

What is a Studio and Why?

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**Studios: Incubators for Design Innovation**

- Basic Premise
  - Innovation depends on generating lots of ideas, then selecting the best
    - Brainstorming first, then selecting
    - Quick sketches vs. picture-perfect ideas
    - Feedback from other people

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**Brainstorming**

- Goal: Generate innovative ideas
- Rules
  - No evaluation of any kind is permitted
  - All participants think of wildest ideas possible
  - Emphasis on quantity (fluency) and variety (flexibility)
  - Participants build on or modify ideas of others

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## Studios

- Environment for design innovation
- Studio activities
  - Design Brief
  - Design Crits (Critiques)
  - Pinups (Evolution of recorded ideas)

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## Design Brief & Design Crit

- Presenting your design ideas to a group of peers for feedback
- Design Problem: Design a Dispenser for a medical use

Two movies showing studio brief, design crit and pinups examples.

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## Pinups

- Presenting your design ideas to a group of peers as an evolution of ideas
- Design Problem: Design a Dispenser for a medical use

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