



# Thematic Studio II 2021

English Design BA, Dept. of Design, Aalto ARTS



# **MON 9.2.**

# **IDEATION EXERCISE**

Thematic Studio II 2021

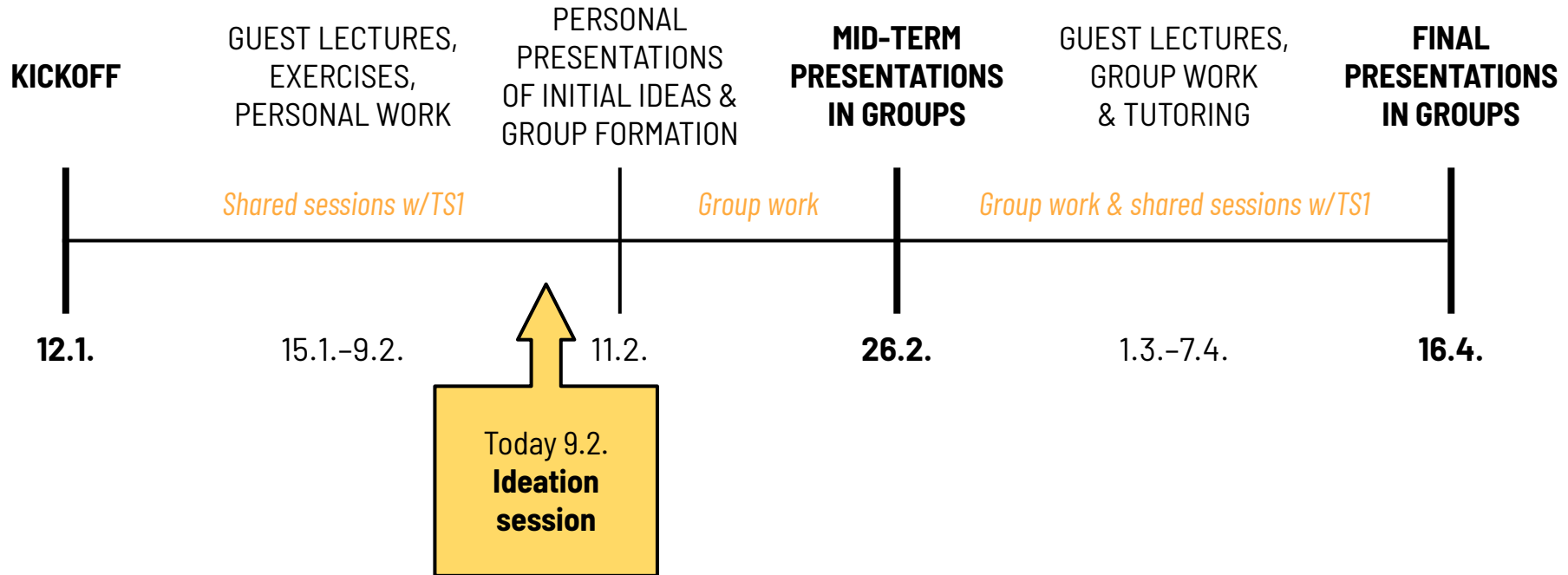
Good morning!

How is everyone?



Turn on your camera and microphone at least to say hi!

# Where are we on the course timeline



# Agenda for today

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<b>09:15</b>	<b>Good morning!</b>	Today's agenda Where are we with the course
<b>09:30</b>	<b>Topic of today: Ideation</b>	What is Ideation? Why are we doing this? Ways of working
<b>09:40</b>	<b>Warmup &amp; preparation</b> (20 min)	Word associations: Learning & Play Downloading PDF materials
<b>10:00</b>	<b>Exercise #1: Framing</b> (30 min)	On ideation template, ideate "How might we X so Y can Z" Positive and negative ideation, flipping opposites
<b>10:30</b>	<b>4-3-5 Brainwriting</b> (25 min)	On brainwriting template, write ideas down and pass them on to the next person to build on.
<b>10:55</b>	<b>Group Discussion</b>	Finished? How are we doing?

# Agenda for today

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<b>11:00</b>	<b>Individual work</b> (15 min)	Sketch out the Idea Documentation: What is the idea in practice? What makes the solution promising? What makes it challenging?
<b>11:15</b>	<b>Review &amp; Clustering</b> (30 min)	
<b>11:45</b>	<b>Feedback</b>	
<b>12:00</b>	<b>Lunch Break!</b>	
<b>13:15</b>	<b>Taking ideas further</b>	Idea methods (Markku)

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# Today's method: **Designbites Ideation Toolkit**

[https://designbites.aalto.  
fi  
/toolkits/ideation-toolkit/](https://designbites.aalto.fi/toolkits/ideation-toolkit/)

**DESIGN  
BITES**

TOOLKITS

INSIGHTS

## **TOOLKIT for IDEATION**

### **Why?**

Ideation is a great way to create a large quantity of ideas with a wide variety. Exploring solutions that are easy and obvious is an essential component of the design process. Although it may seem counterintuitive to consider wild ideas that are bizarre or preposterous, it is useful to embrace these as they may be paving the way for workable solutions that are smarter, more novel, and have a higher chance of success.

### **How?**

The ideation toolkit is free to use, to support your team in developing better solutions. Below you will find a handbook for the facilitator, a cheat sheet, as well as printout templates for a physical session and a template for a virtual session.

We recommend starting by reading the handbook. Do reach out to us if you have any questions or



# Ideation





# What is “ideation”?

*“Design ideation can be seen as a matter of generating, developing and communicating ideas, where ‘idea’ is understood as a basic element of thought that can be either visual, concrete or abstract.” (Jonson 2005)*

Ideation can be defined as a process for helping formulation of loosely developed ideas for the purpose of innovation and product development. It can be used as a part of design and development process in service and product design, engineering and visual communication. Ideation can be helpful in focusing ideas towards a concrete outcome, often by working together in a group.

*Jonson, B. Design ideation: the conceptual sketch in the digital age. Design Studies Vol 26 No. 6 November 2005.*

# Why are we ideating today?

The first part of the course has been concerning the topics of the Thematic Studio course: this year **“Learning” and “Play”**.

I hope you have been able to study these topics and have found content that is interesting to you. On **Thursday this week** you will have an opportunity to present to others your ideas for concepts you feel should be explored in these topics.

Today’s session is aimed to help you **formulate ideas into clearer propositions**. You can use the output from this workshop as basis for your presentation, or if you already have a clear idea about what to do, you can use this chance to focus and sharpen details together with others.

# Ways of working

We will be working both individually as well as in groups. For the goals of today it is helpful to maintain an attitude of **“Yes, and” rather than “Yes, but”**.

Today is about finding new perspectives and generating a mass of raw ideas.

The goal is to diversifying thinking around the solution to find hidden potential and promising directions, rather than to find a perfect, fully formed idea.

Unusual and wild ideas are welcome. In ideation, **quality comes through quantity** - we're aiming for a mass of ideas to generate a few diamonds in the rough, rather than trying to get a good average quality.

# Warmup!

1. In single words,  
describe what comes  
to your mind when you  
think about the word  
**LEARNING?**



DISCUSS!  
2 min

# Words!

Leaving the  
comfort zone

Something new

Motivation

Growing

From Mistakes

# LEARNING

Process

From experience

At School

Effort

Challenge

From Peers

2. How about what  
comes to your mind  
when you think about  
the word **PLAY**?



**DISCUSS!**  
2 min

# Words!

Imagination

Experiment

Fun

Social

Toys & Props

PLAY

Safe

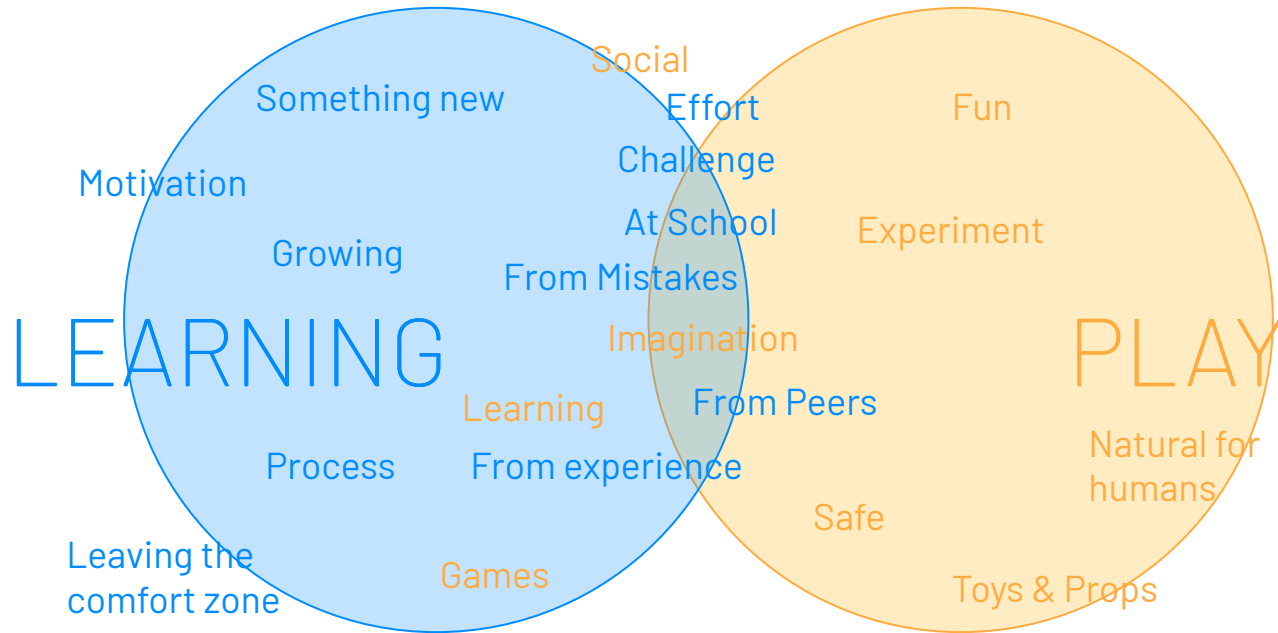
Learning

Natural for humans

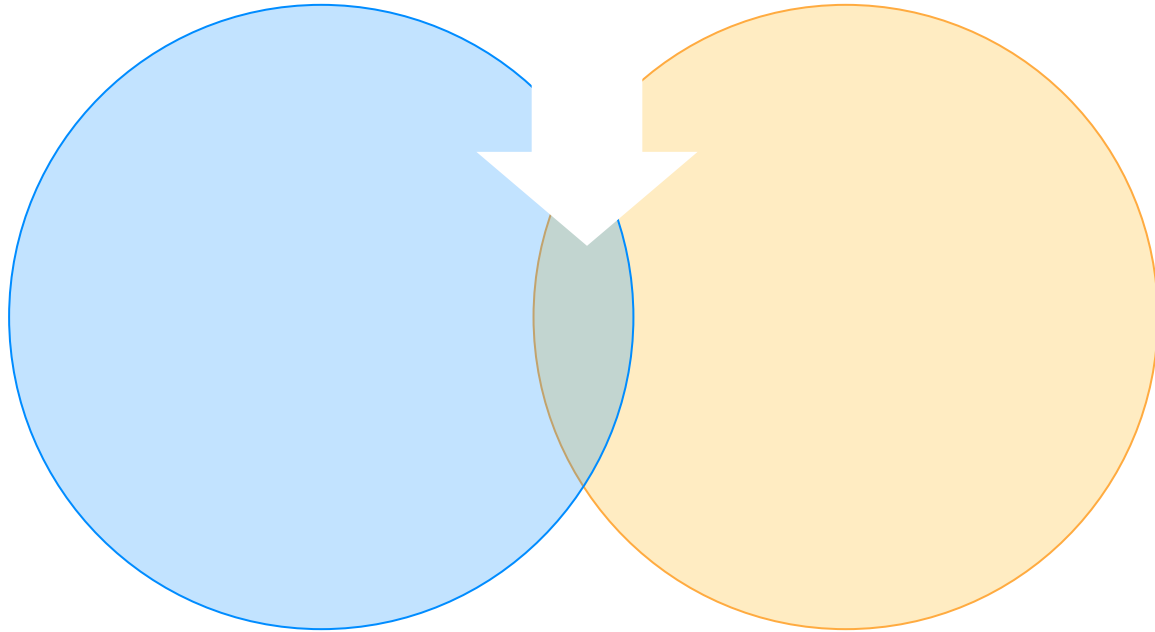
Games



# Together...



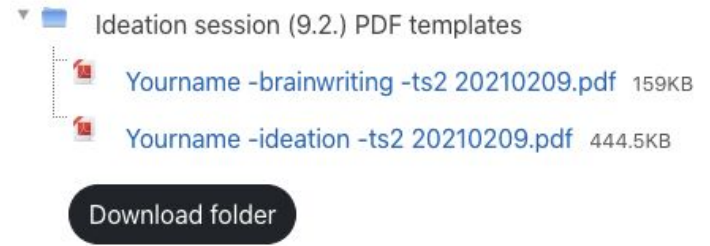
# Any overlap?



How do you think your knowledge and understanding of learning and play has changed so far during this course?

An orange circular callout containing the text "DISCUSS! 2 min".

**DISCUSS!**  
2 min



# Preparations!

Download the two work templates from MyCourses Materials section and rename with your first name.



Download, open and check that you are able to insert and edit text in the two templates.

You can edit PDFs inside the Chrome browser, in Preview app on macOS, in Adobe Acrobat on Windows/Android or in Documents by Readdle on iOS.

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<b>10:55</b>	<b>Group Discussion</b>	Finished? How are we doing?

Everyone ready?

Let's go!

# Part 1: Framing



# 1.1 "HOW MIGHT WE" / INDIVIDUAL

Individually think of and create at least three different **"how might we"** questions related to the challenge and opportunity, using the provided templates. These are called "frames" to the challenge/opportunity.

WRITING  
5 min



IDEATION TOOLKIT

## FRAMING TEMPLATE

HOW MIGHT WE           *[what: goal]*            
SO THAT           *[who: stakeholder]*            
CAN           *[why: insight]*           ?

Was it challenging?

How did it go?

## 1.2 "HOW MIGHT WE" / GROUP

Share the created "how might we" questions with others in the main room. When all are shared, **each pick individually two questions** that you will use to create ideas in the next phase.

You can also combine or create new questions, rather than picking two questions exactly in the form they were written.

DISCUSS  
10 min



IDEATION TOOLKIT

### FRAMING TEMPLATE

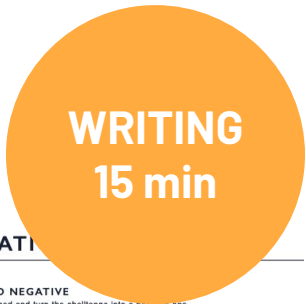
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SO THAT           *[who: stakeholder]*            
CAN           *[why: insight]*           ?

HOW MIGHT WE           *[what: goal]*            
SO THAT           *[who: stakeholder]*            
CAN           *[why: insight]*           ?

# Part 2: Generating ideas

# 2.1 NEGATIVE IDEATION

1. Individually, **pick one** of the "how- might-we" questions and turn it into a **negative version**. For example, *"How might we plan course work so inefficiently so students cannot comprehend what is expected of them?"*.
2. For 5 minutes individually, **write down horrible ideas** to advance the negative version. Write on paper, document on PDF.
3. In breakout rooms, share the negative version and "horrible" ideas with others. 8 minutes to share and make notes on PDF.



**IDEATION TOOLKIT**  
**NEGATIVE IDEATION**

**1 TURN "HOW MIGHT WE" INTO NEGATIVE**  
• Take the "how might we" questions you formed and turn the challenge into a negative one  
• The goal is to ideate solutions no one wants to use

**HOW MIGHT WE** \_\_\_\_\_  
**SO THAT** \_\_\_\_\_  
**CAN** \_\_\_\_\_ ?

**HOW MIGHT WE** \_\_\_\_\_  
**SO THAT** \_\_\_\_\_  
**CAN** \_\_\_\_\_ ?

**2 GENERATE HORRIBLE IDEAS**  
• Individually, write down equally horrible ideas to the negative challenge

**3 BUILD ON OTHERS' IDEAS**  
• Individually, ideate further on the horrible ideas your group members have created

## 2.2 POSITIVE IDEATION

Back in the main call, for 5 minutes, pick one or two of the worst ideas, and **flip them around into their possible extreme opposites**.

Flipping negative ideas around into their opposites can help in coming up with more extreme or surprising angles to the solution - otherwise, we easily stick to fairly obvious and incremental ideas.

WRITING  
5 min



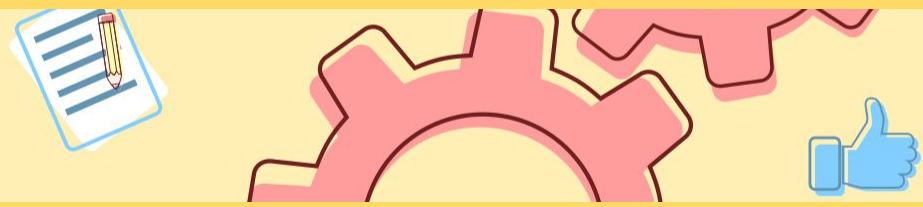
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5 minute break!





## 2.3 4-3-5 Brainwriting

1. Open the Brainwriting template and write the other “how might we...” question that you haven’t yet ideated solutions for on the left side of the template.
2. You will do **4 rounds of 5 minutes**, and should aim to create at least **3 ideas each round**.
3. For 5 minutes, individually write down 3 ideas on the first column of your template.
4. When time is up, save and pass the template to the next person in the breakout room, via email or OneDrive.

WRITING  
4 × 5 min

IDEATION TOOLKIT  
**4-3-5 BRAINWRITING TEMPLATE**

1ST ROUND 5 min

2ND ROUND 5 min

HOW MIGHT WE:

SO THAT:

CAN:

## 2.3 4-3-5 Brainwriting

WRITING  
4 × 5 min

- When you receive a new template, read the ideas that are already written on it. In next 5 minutes, add at least 3 new ideas to the sheet, either building on the ones that you read or something completely new.
- Repeat two more times.

If you have problems passing the templates along, come back to the main room and we can try and solve the issues.

IDEATION TOOLKIT  
**4-3-5 BRAINWRITING TEMPLATE**

1ST ROUND 5 min

2ND ROUND 5 min

HOW MIGHT WE:

SO THAT:

CAN:



Finished? How was it?  
Do you now have up to  
12 new ideas per group  
member?



5 minute break!



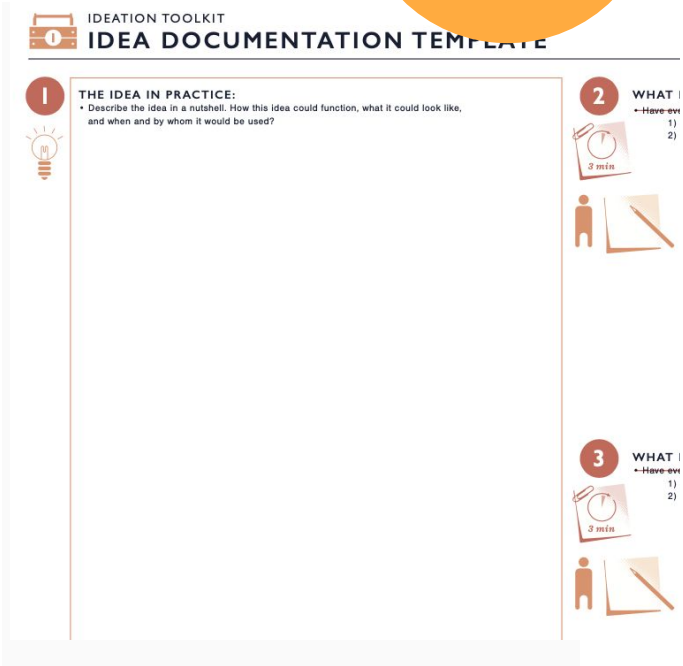
# 3. Reviewing

# 3.1 Idea Documentation

Individually, fill out the last page of ideation template and try to answer the following questions:

- **What's the idea and how could it potentially work in practice** (giving a bit more flesh around the bones)?
- **What makes the idea promising** or interesting to you?
- **What remains uncertain** or what challenges will you likely have to overcome in relation to the idea?

WRITING  
15 min



## 3.2 Clustering

Shortly introduce your ideas to everyone.

What patterns emerge? Are we able to cluster all of the the ideas produced so far into groups based on how similar they are to each other?

We are looking for groups with roughly 3-4 ideas in them. What categories are smaller than the others? Are there any new ideas you could add there? Or what is left outside of the categories completely?

1. Idea
2. Idea
3. Idea
4. Idea
5. Idea
6. Idea
7. Idea
8. Idea
9. Idea
10. Idea
11. Idea
12. Idea

- Category 1
- Category 2
- Category 3



**SPEAKING**  
~2 min  
each

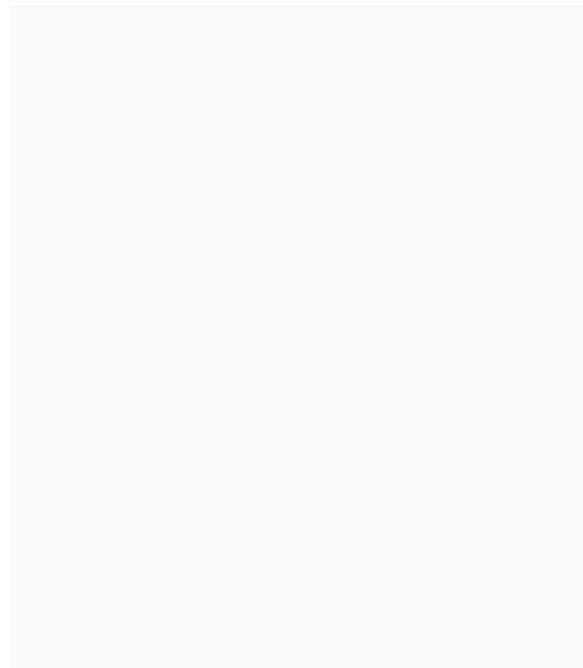
How did it go?

Any feedback on the  
exercise?



# Next steps

- Save and return today's PDFs to MyCourses Assignments this afternoon.
- Idea presentations on Thursday 11.2.
  - 2 minute presentations, developed from today
- Diffusion essay DL is on Friday 12.2.
- Based on idea presentations, groups should be formed by Tuesday next week 16.2.
- Groups will prepare ideas into concept proposals by Mid-term presentations 26.2.



Questions?  
Comments?