



## ***Bite Sized Events***

# Creative Design

Design and creativity are inevitably intertwined, but the design community rarely makes use of business creativity techniques, and the wider business community does not give enough recognition to the importance of design in its products and services, tending to think this is something that can be palmed off on experts.

The Creative Design bite sized event explores the overlap between design and creativity, uncovers the aims of design and through a series of exercises gives the participants a strong understanding of the principles of creative design.

### Goals

- To gain an understanding of the importance of design and its relation to creativity.
- To understand what makes a good (and bad) design.
- Understanding key design usability principles like mapping, feedback, visibility and conceptual models.
- To have practical experience of being more creative in the design process.
- To make better decisions about design and creativity in design.

### Outline

- **Introduction** – who the speaker is, why we are here, warm-up design exercise.
- **Why bother?** – A brief exploration of why there is a need for creativity, driven by the participants own ideas.
- **Design and Creativity** – Examining the links between creativity and design, and exploring the aims of design.
- **The Door lesson** – Uses different designs of door to understand how the design of one of the simplest conceptual products can strongly influence its usability and function.
- **Design exercise 1 – the hob** – By designing a new kind of cooker hob, the participants get a better understanding of how attractiveness, ease of use and functional ability are combined by the best designs.
- **Design icons**– Uses design classics from Apple, Citroen, French beer makers, Coca Cola and more to explore how the best design works.
- **Design exercise 2 – the good and the bad** – Discovering the best and worst examples of design in the work environment.
- **Software design** – The best software can be immensely complex yet easy to use – how is this possible, and why is some software so much more difficult?
- **Design exercise 3 - the media** – How does design effect different media? In this exercise, groups design their own medium presentation of an essential business message.
- **Inspired by nature** – Using natural elements to improve design both on a practical and aesthetic level.

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- **Design exercise 4 – the logo** – Looking at different logos to see how they make use of design elements to get the message across, then designing a logo for your organization/group.
- **Round up** – pulling it all together.

## Practicalities

The *Creativity Design* bite sized event lasts 1 to 1½ hours. To get the best opportunities for participation we recommend the longer duration. It can be staged in theatre style seating for any number of attendees, but if a horseshoe format is practical then it is preferred. The location should have a data projector, pads and pencils for attendees. As always, we can quote for provision of resources, but many clients find it more cost-effective and convenient to provide them.

Recommended book: *Imagination Engineering* for each attendee, which will expand their toolkit of techniques and give them much more experience of a framework for creativity.

## Pricing

Bite size events are priced at £800+VAT, assuming the client provides the venue, projector and housekeeping resources. The only other costs will be travel expenses for the presenter (first class rail or Inland Revenue mileage 40p/mile) and optionally cost of books for attendees. *Imagination Engineering* has a list price of £20.99, but we can offer it at £17.99 with further discounts for bulk purchases.

## Presenter

Your presenter will be agreed in advance. All our presenters are experienced managers, not just trainers. In the unlikely event that the agreed presenter is not available due to illness we will offer the choice of a backup presenter or rescheduling.