

# How to generate Innovative, Creative & Imaginative design ideas...

| Mark band | Description   |
|-----------|---|
| 16-20     | <p>Imaginative, creative and innovative ideas have been generated, fully avoiding design fixation and with full consideration of functionality, aesthetics and innovation.</p> <p>Ideas have been generated, that take full account of on-going investigation that is both fully relevant and focused.</p> <p>Extensive experimentation and excellent communication is evident, using a wide range of techniques.</p> <p>Imaginative use of different design strategies for different purposes and as part of a fully integrated approach to designing.</p> |

This is part of the GCSE mark scheme for the Design & Technology NEA. This section is all about generating design ideas which stand out and how you create ideas for your project.

To be innovative, means that you are more than just creative and imaginative when you design, being innovative means making something:

- New
- Exciting
- Eye catching
- Inventive
- Bold
- Shocking
- Unique
- Extraordinary
- Revolutionary
- Surprising
- Unusual
- Remarkable

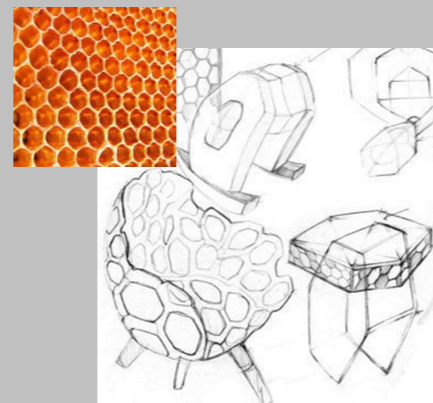
This can be very challenging and means that students need to use some different design strategies (ways to design), to make their ideas stand out and allow them to take design risks. A design risk is when a designer does not settle for the an easy product, form, texture or material but challenges themselves to be original.

You will also need to avoid design fixation, which is when a designer focuses on one form, design or product type. You must show variety in your ideas and create a selection of solutions.

In the GCSE NEA you will be asked to take design risks and use a variety of design strategies to create a variety of different design solutions, doing this will allow you to achieve high marks for idea generation. This sheet will show you some different design strategies to support you to take design risks and create innovative design ideas.



## Inspired Designs -

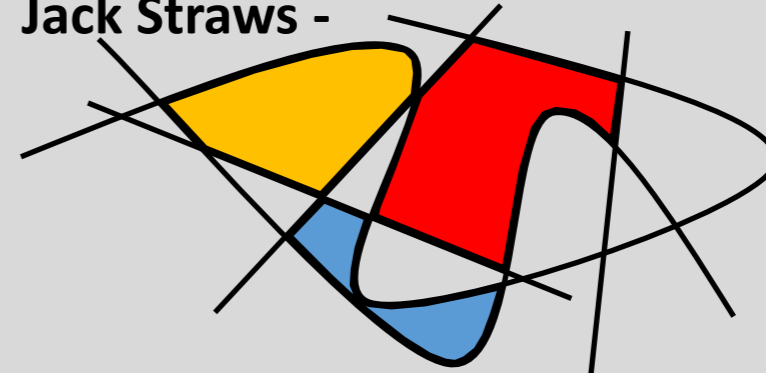


Collect image which relate to your clients preferences, your own style or a chosen theme. Use the forms, textures, colours and shapes within the images to inspire your own product designs.

This technique will help you to have a stronger sense of style / aesthetic in your designs.



## Jack Straws -

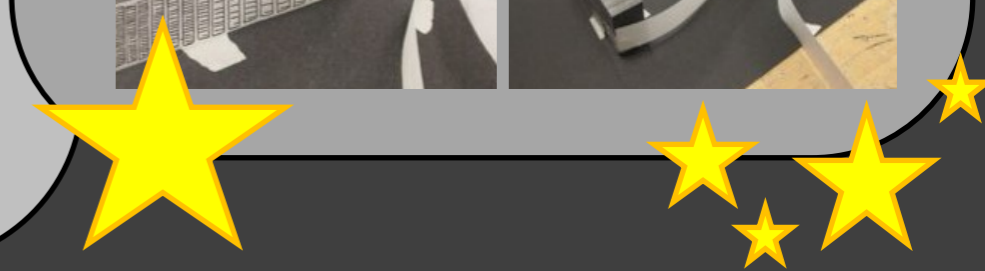
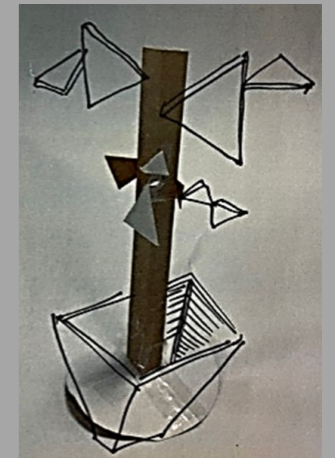
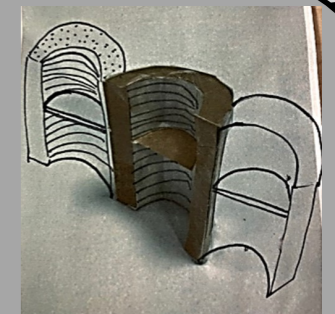


Draw 6-10 straight and curved lines which overlap. This will create new abstract shapes which are interesting and exciting. Colour in the new shapes which you find most interesting. Use these shapes can help you to create different parts of your product e.g. the overall form / shape of your product, the pattern on the surface of your product or even just a small element such as a collar or handle. This strategy helps designers to move away from simple or easy shape such as squares, circles, cubes and cylinders.



## Rapid Modelling -

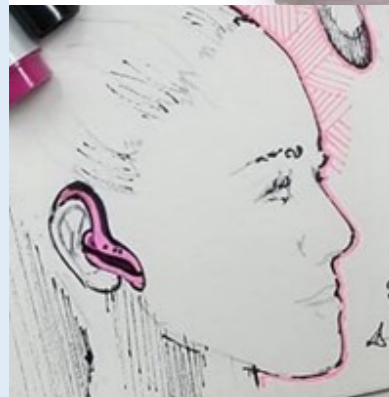
Using pieces of paper and cardboard to model can free up your imagination. It can let you to see how a product might look in 3D and allow you to try shapes and forms which you cannot draw. Simple models can be made very quickly and then the new forms sketched from observation of the model. Additionally, the models can be photographed and the printed images can be sketched over. Images can be printed many times and each time additional changes can be made.



# How to PRESENT & EXPLAIN your design ideas clearly...

When you present your ideas, you must consider how a viewer would understand your design and design choices, even if you were not there to explain it to them. Follow these tips to ensure your designs are clearly presented and explain your design intentions.

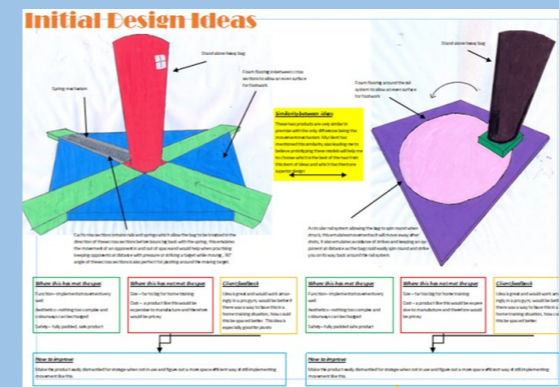
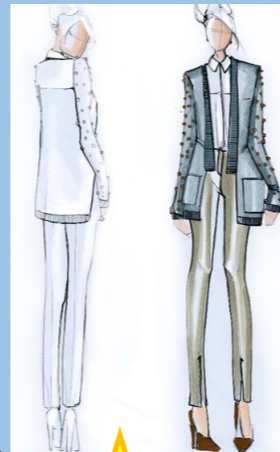
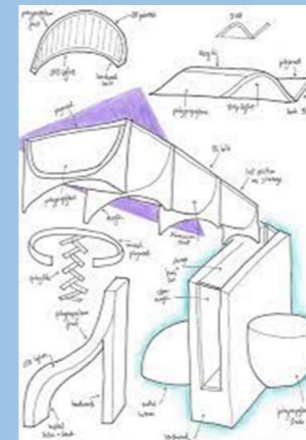
## Human Scale -



Show a human scale in your designs e.g. the product in a hand, being worn, someone sitting in it. This will help the viewer understand the scale of the product and how someone should user interact with it.



## Add Colour -



## Annotations -

Adding notes / annotations to your designs will help the viewer to understand your ideas. Here are the ways to be successful in adding annotations.

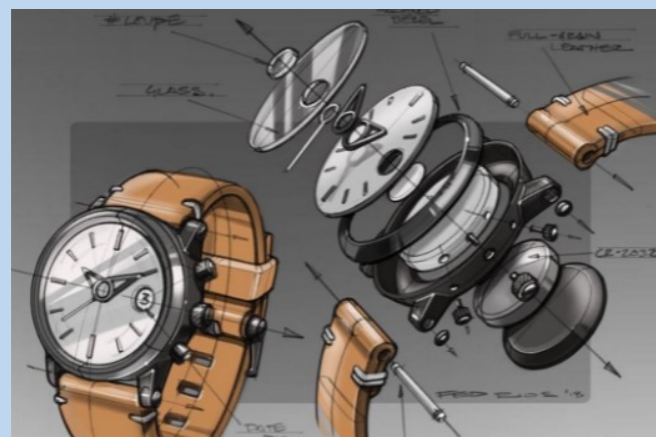
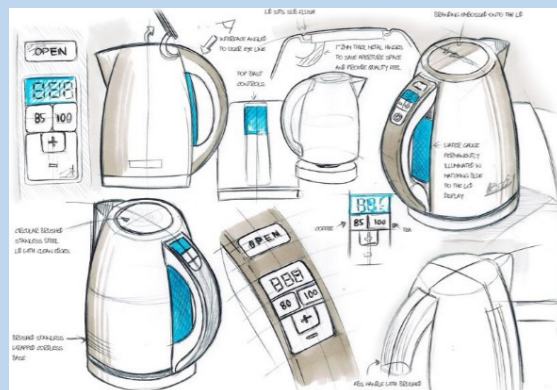
- Keep note concise
- Link to your client / user
- Use key subject vocabulary e.g. not wood, but plywood, pine, oak etc.
- Ensure annotations do not cover your design

Areas to discuss:

- ◆ What style is the product? Why have you chosen this style? How does the style of your product meet your customers preferences?
- ◆ How much do you think this product would cost? Budget, mid range, luxury?
- ◆ How will your design appeal to your customer?
- ◆ Is the product safe? Have you included any safety features?
- ◆ How big is your product? Give rough dimensions, not large / small
- ◆ What does your product do? How does it do this / how does it function? Does your product have any special features? How will this function help your client?
- ◆ What materials does the product use? Why have you chosen these materials? Ask your teacher for a materials textbook to support you with this.

## Multiple Views

It is easier to understand a product design when lots of information is given about the product, its appearance, materials, how it functions, special features and small details. The best way to communicate this information is through sketching multiple angles and views of your product. You can take the product apart, show it in use, add zoomed in views to show smaller details which are not able to be seen in a full product sketch. These sketches can be small in size and placed next to the whole product sketch.



## Key Vocabulary for Annotation

- Aesthetics
- Customer / Client / User
- Cost
- Environment/ Sustainable
- Dimensions
- Safety
- Function/ Functionality
- Material/ Materiality
- Manufacture
- Ergonomics
- Comfort
- Context
- Tactile
- Adjustable
- Multifunctional
- Flexible