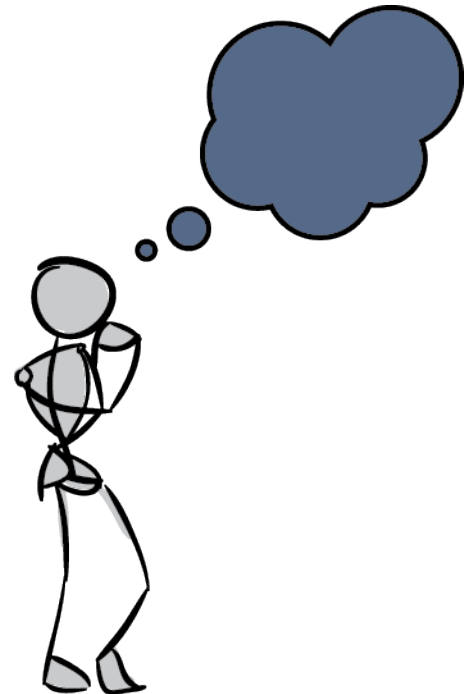
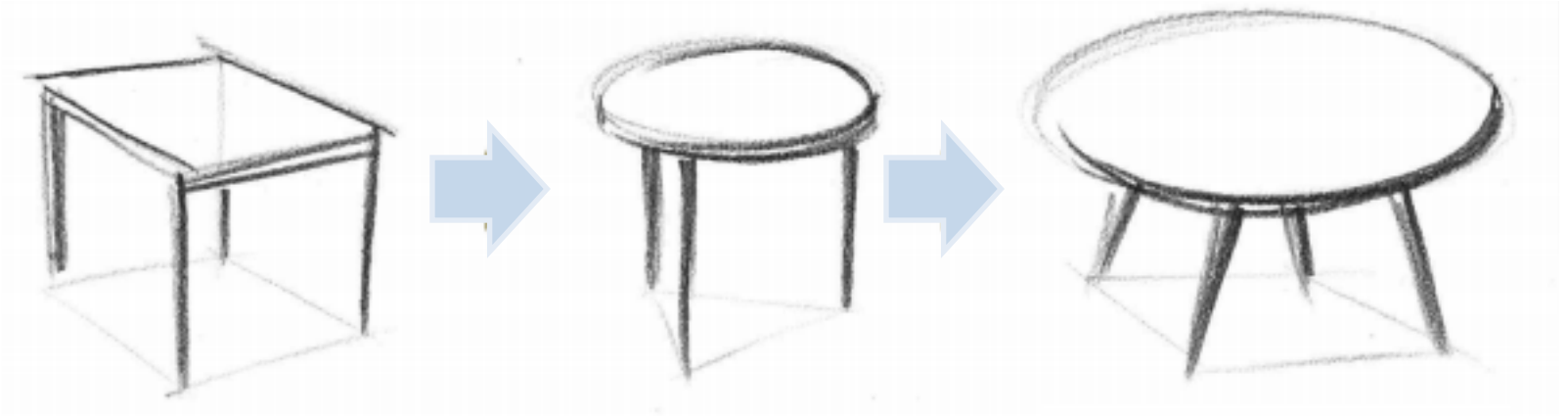
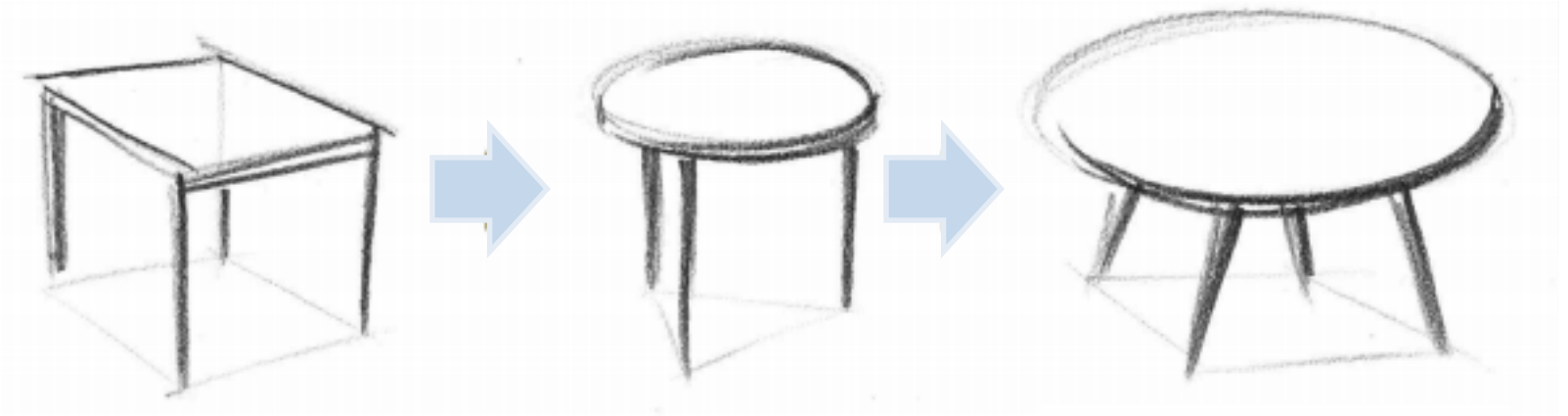


Idea Development: Revisiting Design Heuristics

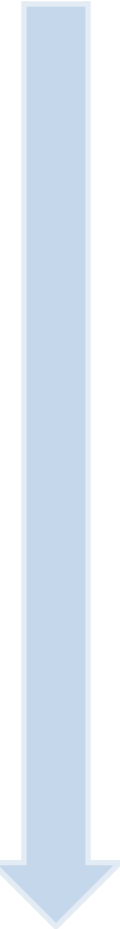
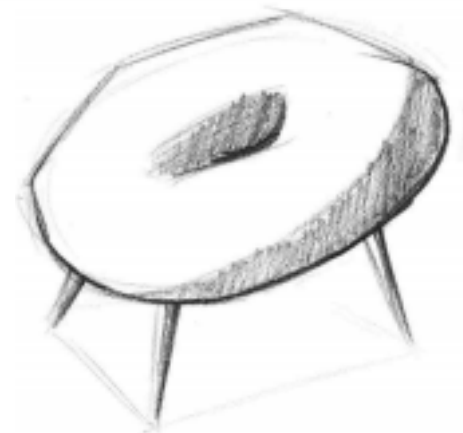




- **Lateral Transformations**
 - Incremental changes
 - Build on a previous idea

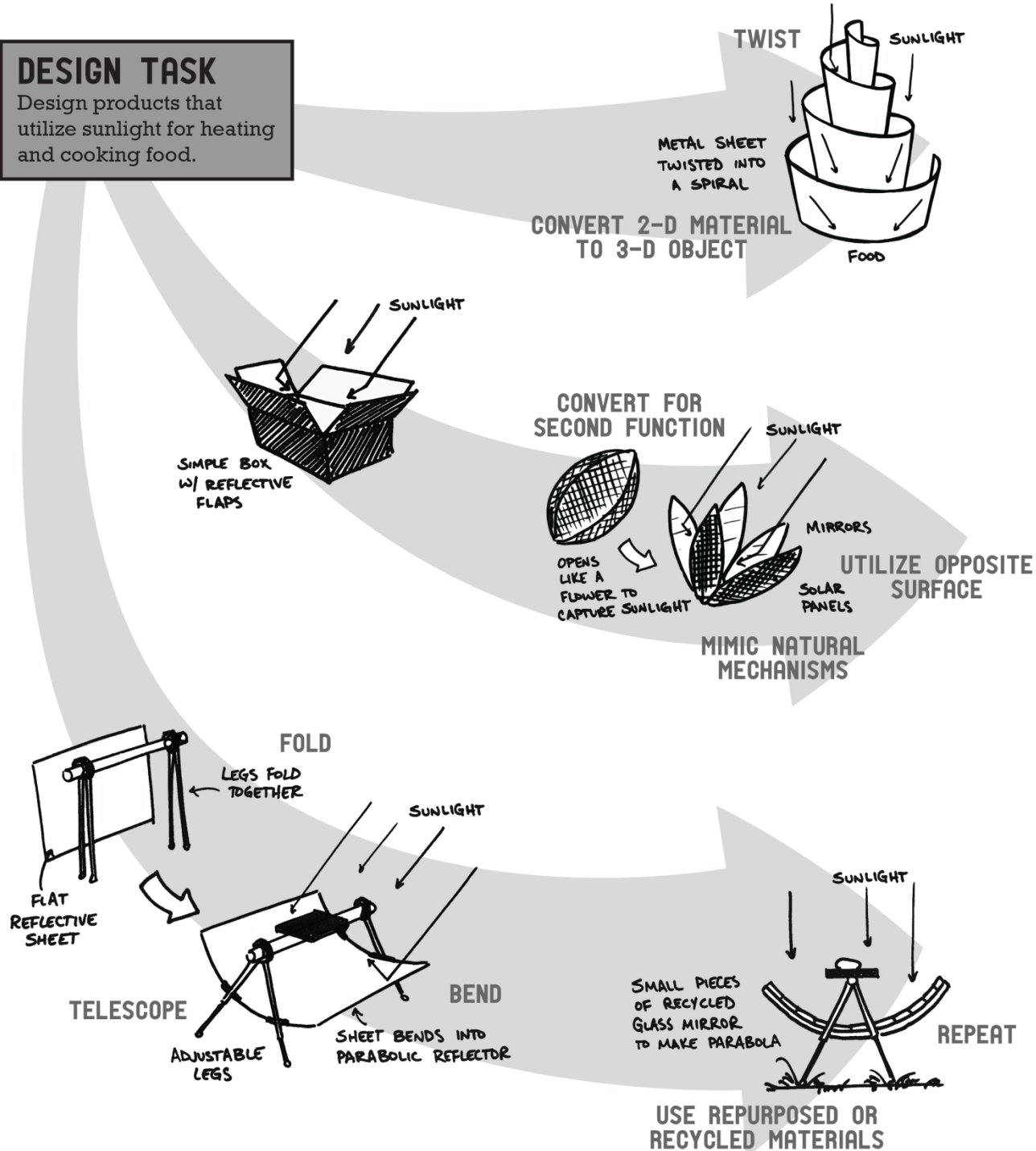


- **Lateral Transformations**
 - Incremental changes
 - Build on a previous idea
- **Vertical Transformations**
 - More detailed versions of an earlier idea

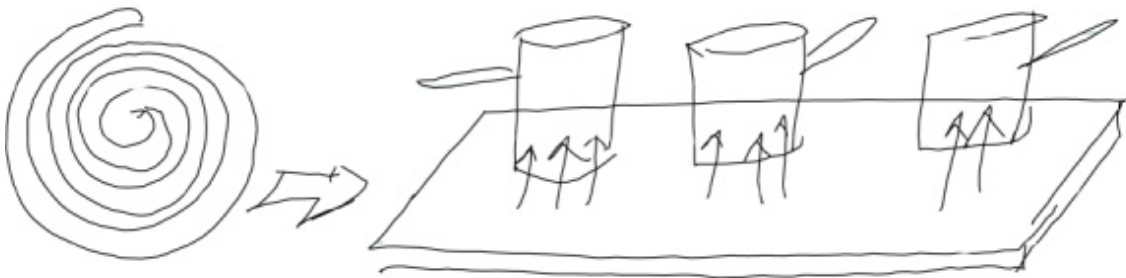


DESIGN TASK

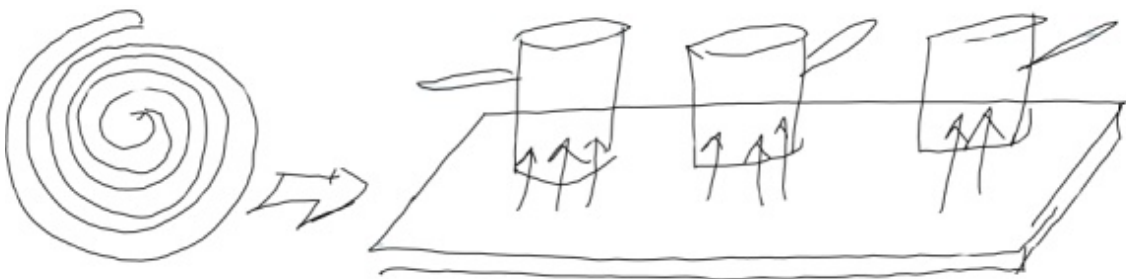
Design products that utilize sunlight for heating and cooking food.



1

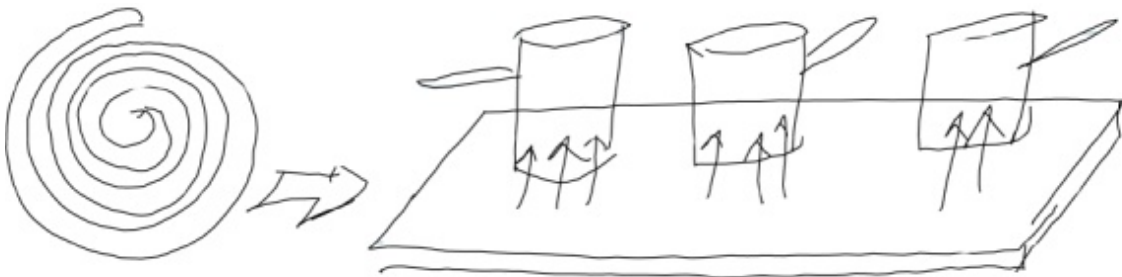


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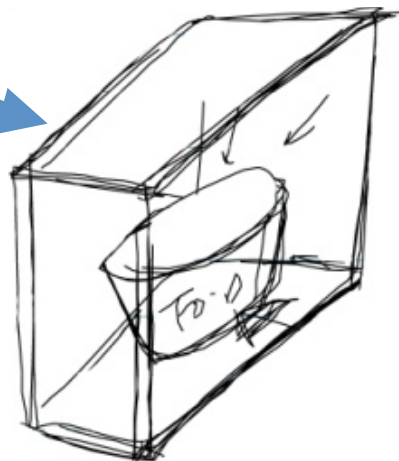
**Change
geometry**

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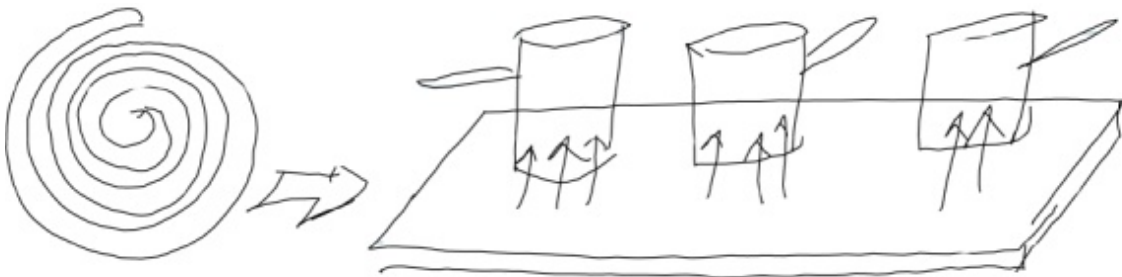


**Change
geometry**

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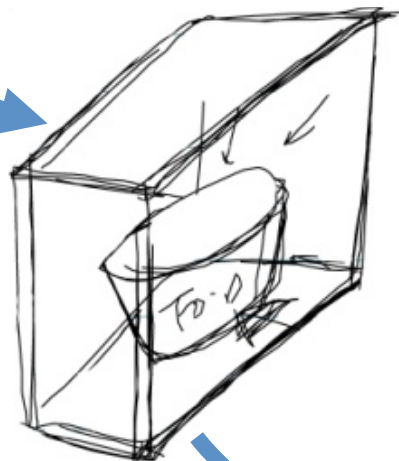


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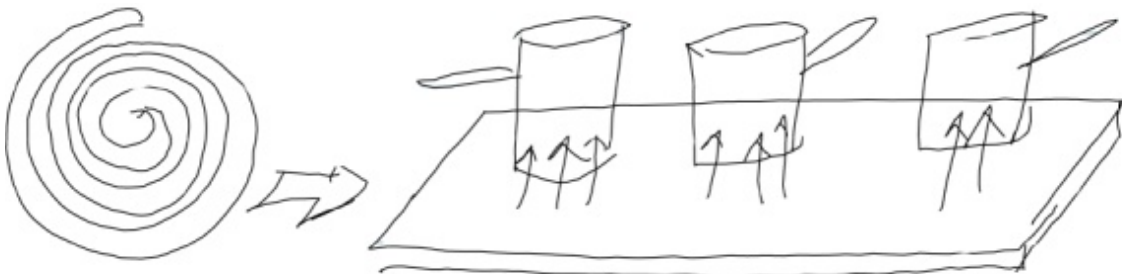
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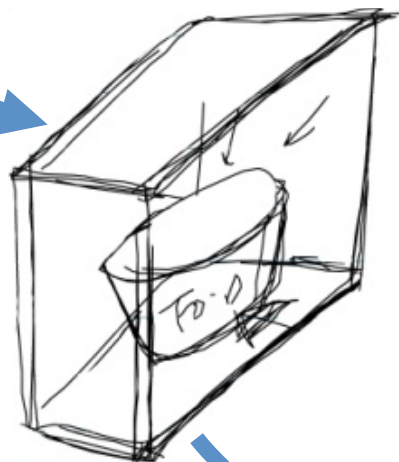
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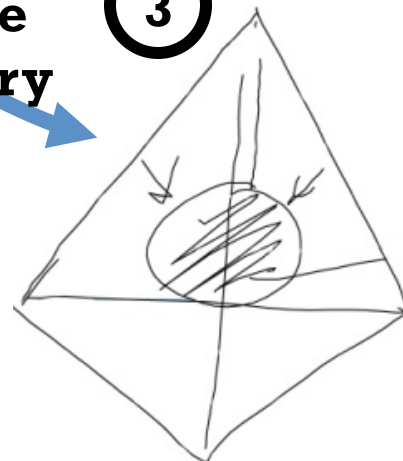
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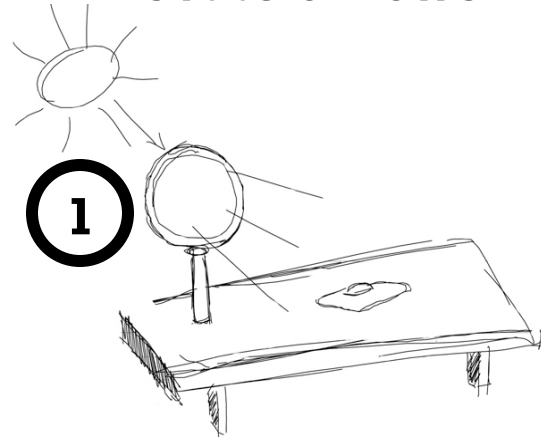
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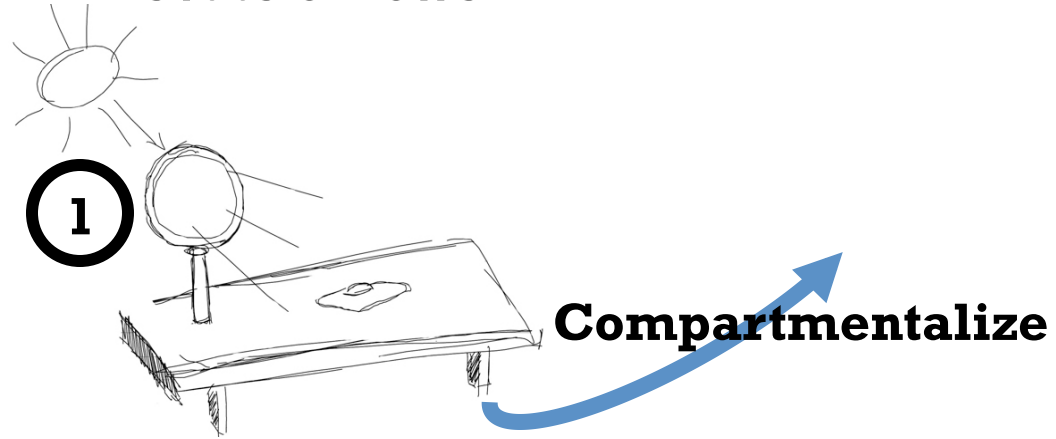
**Attach independent
functional components**

Elevate or lower



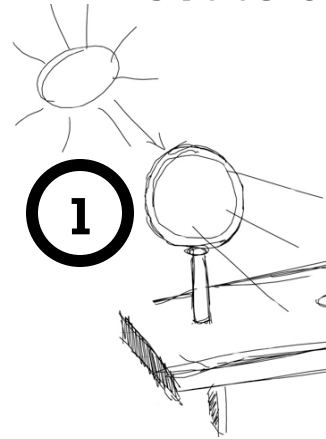
**Attach independent
functional components**

Elevate or lower

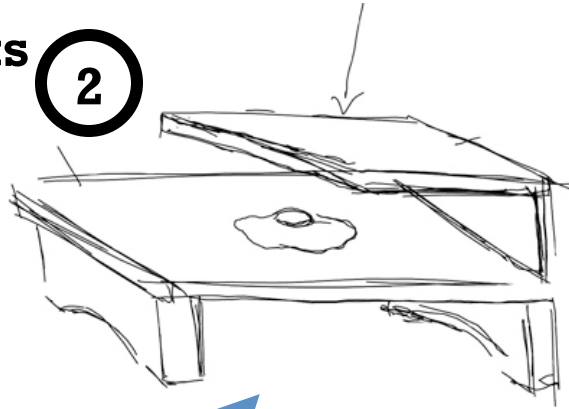


**Attach independent
functional components**

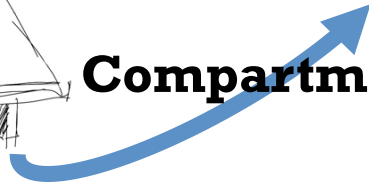
Elevate or lower



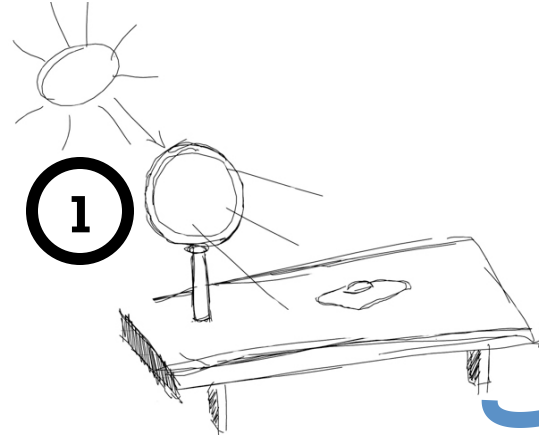
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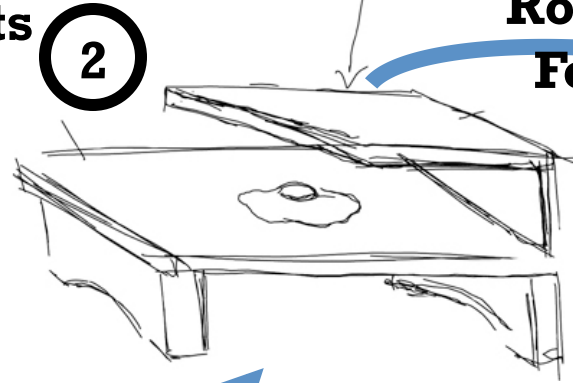
Compartmentalize



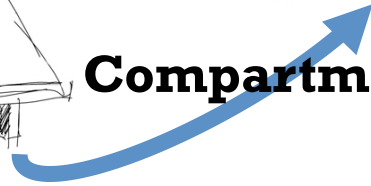
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functional components**
Elevate or lower



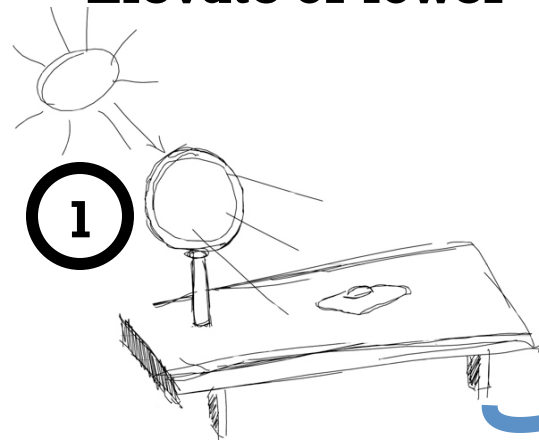
Adjust function through movement
Rotate
Fold



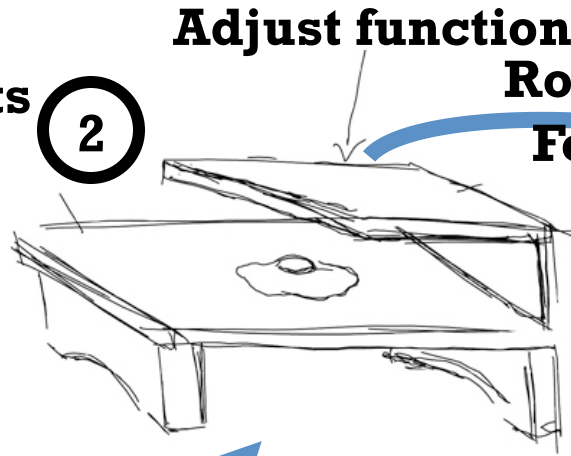
Compartmentalize



**Attach independent
functional components**
Elevate or lower

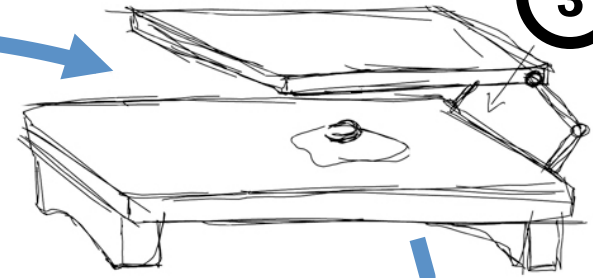


Compartmentalize



Adjust function through movement

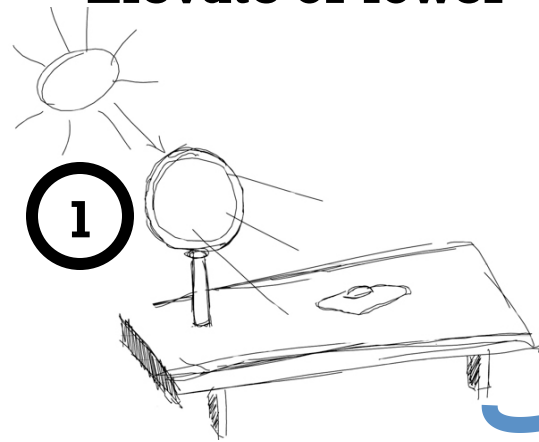
Rotate
Fold



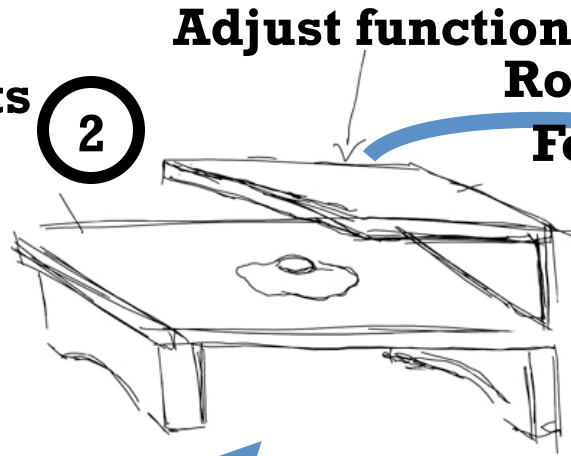
Cover or wrap



**Attach independent
functional components**
Elevate or lower

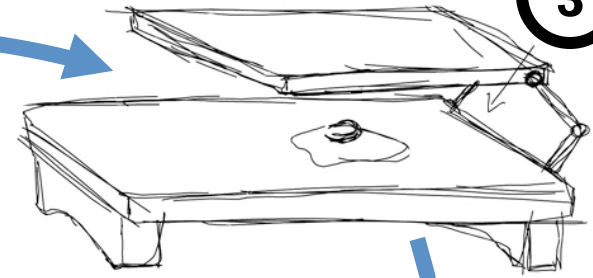


Compartmentalize

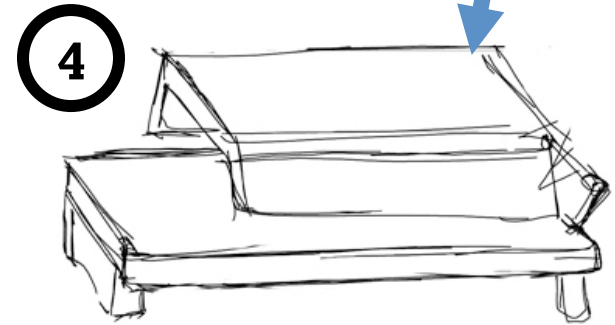


Adjust function through movement

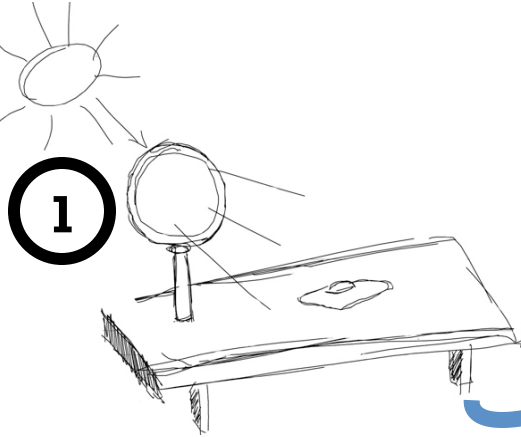
Rotate
Fold



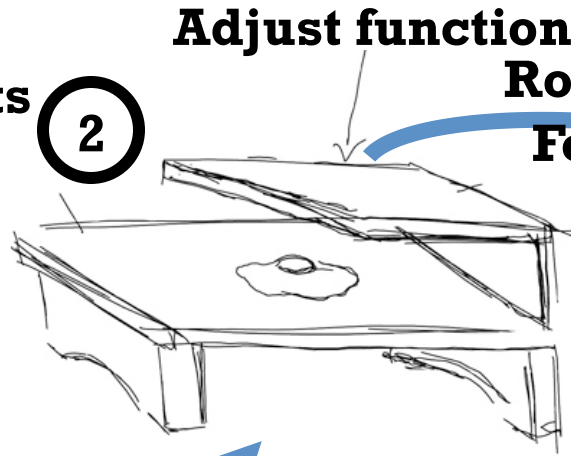
Cover or wrap



**Attach independent
functional components**
Elevate or lower

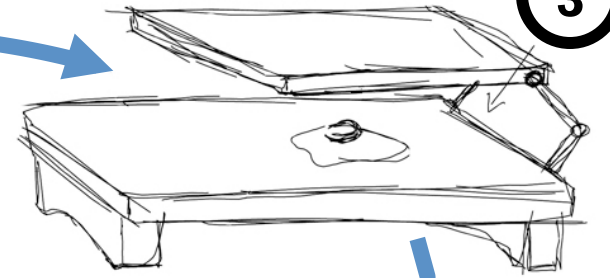


Compartmentalize

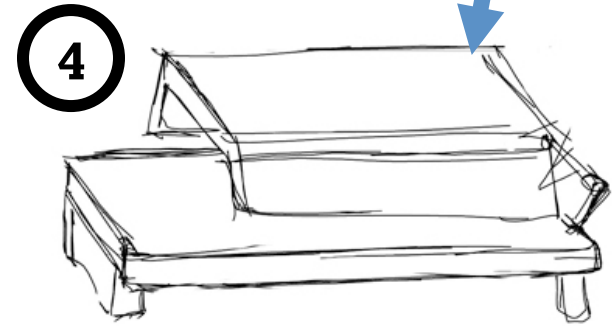


Adjust function through movement

Rotate
Fold



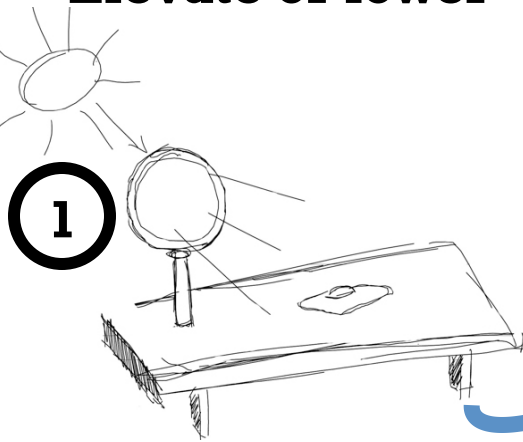
Cover or wrap



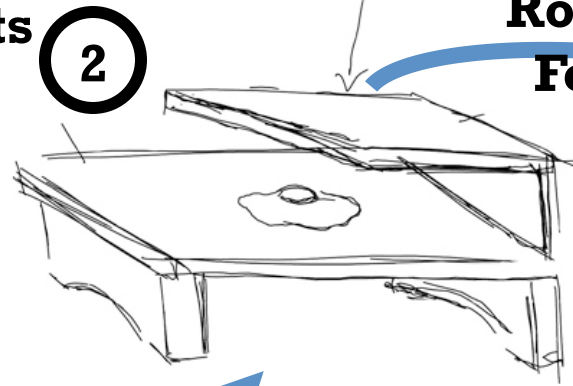
Change flexibility



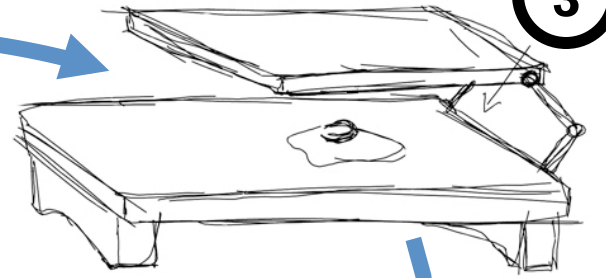
**Attach independent
functional components**
Elevate or lower



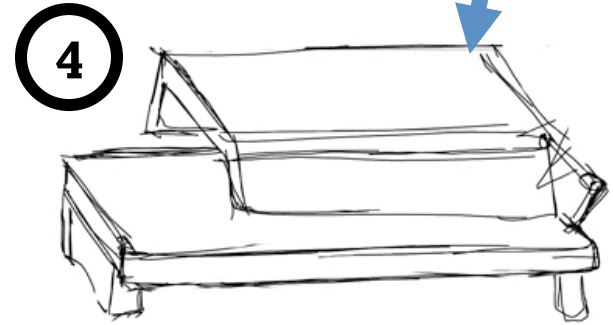
Adjust function through movement



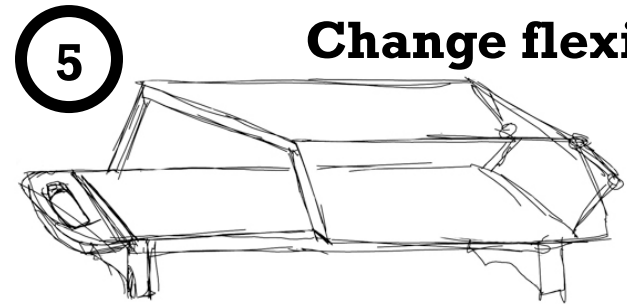
Rotate
Fold



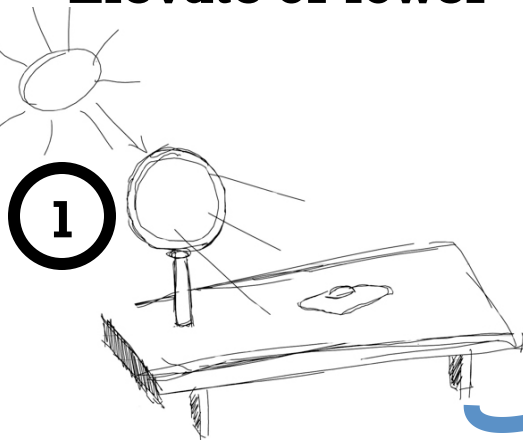
Cover or wrap



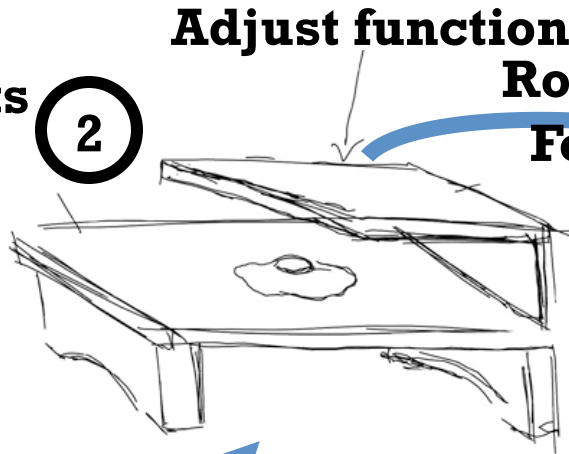
Change flexibility



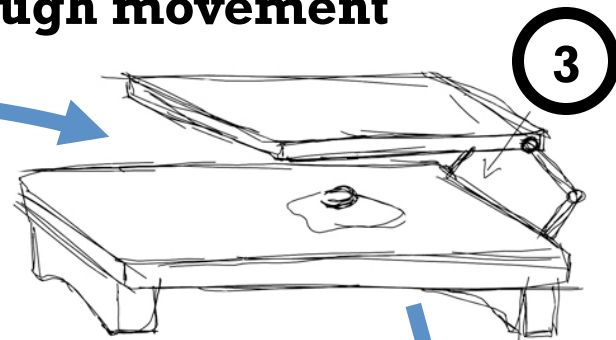
**Attach independent
functional components**
Elevate or lower



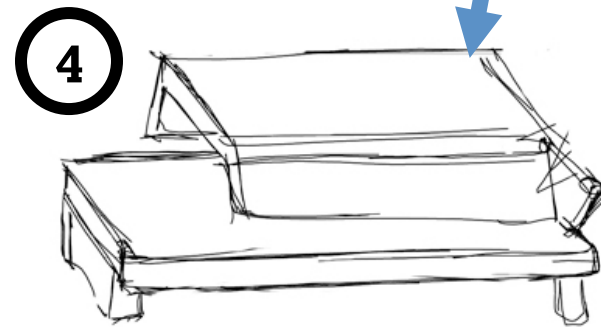
Compartmentalize



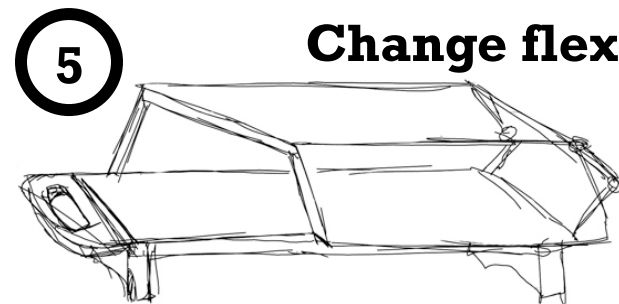
Adjust function through movement
Rotate
Fold



Cover or wrap

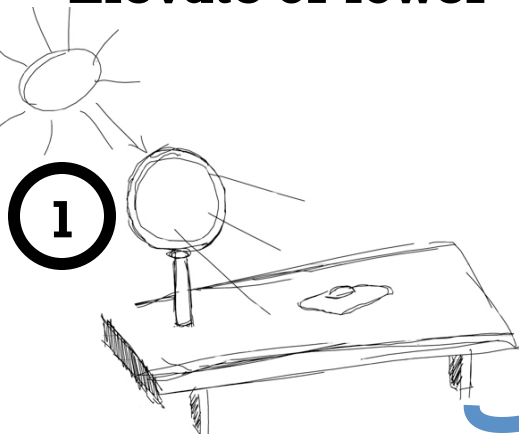


Change flexibility

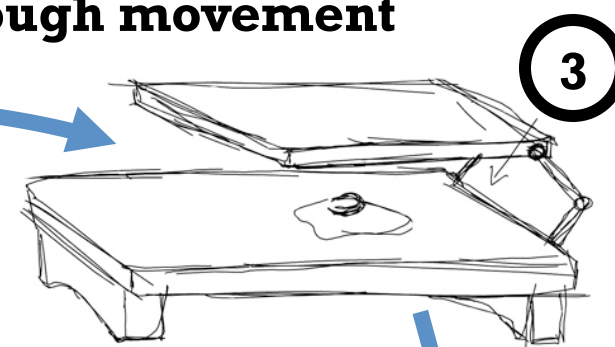
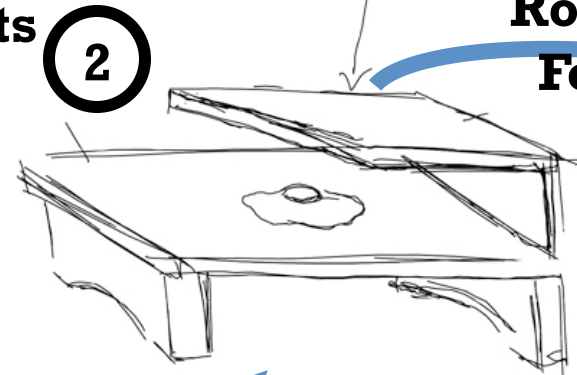


**Attach independent
functional components**

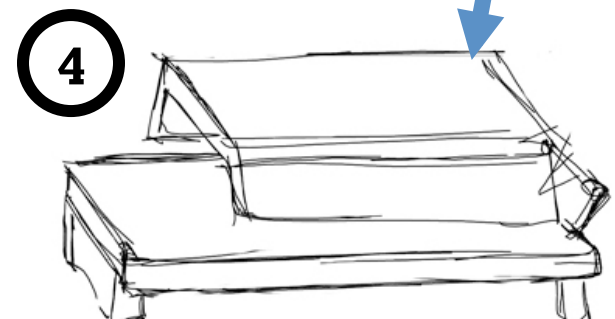
**Attach independent
functional components**
Elevate or lower



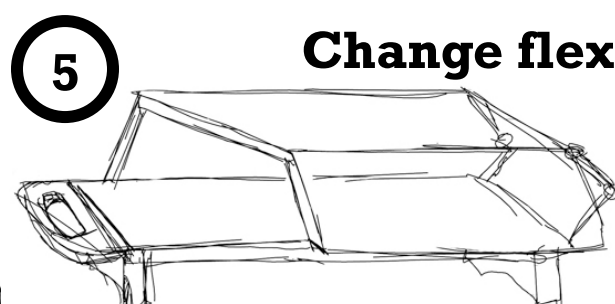
Adjust function through movement
Rotate
Fold



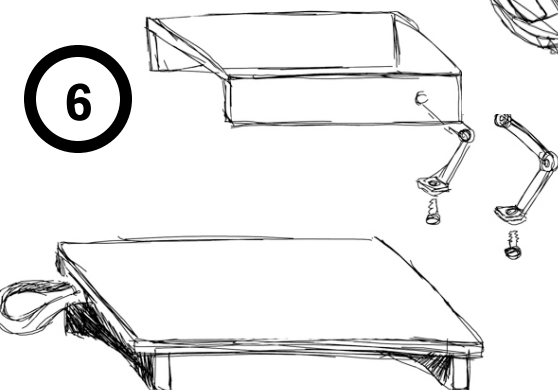
Cover or wrap



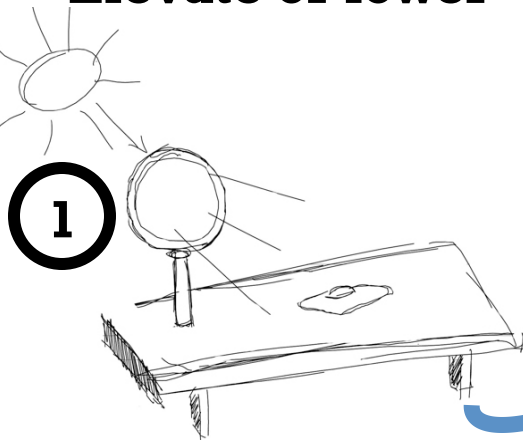
Change flexibility



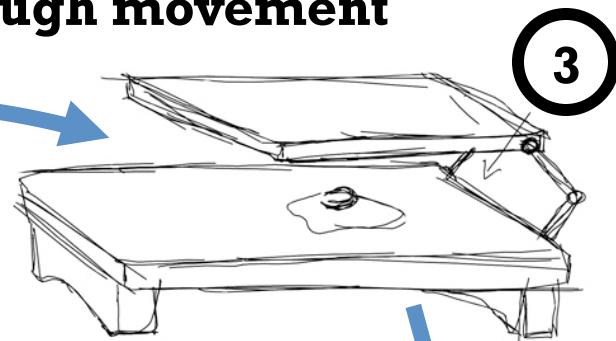
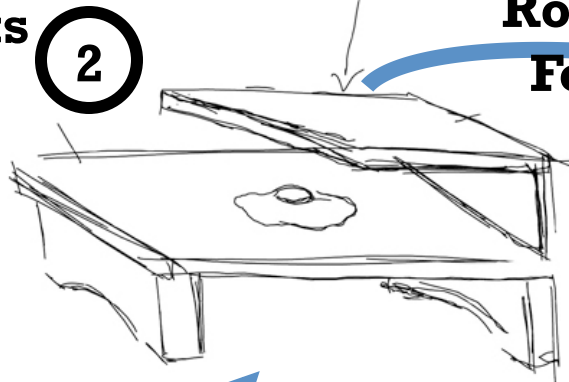
**Attach independent
functional components**



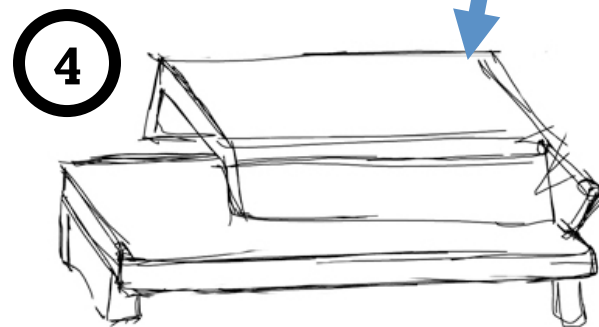
**Attach independent
functional components**
Elevate or lower



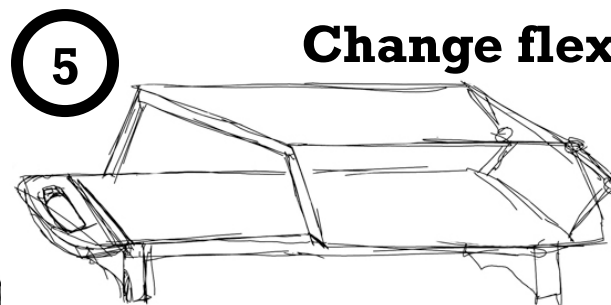
Adjust function through movement
Rotate
Fold



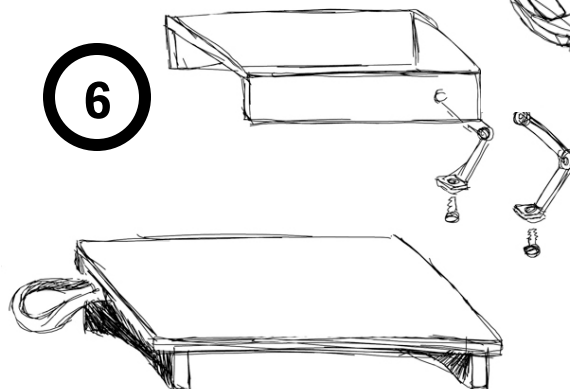
Cover or wrap



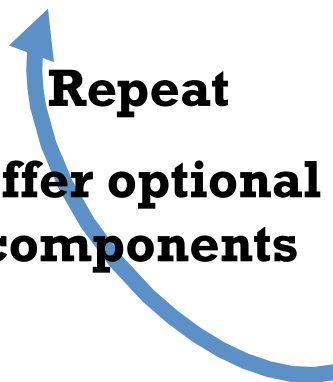
Change flexibility



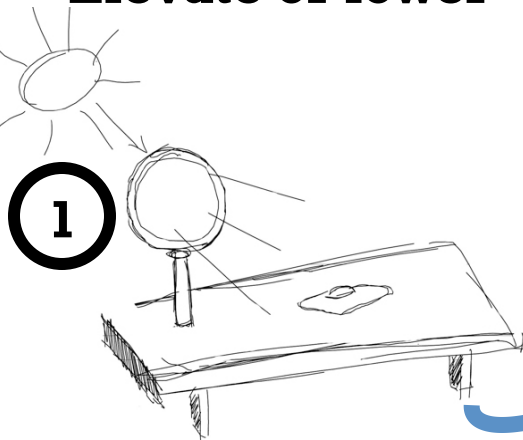
**Attach independent
functional components**



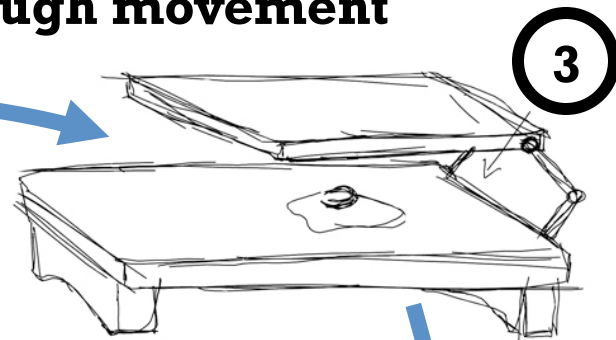
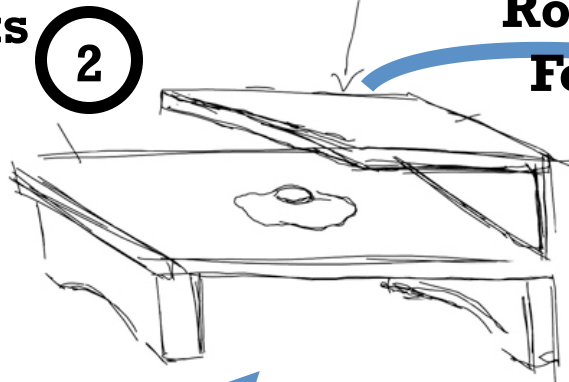
Repeat
**Offer optional
components**



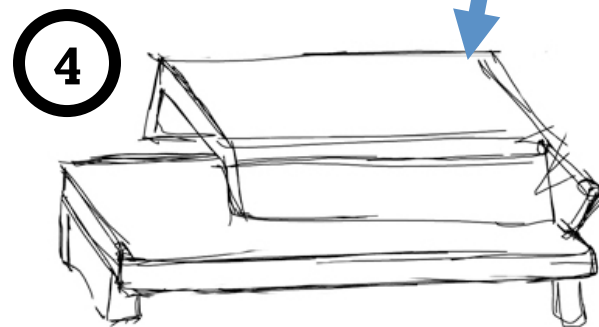
**Attach independent
functional components**
Elevate or lower



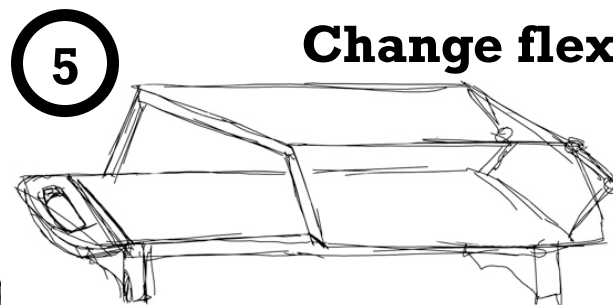
Adjust function through movement
Rotate
Fold



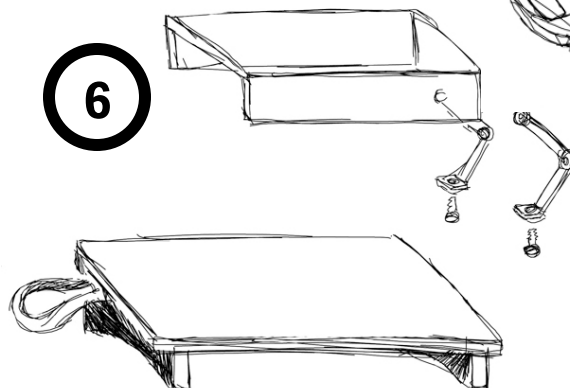
Cover or wrap



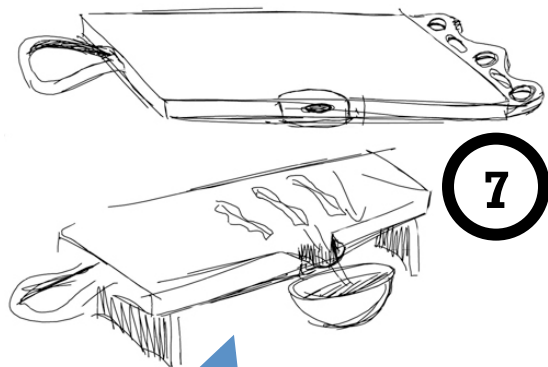
Change flexibility



**Attach independent
functional components**



Repeat
**Offer optional
components**



Compartmentalize

Take Away Points

- Concept development adds more opportunity for novelty and innovation
- As before, **don't fixate**
 - Look to take the best parts of your concepts and synthesize them together or transform them into something new
- Your goal: develop well-thought-out and articulated concepts

Practice Activity

- As a team, use Design Heuristics to transform the concept for a seating device that you have been given
- Use all three cards that your team is given to transform and develop the original concept

Brainwriting

- **As a team**, use your deck of Design Heuristics to transition and development your concepts. Write your modifications on the first concept sheet of the pack
 - Synthesize concepts together
 - Transition and develop existing concepts

Brainwriting

- **As a team**, use your deck of Design Heuristics to transition and development your concepts. Write your modifications on the first concept sheet of the pack
 - Synthesize concepts together
 - Transition and develop existing concepts
- Pass your concepts and concept sheet packet to the next team

Brainwriting

- **As a team**, use your deck of Design Heuristics to transition and development your concepts. Write your modifications on the first concept sheet of the pack
 - Synthesize concepts together
 - Transition and develop existing concepts
- Pass your concepts and concept sheet packet to the next team
- Look at the feedback your team received. Try to settle on **three** unique concepts