

YOUR DESIGN THINKING

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CATEGORY	SUB-CATEGORY	CONCEPT	1	2	3	4	5
Design Culture (Internal)	Objectives of Designing (Meaning)	Usefulness					
		Everyday Life					
		Wearer / user / consumer					
		Designer Him/Herself					
		Temporality					
Design Practice	Continuity (Process)	Trusting Personal Vision					
		Mixing External Sources of Inspiration					
		Longitudinal Evolution of Design					
		Modifying a Specific Element of Design					
	Collection (Outcome)	Building Design Concepts					
		Having a Holistic View					
		Stressing the Visual Outcome					
		Combining Different Elements					
	Context (Use)	Articulating Personalities					
		Placement of the Design					
		Negotiating the Physicality in Use					
		Creating Sensorial Experiences through Materials					
Design Culture (External)	Production System (Material)	Coexistence of Globalism and Localism					
		Multiplicity of Actors					
		Speed					
		Seasonality					
		Plural Feedback					