

Double Diamond Design Model

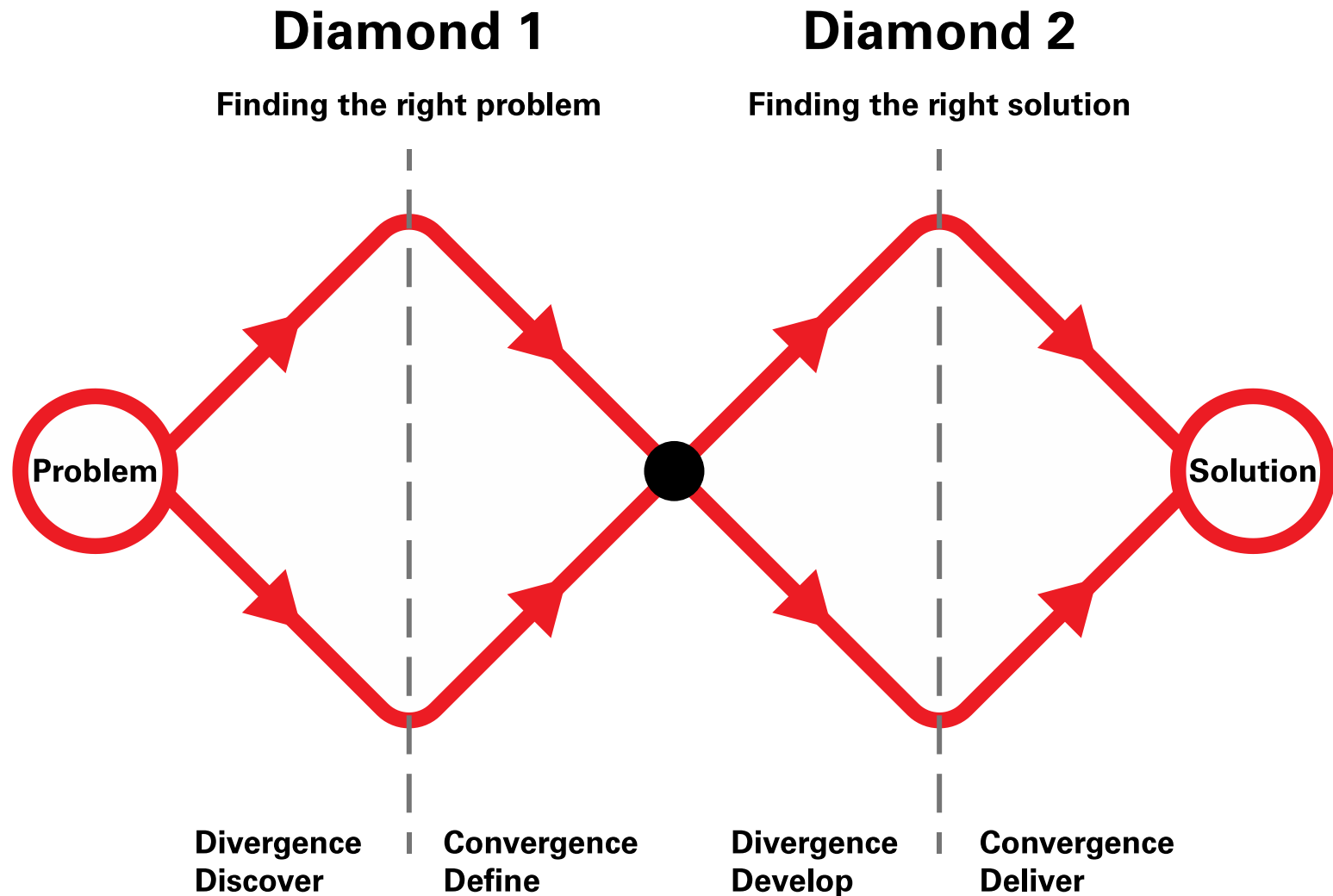
FINDING THE RIGHT DESIGN PROBLEM TO SOLVE.

Do you fully understand your design Problem?

You have all already thought of a subject to resolve through a designed solution.

Many of your subjects are large and complex issues that will need to be broken down through research and understanding.

To design a successful solution, you need to identify what the 'right' problem is to solve.



Diamond 1

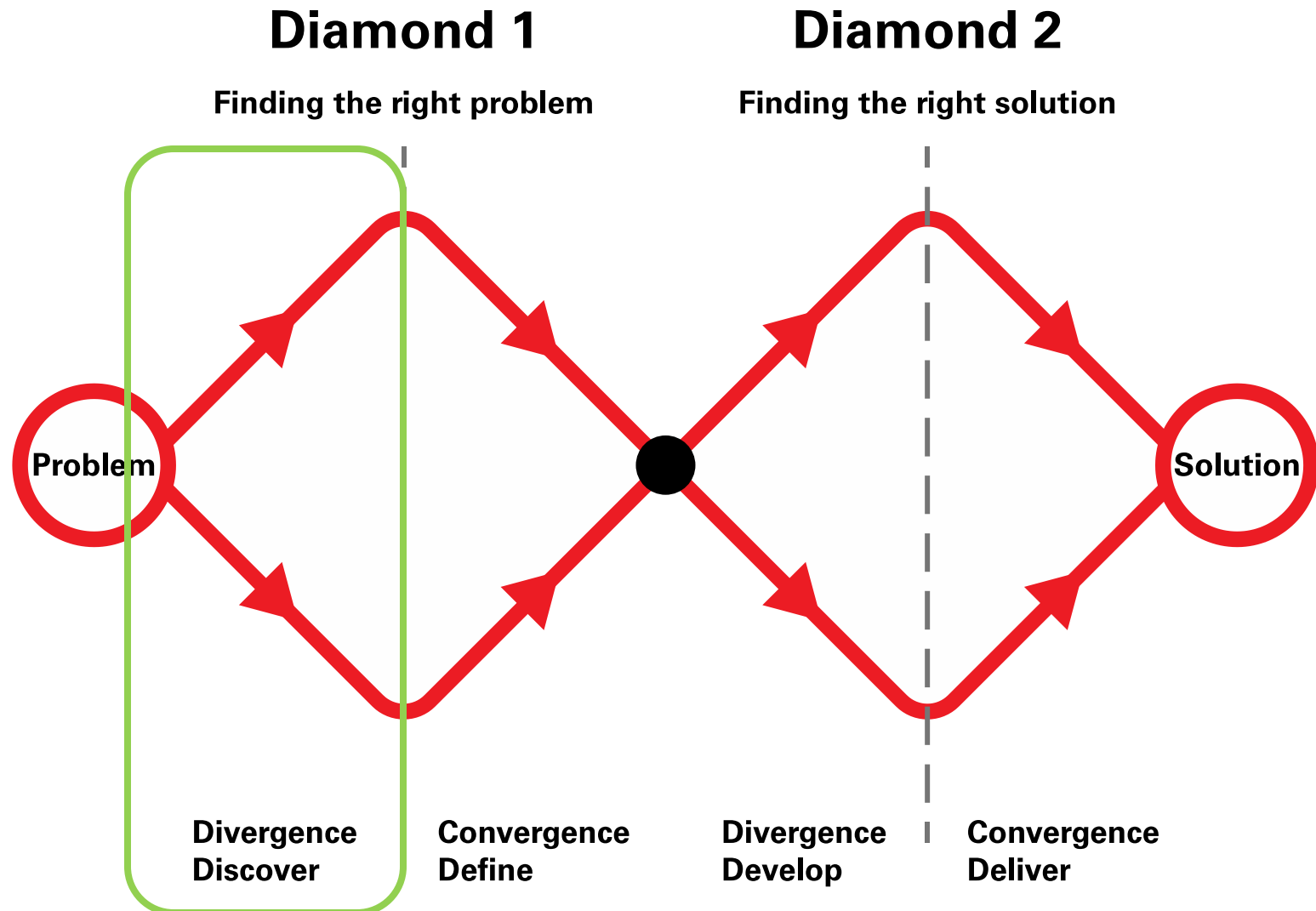
Divergence

Discover

You have chosen the subject matter for your project work.

Now you need to research all of the problems that could be solved through design.

The problem that you initially think is the one to solve may not actually be the one that needs solving.



Diamond 1

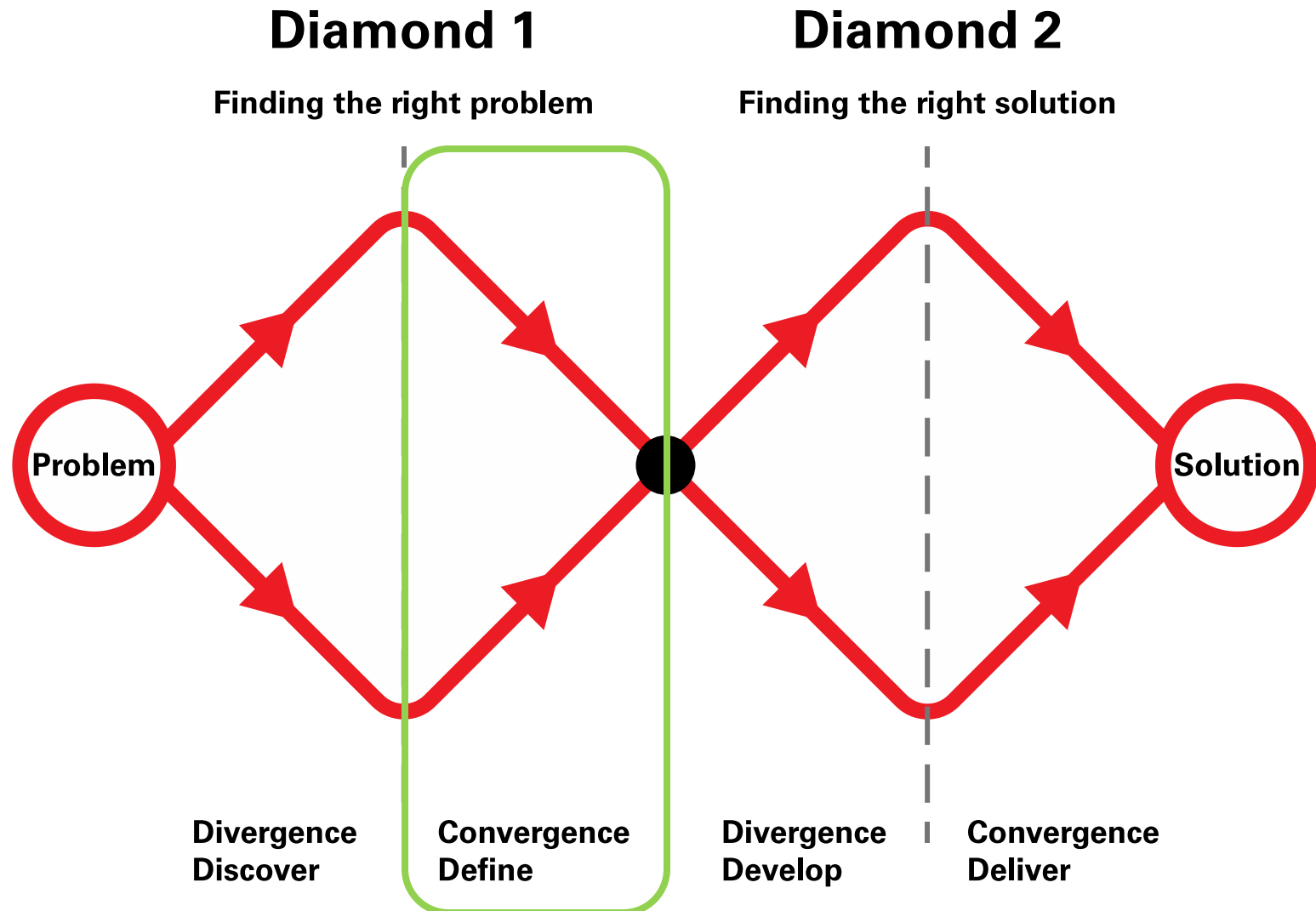
Convergence

Define

As you research into the subject problems you will start to identify the problem that you want to solve through design.

This process of working through the Divergence and Convergence will give you a much better understanding of the problem you are looking to solve and who is your target audience.

Remember, **you cannot solve a problem that you do not understand.**



Diamond 2

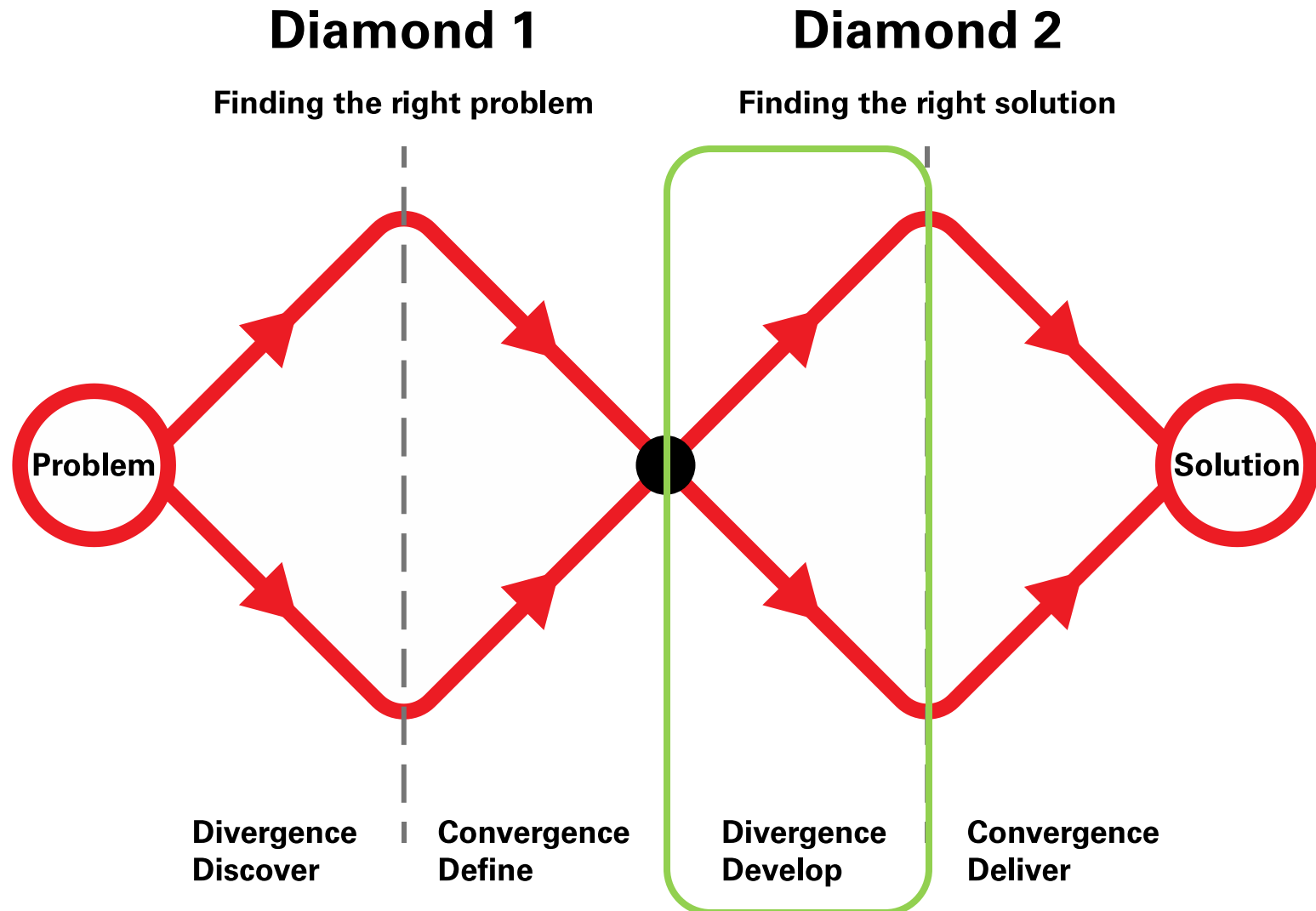
Divergence

Develop

Now that you understand the problem in more detail and that you know who your target audience is you can start designing.

Develop multiple ideas through brainstorming, sketching, visual research, and methods of visual communication.

Explore visuals, text, colour, location, scale, hierarchy, balance, materials etc. to communicate the message.



Diamond 2

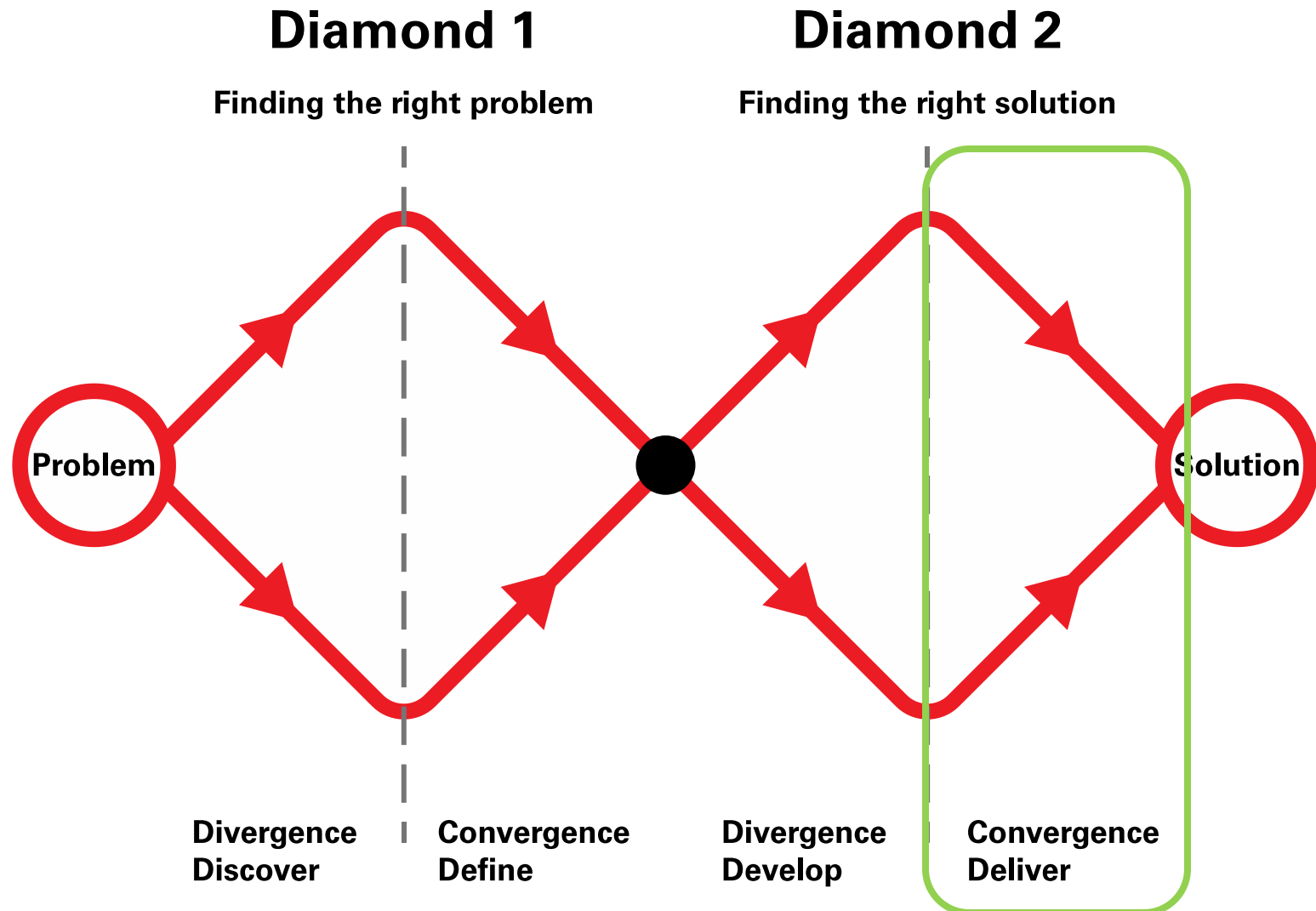
Convergence

Deliver

Reflect on your various ideas. Do they solve the problem that you have outlined. If not make edits until they do.

Identify which idea resolved the problem best. Start the refining process of the designs and how it will be delivered to the target audience.

Create your client high quality visuals.





Campaigns

THINGS TO THINK ABOUT WHEN DESIGNING
FOR A CAMPAIGN STYLE PROJECT.

Three things to help you focus :

- ▶ **What are you trying to communicate with your project?**
What are your intended goals?
What is the project / design trying to do?
- ▶ **Who are you communicating it to?**
Is there a specific group of people or type of person that you are aiming at?
- ▶ **How are you going to communicate it?**
What type of design work do you need to create for them to engage with?
How do they know the information is there?
- ▶ **Answers to these questions will form your project Design Brief. Always refer back to it as you design.**

Opportunities For Design

Discovery

Creating attention grabbing designs that point users to the core information.

Posters, adverts (print / digital), moving image, social media, location specific design, community facing design etc.

The levels of information are more bite sized and easier to absorb. Gaze time is a factor.

(Gaze time is the expected length of time required to absorb the information).

Information

This is the bulk of the information that you are creating designs for. Users will need to engage with this in some way.

It will most likely have the highest level on content to manage through either print or screen based design solutions.

The design focus can be more towards informing, educating, changing perception etc.

Gaze time is less of a factor as you have already grabbed the attention of the user.

Action

Design opportunities that go beyond the core information.

Things that give the user the opportunity to act upon their new found knowledge.

Sign ups, donations, volunteer, join social groups, implement new life practices etc.

Example: Conservation Campaign

Discovery

Design opportunities that point potential users to the core information.

Posters, bite size Information animations, social media adverts.

All pointing to the main website for further information.

Information

The aim of the project is to raise awareness towards endangered animals in Africa.

It is also to highlight the conservation attempts that are ongoing to help save the animals from extinction.

The project highlights and gives detailed information on the causes of endangerment and solutions offered by the conservation programme.

Website and Printed media.

Action

Offer user the opportunity to support the conservation through donations.

Offer users the opportunity to sponsor individual animals through humanisation strategies.

Offer users the opportunity to become more involved in the conservation process.
Fundraisers, volunteer work.

Brainstorm Lists of Design Opportunities

Discovery

For your project, start to list all the potential discovery design deliverables that you could create as part of your design solution.

Think about print, digital, audio, moving image, point of sale, public facing etc.

Consider gaze time in your designs.

Where does it all point to?

Information

What is the best way to present the bulk of the information?

Is it a website, a book, an experience?

How detailed does the information need to be?

How will it manage the engagement of the target audience?

Action

What do you want the users to do once they have this new level of information and understanding?

What are the actionable things that you want the users to engage with?

Is it a one of action or is it to be a lifelong change? How will your designed solution support this?

