

# Ideation & Sketching

COSC 480: User-Centered Design

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# Critique T3

# Receiving Feedback

- Introduce your work
- Invite constructive criticism
- Listen with an open mind
  - Don't be defensive
  - Don't take it personally
  - Be positive and polite
- Take notes

Source: <http://www.aiga.org/how-to-survive-a-critique/>

# Offering Feedback

- Avoid creating a climate of fear
- Use the “hamburger method”
- Focus on “why”
- Make actionable suggestions
- Respond to the work — and to the person

Source: <http://www.aiga.org/how-to-survive-a-critique/>

# Team Rose

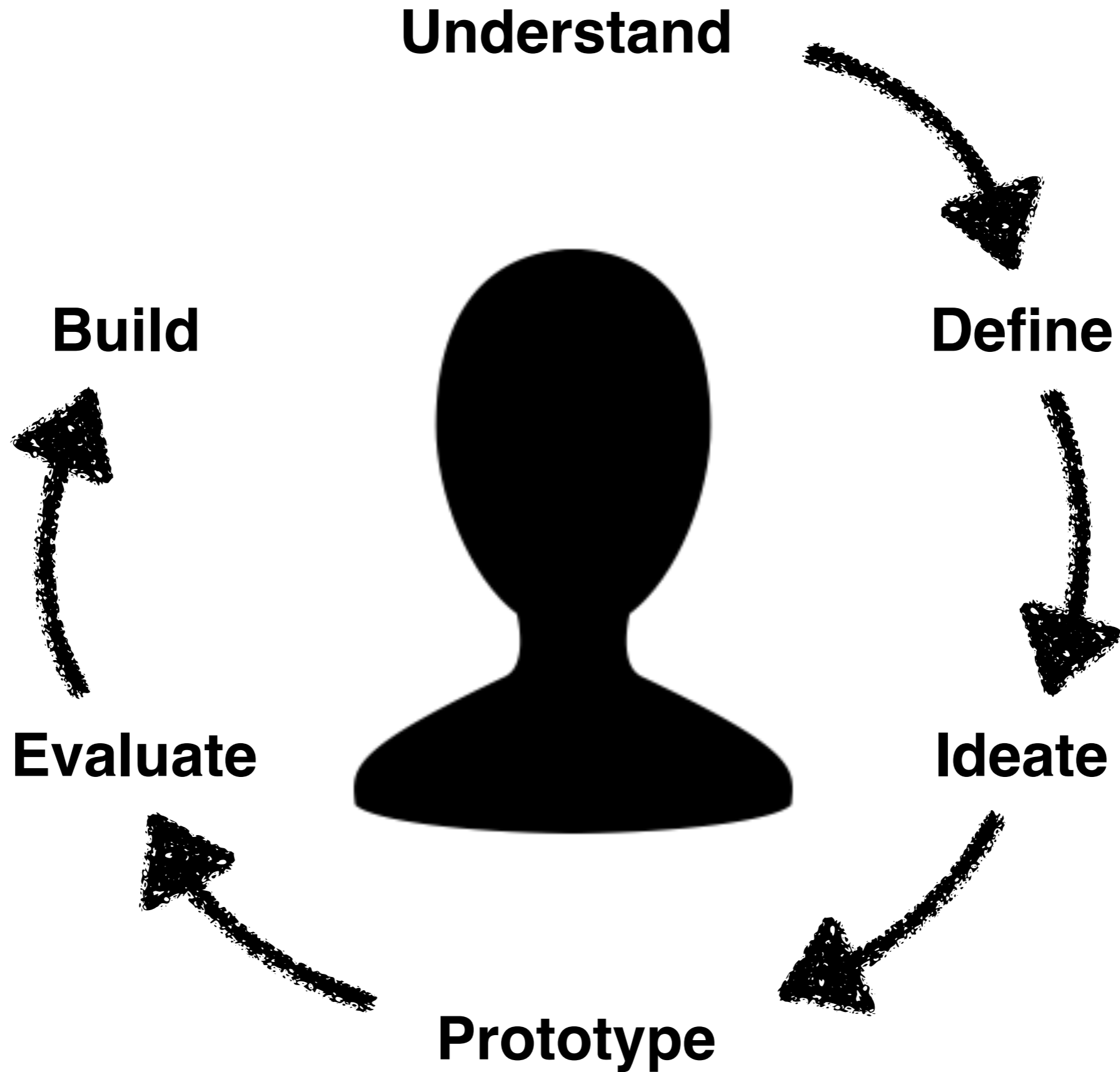
# Team TBQ

# Team Mango

# Team Mango



# Sketching & Ideation





## Chapter 7: Design Thinking, Ideation, and Sketching

# Sketching

- Sketching is the rapid creation of freehand drawings expressing preliminary design ideas, focusing on concepts rather than details.
- Sketching is a visual medium for exploration and brainstorming.
- The act of making the sketch is part of the brainstorming process, allows you to visually “think through” your ideas.
- Sketches are inexpensive and disposable, not refined.