

The Influence of Design

Summary

Create a simple design influenced by creative techniques.

Primary Workplace Readiness Skill

Creativity and Innovation

Secondary Workplace Readiness Skills

Critical Thinking and Problem Solving

Initiative and Self-Direction

Continuous Learning and Adaptability

Vocabulary

- Creativity
- Resourcefulness
- Design
- Ideas
- Product improvement
- Initiative
- Self-motivated
- Being different/unique
- Adapting to new situations
- Overcoming obstacles
- Overcoming self-doubt
- Sustainability
- Workplace resources
- Recycle and re-use of resources
- Intellectual property
- Original
- Innovation
- Curiosity
- Research
- Discovery
- Networking
- Practicing creativity
- Discipline
- Revision
- Integration of existing ideas to create a new one
- Assimilation
- Synthesis

Context Questions

- How can creative thinking set you apart from your peers or coworkers?
- How can you demonstrate creativity and resourcefulness in a job interview?
- How is being a creative employee beneficial to your employer?
- How is being a resourceful employee beneficial to your employer?
- How do creativity and resourcefulness interrelate? How do they differ?
- What are some ways to increase or exercise your creativity? Can creativity be learned?
- What are some common examples of being creative and resourceful in the workplace?
- What are the differences among copyright, trademark, and patent?
- How can creativity and resourcefulness affect a business's bottom line?
- What additional workplace readiness skills are closely related to creativity and resourcefulness? Or which are needed to complete this activity?

Guidelines

1. Sketch a new, original design for a product. Here is a [basic watch-face template](#). Print it and sketch.
2. Watch this You Tube video: <https://www.youtube.com/watch?v=Pth60EWA8Qs> ("6 Steps To Increase Your Creativity In Everyday Life," Valorian)

3. Pretend now that the client/boss likes your original design idea, but wants it to be influenced by environmental concerns.
4. Try to apply at least one of the creativity techniques presented in the video. We summarize the techniques as the following:
 - Step 1: Stand Out. Do not be afraid to be different.
 - Step 2: Take time every day to be creative. You need practice.
 - Step 3: Be curious. Read. Research. Connect with others who can bring you knowledge.
 - Step 4: Take care of yourself physically.
 - Step 5: Connect diverse fields and ideas. Travel.
 - Step 6: Relax. Get rid of the pressure. Don't force it. Get past bad ideas or attempts.
5. Re-sketch (revise) your final design, based on the environmental concern.
6. Submit final documentation along with your sketch:
 - Identify the integration of environmental issues within your design.
 - Identify the influence of your chosen creativity technique on your final design, or how it affected the production of your design.

Evaluation

See [rubric](#)

Reflection after Completion (may be a questionnaire or included as part of the proposal)

- How many sketches or revisions did you make until you were happy?
- What is your relationship to revision or failing at something?
- How do you move forward after you fail at something or get rejected?
- What is the relationship of personal fears and self-doubt to ideas?
- What was the most difficult part of creating your design?
- What steps did you take to come up with your design? Did you use research? Did you consult with anyone else?
- What is your creative process?
- Did you learn anything about creativity through this activity?
- What did you think about your design? In what ways did it succeed or fail? What were the surprises?
- What might be the next steps after your idea was accepted?
- How could you continue to be more creative in the future?

Notes:

It is recommended that students use a square wristwatch face as their choice of product design, unless they have one that is more particular to their industry like some other piece of technology. Or perhaps choose to focus on the way a product or tool is used and make design modifications based on the environmental concern. However, for the sake of the exercise, it might be easiest to limit the design to simple aesthetic: how something looks rather than how it performs.

The environmental concern can really be anything current, both positive and negative. Positive issues might be green technology solutions like energy savings and sustainability issues, or just the beauty of the natural world. Negative issues might include pollution, overcrowding, lack of natural resources, or

even war and nuclear threat. Design can still make these things which might be ugly in our minds into interesting or even beautiful objects.

Example:

1. I chose a square wristwatch face on which I made a simple design of what I would like the watch to do, which was to show the time.
2. I watched the video and chose “Step 5: Connect diverse fields and ideas. Travel.”
3. Because I did not have time to really travel, I took a walk around my neighborhood and just tried to observe things. I turned off all devices, left my dog at home, and concentrated on what I observed as if I was seeing it for the first time. My neighborhood is in the city, but there are still a number of trees and an abundance of dogwood trees in particular. It was winter when I did this, so the branches of the dogwood trees are very gnarled, meandering, contorted and brittle looking. It gave me both a feeling of fragility but also one of unified strength against the winter that left them bare. I thought of them holding up over time and how this connected with the watch idea. But I also went online to research other watch face ideas to improve my own, which is what everyone should do a bit of, just to ensure his/her idea is truly unique. Paired with the environmental issue concern, I re-designed my original sketch which wanted to use both traditional clock arms and numbers to effectively communicate the time. This explanation would be submitted as my design documentation. Here is my final design:
4. When I was working through this idea, I also thought that it should use a digital display with LED and perhaps be touch activated, so that it lit up when touched. Other concerns might have been for waterproofing or making the watch from sustainable products, or even using dogwood materials within the construction.
5. [Go here](#) to see my final design.

Differentiation:

1. Technology use—use word graphic design software to create the design
2. Multisensory options—include online research, project finished drawings/images
3. Community connections—try to reflect your community environment in the design
4. Small-group learning—brainstorm ideas, research together, collaborate in teams, and choose the best ideas or one to complete
5. Vocabulary strategies—word wall and matching, match words or phrases under each term in the skill area, “creativity” and “resourcefulness”
6. Student organization of content—final product should produce an image, but also an explanation of the influences and the tie-in with the environmental issue you chose.

Resources:

- Steven Johnson, “Where Good Ideas Come From” (video):
<https://www.youtube.com/watch?v=NugRZGDbPFU>
- Bite Size Psych, “Only 3% of people pass this creative test, can you?” (video):
<https://www.youtube.com/watch?v=aH2II5bwpKw>
- Alann Okun, Buzzfeed, “19 Genius Improvements To Everyday Products” (article)
https://www.buzzfeed.com/alannaokun/improvements-to-everyday-products?utm_term=.vvlRVG3Oo#.ntQ63r89j
- Harvard i-lab (Innovation Labs), “Increasing Your Creative Capacity,” (video):
<https://www.youtube.com/watch?v=vI8nXdi-ir8>