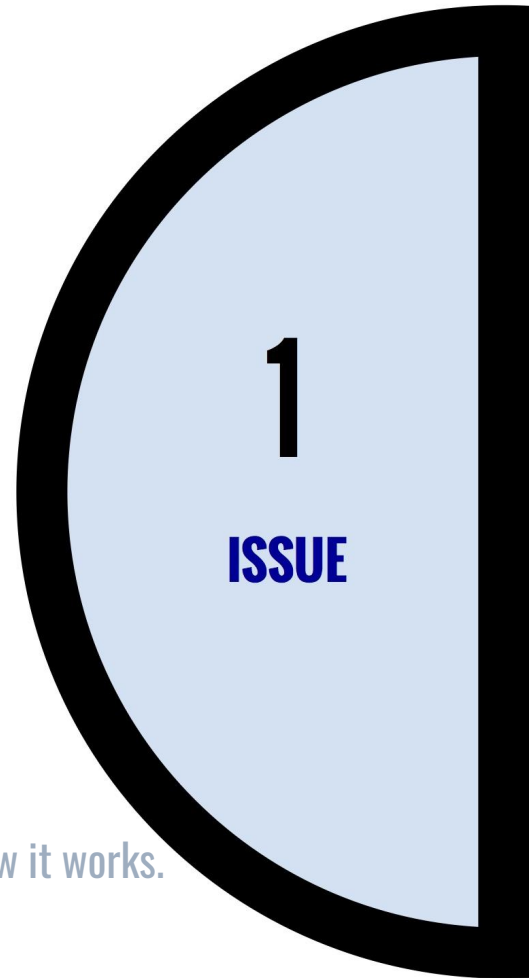
Investigate

State the problem or need & talk about how to fix it.

Consider the past, present & future.

Find out what is going on in the situation.

Think big, small, about people, the environment, users of a service/product and how it works.
What is causing problems?





2

STAKEHOLDERS

Investigate

2. **STAKEHOLDERS**

- Groups of people
- Anyone linked to a project

People involved in an idea or action

2. STAKEHOLDERS

2

STAKEHOLDERS

Interview or observe people who are linked to the project.

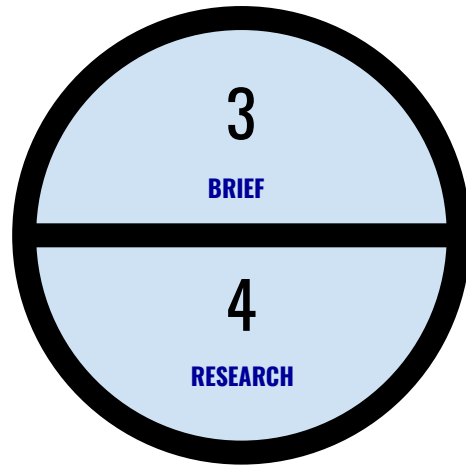
Think about people, and what you are investigating.

Who are your key stakeholders? What roles do people have?

How do they use or benefit from the product or service that you want to improve?

Plan

Plan



Show what to do by writing a brief,
making diagrams, drawings & lists

- *A proposal*
- *An action scheme*

Plan 3. BRIEF

- Instructions
- A written vision

A few words written to guide design work

3

BRIEF

Plan

3. BRIEF

Write a statement & specifications to guide development.

Write a design brief in one paragraph.

Define the attributes of your completed product or service.

Begin to talk about what you want to create, and what your solution will look like.

3

BRIEF

4. RESEARCH



Collecting information to guide us

- Searching for knowledge
- Systematic learning

4. RESEARCH



4 Plan RESEARCH

Critique existing markets to inform the development of ideas.

Look for information and ideas on the Internet, in books & magazines.

Look for media (such as films & YouTube clips) and other information.

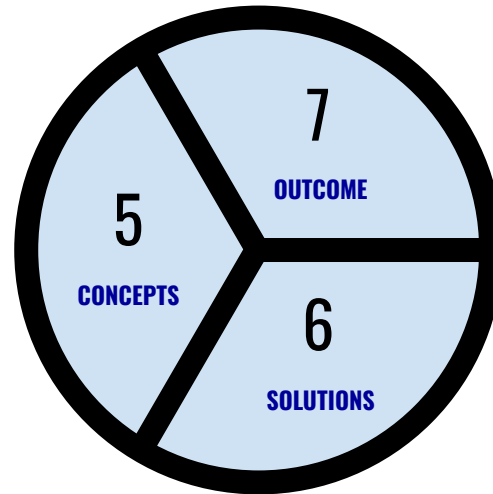
Build understanding about what is going on in the world and how you can create a valuable solution for your stakeholders.

Create

Bring into existence solving the
issue & using artistic expression

- *Make*
- *Cause to be*

Create

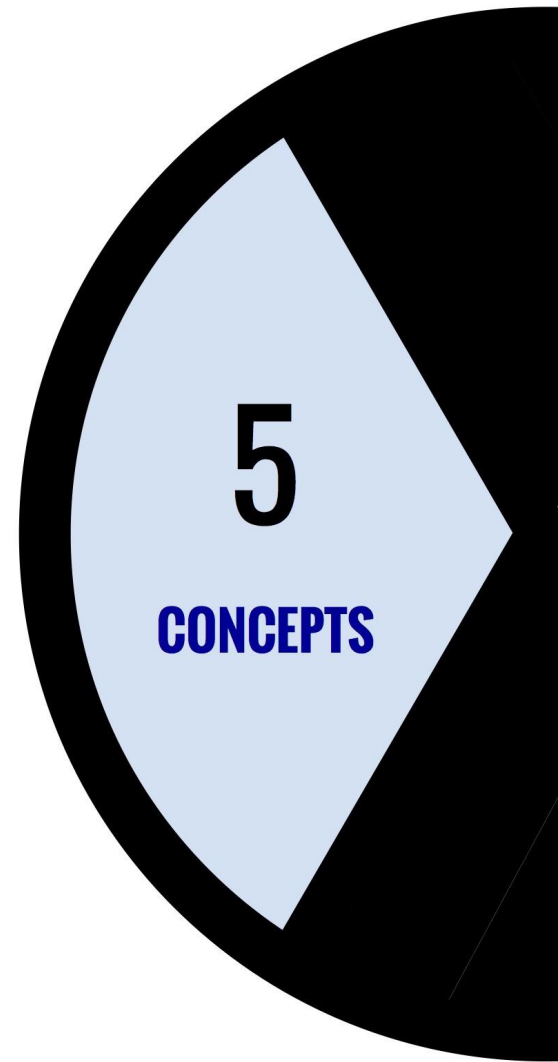


5. CONCEPTS

Create

Experimental models & designs

- Rough plans
- Fresh ideas



5. CONCEPTS

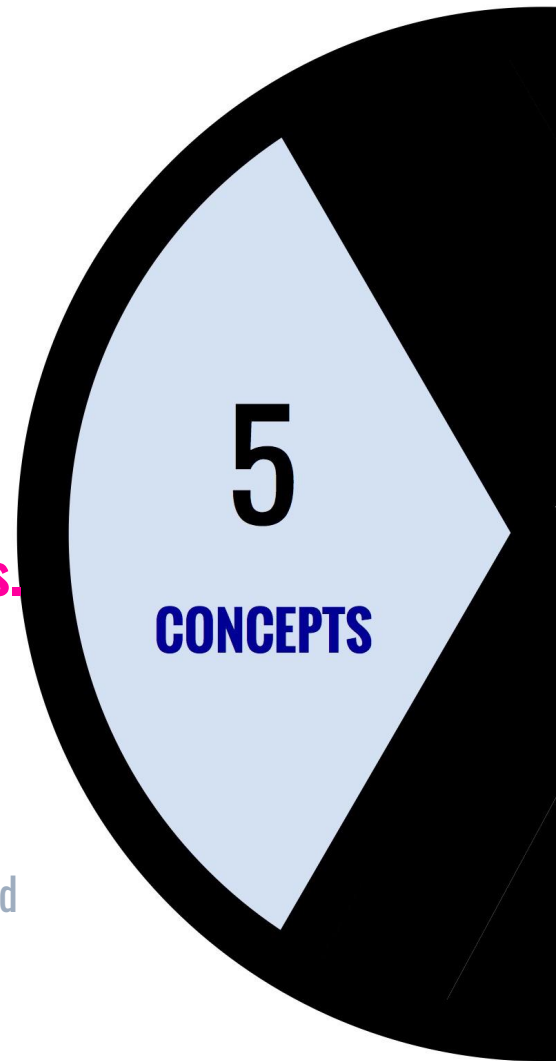
Create

Quickly design several ideas & get feedback from others.

— — —
Create several fresh ideas.

Don't stop designing until you have at least six concepts!

What you design at first does not have to be realistic or well thought through, and you should show various different ideas.





6

SOLUTIONS

Create

6. **SOLUTIONS**

- Careful developments
- Well thought out ideas

— — —
Refined designs to solve an Issue



6

SOLUTIONS

Create **6. SOLUTIONS**

Creatively turn the rough ideas into refined designs.

Find a setting to be relaxed & develop ideas.

Choose one or two of your concepts and work on them some more.

Redraw them, write about them, and share your ideas with others.

Make your designs better. Ask for help from others.

7. OUTCOME

Create

A final design or end result

- The best idea
- How a design turns out



7

OUTCOME

7. OUTCOME

Create

Reach the final product or end result.

Polish your best idea.

Draw it and write about it carefully.

Spend lots of time making your idea understandable.

What you create does not have to be perfect but it must be excellent!



7

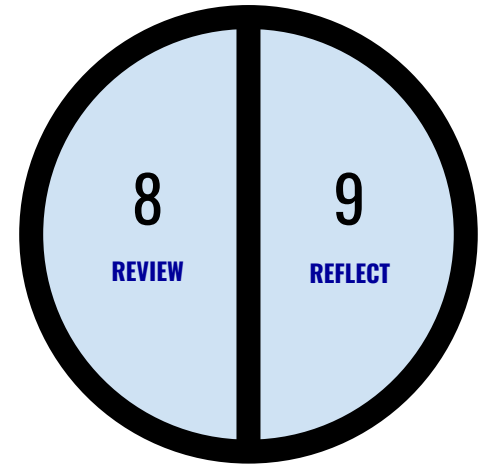
OUTCOME

Evaluate

Find out what people think,
and reflect on what you have experienced

- *Reach a conclusion*
- *Form an opinion*

Evaluate



8. REVIEW

Evaluate

Remembering how teams worked together

- What happened
- Summarising a project



8. REVIEW

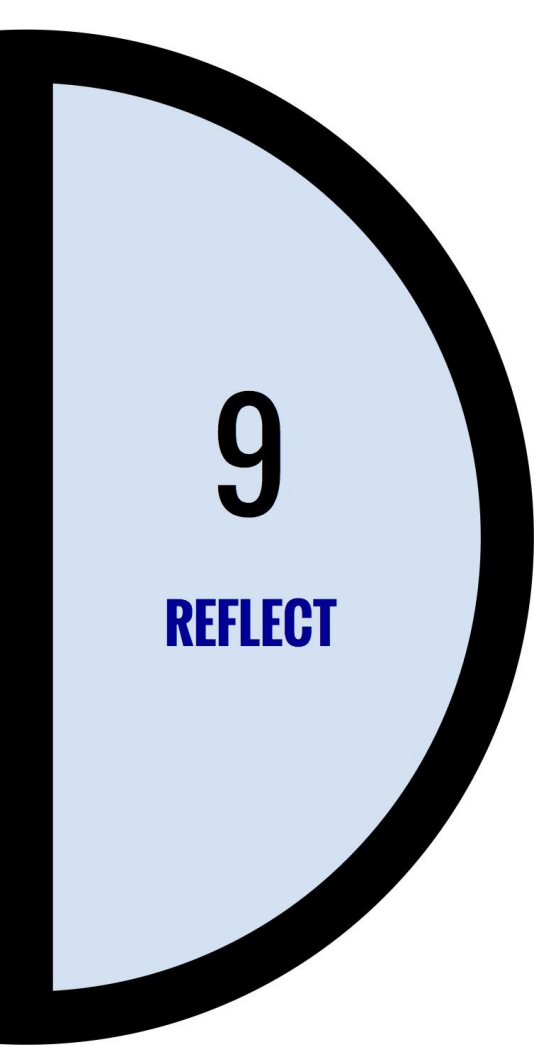
Evaluate

Look at, touch & discuss the final solution.

Gather together with people who you have worked with to solve the brief.

Take time to discuss, think about, share and write about your experiences.





Evaluate

9. REFLECT

- What you did
- How to improve next time

Your personal journey

Evaluate

9. REFLECT

9

REFLECT

Think & write about your journey.

Think about your own journey.

Write about your feelings, your personal journey, things you learned & how you used your own abilities.

Be honest with yourself about things you struggled with.