

DES505 Frameworks for Ideation and Experimentation

Level: 5

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

Synopsis:

One of the challenges in the design process is coming up with ideas and using prototypes to convince and demonstrate how your ideas work in reality. DES505 Frameworks for Ideation and Experimentation explores the benefits and traps, and the process of ideation and prototyping. Additional to the development of lateral thinking, risk taking, visualisation and prototyping abilities, participants get to actively engage in the iterative process of creative conceptualisation, experimentation, critical evaluation and refinement using a wide selection of methods, tools and techniques for ideation and prototyping.

Topics:

- Creativity and innovation: The myths, the types, the hindrances and the enablers
- Measurement of creativity
- Creative and innovative characters traits
- Problem statement and creative process
- Methods, tools and techniques for ideation
- Minimum viable offering/product
- Dimensions and types of prototyping
- Paper and tool-based prototyping
- Experience and service prototyping
- Designing experiments and experimenting with prototypes
- User testing and evaluation
- Pitching ideas and presenting experiment findings

Learning Outcome:

- Deconstruct the mindsets and behaviours of creative and innovative thinkers
- Formulate a clear problem statement for ideation session
- Discuss the role of prototyping as a design tool
- Illustrate how the process of ideation and prototyping leads to refinement of ideas
- Assemble appropriate methods, tools and techniques for idea generation
- Experiment ideas using different prototyping techniques and tools
- Critique on the feasibility of ideas using predefined criteria
- Use appropriate means to communicate key messages effectively
- Assess critically on the design discovery process and learning journey

Assessment Strategies:

Continuous Assessment Component	Weightage (%)
GROUP BASED ASSIGNMENT	50
Sub-Total	50
Examinable Component	Weightage (%)

ECA	50
Sub-Total	50

Weightage Total **100**