

ADDA5022

CHANGEMAKERS: CREATIVITY AND VALUE CREATION

Project Launch

Overview:

Changemakers: Creativity and Value Creation serves to introduce and develop the concepts and practice of creativity and value creation for the development of innovative, aspiring and progressive solutions.

Overview:

The module looks at how innovation and creativity can shape an outcome, taking an integrative approach, using creative problem-solving to develop practical solutions; working collaboratively and ethically on ambiguous, complex and open ended challenges.

In simpler terms:

We will further develop how you think creatively and improve your problem solving skills to come up with new ideas that can make a positive difference.

BRIEF

TECHNIQUEST EDUCATIONAL PRODUCT

TECHNIQUEST

Objective:

Develop an engaging and educational product for Techniquest's shop that effectively communicates a scientific principle to a chosen target market.

Target Audience:

Define a specific audience based on age, interest, or learning needs.

Key Requirements:

- Clearly explain a scientific concept in a way that is fun and engaging for the target audience.
- The product must align with Techniquest's values, focusing on creativity and user experience.
- Ensure the product is educational and easy to understand.

Challenges:

- Combine educational value with fun, ensuring that the scientific principle is easily grasped.
- Design a product that appeals to the chosen audience while being suitable for retail in a commercial environment.

End Goal:

You will have developed an imaginative, dynamic, and interactive product kit ready for sale at Techniquest's shop that meets all the outlined criteria.

ASSIGNMENT

CW TASK 1 – DESIGN INVESTIGATION

CW TASK 2 – VALUE CREATION

CW TASK 1 – design investigation

For this part of the project, you'll need to research and present 4 or 5 ideas based on 3 different scientific principles.

3 Scientific Principles:

You'll explain the basics of each principle and how they could be used in an educational kit, toy, or game.

Think about your target audience and how to explain these ideas in a way that makes sense and is fun for them.

It's important that you fully understand the principles so you can explain them clearly in your design.

Develop 1 idea:

Next, you'll choose one idea to focus on. You'll design, develop, and test it to make sure it works and meets the project brief.

CW TASK 2 – value creation

You'll create a Product Business Proposal to show how your design could be implemented in the real world.

This will include a product design specification, instructions on how to use or put it together, the packaging design (with graphics), marketing materials, and a recommended retail price (RRP). This will test your ability to deliver a complete and professional overview for your product.

SUBMISSION DEADLINE

10AM 12.12.2024

CW1 DESIGN INVESTIGATION

HERE IS A GUIDE TO IMPLEMENT THIS PART OF THE PROJECT:

1. Research Scientific Principles:

Identify three different scientific principles to explore (e.g., gravity, energy, ecosystems).

Gather information from reliable sources to understand the basics of each principle.

2. Research Existing Products

Look for existing educational kits, toys, or games that focus on a scientific principle.

Analyse their features, strengths, weaknesses, and how they convey the scientific concepts. Mood boards, competitor analysis, feature tables etc.

3. Define Target Audience

Determine who the educational kit, toy, or game is for (e.g., age group, interests).

Think about what would engage this audience and how they learn best. User personas, Day in the life etc.

4. Write Revised Design Brief

Based on your research, draft a clear and focused design brief that outlines the goals, target audience, and requirements for your educational kit, toy, or game.

Define what the product needs to achieve, the scientific principle it will explain, and how it will engage your audience.

5. Generate Ideas

Brainstorm 4 or 5 creative ideas for educational kits, toys, or games based on each scientific principle.

Consider different formats, such as hands-on experiments, interactive games, or storytelling elements.

Sketching, sketch modelling, cad mock ups, Group Brainstorms, Crazy 8 etc.

6. Evaluate Concepts

Assess each idea for educational value, fun factor, and how well it conveys the scientific principle.
Narrow down your ideas to the most promising ones.

7. Gather Feedback

Share your ideas with peers or mentors and gather feedback on your explanations and concepts.

Based on the feedback, choose one concept to develop further. Use this feedback to refine your chosen idea.

8. Present Findings

Prepare a presentation that outlines the scientific principles, your ideas, and how they can be incorporated into a product.

Use visuals, examples, and engaging language to make your presentation appealing.

DESIGN INVESTIGATION PRESENTATIONS:

TBC 29.10.2024