



PROGRAM SUPPORT NOTES

What Inspires Design?

Program Support Notes by:

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(Secondary); Bachelor of Design,
Industrial Design (honors)

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For Teachers

Introduction

This program explores where ideas come from and the process of innovation, and how these are applied in the design industry. Looking at designers individually and collaboratively in design teams, the program also looks at the different approaches to innovation and inspiration.

The program looks at case studies of designers in various industries including: Monique Jedwab, Faculty of Design Lecturer, Swinburne University; Hamish Lyon, Design Director, NH Architecture; Vanessa Rochman, Head Designer, Metalicus; Aaron Wallace, Landscape Architect, Convic Design; David Pritchard, Industrial Designer, Invetech. Through the interviews students will also gain an understanding of where designers work across a variety of industries. Students will gain an insight into how designers use creative and critical design thinking methods and techniques to generate and select ideas.

Timeline

00:00:00	What is inspiration?
00:03:50	Sources of inspiration: past innovation and creativity
00:07:42	Sources of inspiration: collaborative approaches
00:12:34	Inspiration and innovation
00:15:56	Credits
00:16:52	End program

Related Titles

Designers at Work
Control Systems in Design Technology
Managing a Design Project
Designer Case Studies – Architecture, Crafts and Industrial Design
Designing Fashion
Factors of Design Series

Recommended Resources

- <http://www.core77.com>
- <http://www.foj.com/lateral/>
- <http://www.jonahlehrer.com>
- <http://edwdebono.com/debono/qtraina.htm>

Student Worksheet

Initiate Prior Learning

1. What is the definition of innovation? What is the definition of inspiration?

2. Describe how innovation and inspiration can affect the development of a product.

3. Describe some of the different ways a designer might be able to find inspiration for a design.

4. Do you think inspiration comes from working alone in isolation, or as a group of people discussing different ideas?

5. As a class, list all of the places or things that might provide inspiration.

Active Viewing Guide

What is inspiration?

1. Explain what led to the development of Velcro™.

2. Monique Jedwab describes some things that might help inspire designers. List four of these and how might they generate inspiration?

3. Complete this sentence.

Inspiration is not just a 'light bulb' moment but an ...

4. Circle true or false to the following statement.

Designers are taught to find inspiration from everything around them.

True or False

Sources of inspiration: Past innovation and creativity

5. Circle the correct answer to the following question.

What old object in New York gave Vanessa Rochman inspiration for a fabric design?

- a) cars
- b) metal drain pipes
- c) flowers
- d) paintings

What Inspires Design?

6. Does inspiration build upon previous efforts? How does this help in the development of a product?

7. Explain how new technologies can influence the product development process.

Sources of inspiration: Collaborative approaches

8. If inspiration is a personal thing, do you think teamwork will limit creativity? Explain your answer.

9. Answer true or false to the following statement.

Designers can get their inspiration from their clients.

True or False

10. Can a designer who relies solely on their own creativity limit a design's potential?

11. Some of the best buildings in the modern era are designed through collaborative processes. Who might an architect collaborate with during this process? Name four types or groups of people.

What Inspires Design?

Inspiration and innovation

12. What three things can make a design innovative?

13. List some ways that designers can be innovative.

14. Can innovation help people do tasks in a more efficient and friendly manner? Explain your answer.

15. Circle the correct answer to complete this statement.

An advantage of a designer working with a large group of people from around the world is:

- a) Talking to lots of people they don't know
- b) Being exposed to an idea that they would not normally encounter
- c) Seeing how many people they can work with
- d) Trying not to do their design by themselves

What Inspires Design?

Extension Activities

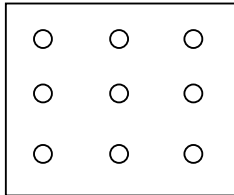
1. List as many different uses for a paperclip as possible. Be creative.

2. As a group, collaborate and discuss the different ways that a paperclip can be used.
3. In small groups, or pairs, draw some small squiggles or shapes on a page, then swap the pieces of paper with another student and get them to create/draw a product or idea (using the original squiggle) that the group could use.
4. Identify something in the classroom and think of a way it could be used differently or made to work better. Discuss your reasoning.

5. Look at creative problem solving questions for innovative thinking tasks. Start with the following example.

Nine Dots

Link all 9 dots using four straight lines or fewer, without lifting the pen and without tracing the same line more than once. (See provided web references for more examples of creative problem solving questions.)



Suggested Student Responses

Initiate Prior Learning

1. What is the definition of innovation? What is the definition of inspiration?
Inspiration: The process of being mentally stimulated to do or feel something, especially to do something creative.
Innovation: A new method, idea, process, product, etc.
2. Describe how innovation and inspiration can affect the development of a product.
Answers may vary but may include, make new ideas, improve on an existing product, create new things, change the way something is done, be totally different.
3. Describe some of the different ways a designer might be able to find inspiration for a design.
Answers may vary but may include, look at existing ideas, look at other things or processes, observe what is around them, talk to other people, experiment with different ideas.
4. Do you think inspiration comes from working alone in isolation, or as a group of people discussing different ideas?
Answers will vary
5. As a class, list all of the places or things that might provide inspiration.
Answers will vary

Active Viewing Guide

What is inspiration?

1. Explain what led to the development of Velcro™.
George De Mestral observed that the burrs had tiny hooks that caught a dog's hairs. He then spent 10 years finding a way for the materials to be joined together using this technique.
2. Monique Jedwab describes some things that might help inspire designers. List four of these and how might they create inspiration?
**Something, someone, music, poetry, people, movie, nature, flowers.
Designers take a little piece of these to use in their own designs for inspiration.**
3. Complete this sentence.

Inspiration is not just a 'light bulb' moment but an **awareness or a gradual evolving process allowing information and new ideas to flow.**

4. Circle true or false to the following statement.

Designers are taught to find inspiration from everything around them.

True or **False**

Sources of inspiration: Past innovation and creativity

5. Circle the correct answer to the following question.
What old object in New York gave Vanessa Rochman inspiration for a fabric design?
a) cars
b) metal drain pipes
c) flowers
d) paintings
6. Does inspiration build upon previous efforts? How does this help in the development of a product?
Yes, it looks at what has been done on the past and tries to improve on this.
7. Explain how new technologies can influence the product development process.
New technologies can assist in changing products or architecture to reflect new ideas and the speed with which new things are done.

Sources of Inspiration: Collaborative approaches

8. If inspiration is a personal thing, do you think teamwork will limit creativity? Explain your answer.
No, each person brings an idea to the table then evaluating these ideas from their own perspective to create new ideas.
9. Answer true or false to the following statement.

Designers can get their inspiration from their clients.

True or **False**

What Inspires Design?

10. Can a designer who relies solely on their own creativity limit a design's potential?
Yes, the best ideas often come from collaboration especially with those who have the greatest use out of the end product
11. Some of the best buildings in the modern era are designed through collaborative processes. Who might an architect collaborate with during this process? Name four types or groups of people.
Answers will vary but may include: furniture designers, fashion designers, industrial designers, graphic designers, engineers, clients, stakeholder groups and government authorities.

Inspiration and innovation

12. What three things can make a design innovative?
**Original ideas
Changing an existing idea
Creating an advantage over an existing design**
13. List some ways that designers can be innovative.
**Materials that can be used
The processes that are used
Looking at different industries
Trying to find a new edge or approach**
14. Can innovation help people do tasks in a more efficient and friendly manner? Explain your answer.
Yes, innovation leads to developments in technology which can change the way we do things, (personal computer as an example)
15. Circle the correct answer to complete this statement.
- An advantage of a designer working with a large group of people from around the world is:
- a) Talking to lots of people they don't know
 - b) Being exposed to an idea that they would not normally encounter**
 - c) Seeing how many people they can work with
 - d) Trying not to do their design by themselves

Extension Activities

1. List as many different uses for a paperclip as possible. Be creative.
Answers will vary but could be many if students change the materials, size, use, shape etc of a simple paper clip.
2. As a group collaborate and discuss the different ways that a paperclip can be used.
Answers will vary but could be many if students change the materials, size, use, and shape etc of a simple paper clip; number of ideas should be higher than as an individual.
3. In small groups, or pairs, draw some small squiggles or shapes on a page, then swap the pieces of paper with another student and get them to create/draw a product or idea (using the original squiggle) that the group could use.
Answers will vary
4. Identify something in the classroom and think of a way it could be used differently or made to work better. Discuss your reasoning.
Answers will vary but should draw on personal observations
5. Look at creative problem solving questions for innovative thinking tasks. Start with the following example.

Nine Dots

Link all 9 dots using four straight lines or fewer, without lifting the pen and without tracing the same line more than once. (See provided web references for more examples of creative problem solving questions.)

