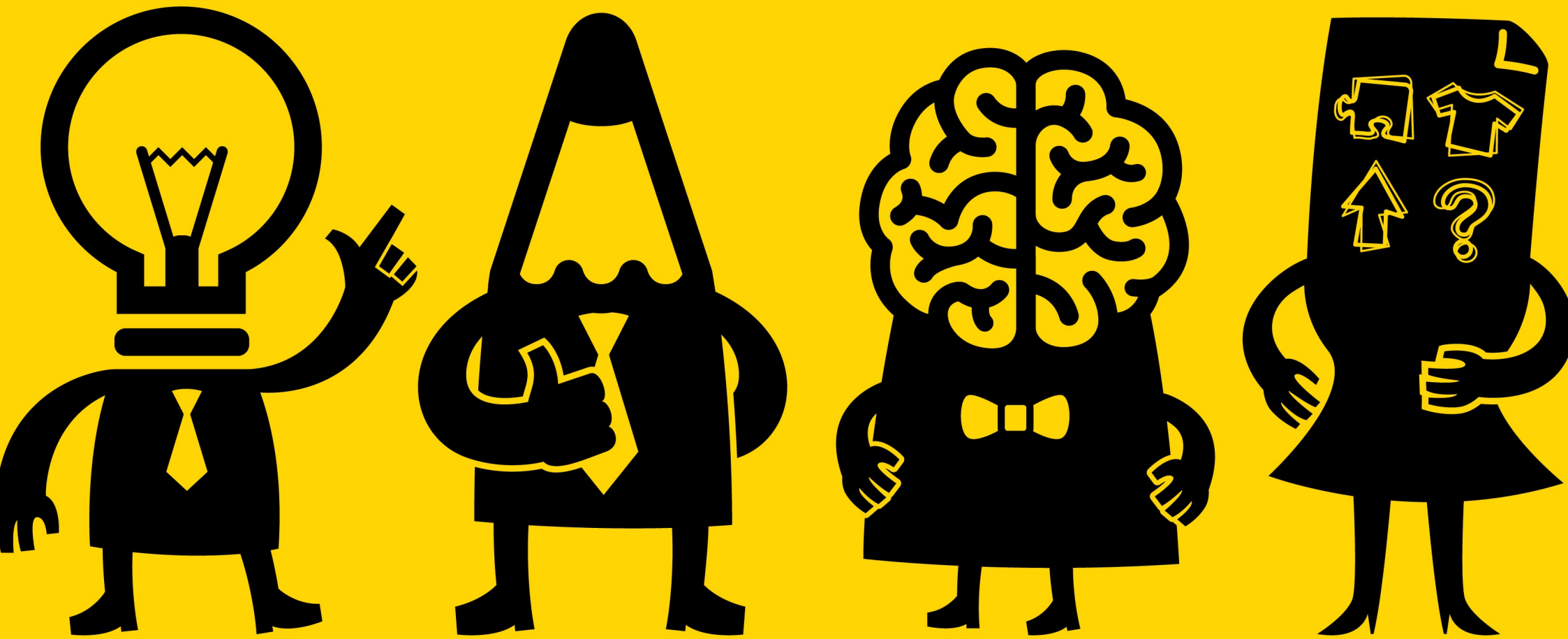"As a designer, you're forced to examine what you don't want and need and search for arguments to back up your decisions".

Phase: *concept research (done after debrief and getting the go-ahead from the client)*

Aim: Student is able to develop a concept and let go of his/her own concept which opens up opportunities to collaboratively create concepts combining shared knowledge and know how.

Group Size: 1-8

Time: 6 hours

Materials: Media Concept Template (see Appendix 1)

Additional Comments:

It is important to have a clearly agreed upon framework that the concept needs to fulfill. Remind students that feedback and adjustments should be diligently written down.

Instructions:

Create pairs. Ideally each pair should be made up of students from different disciplines or with different expertise.

Each member thinks of an idea/concept which will then be elaborated upon using the Media Concept Template (see Appendix 1) or another Format of your own choice.

Each pair works on their idea for at least one hour by using the Media Concept Template (2 concepts are required per pair).

After two hours, pass the unfinished concepts digitally on to another pair who will continue working on them.

A short debrief with the inventors of the concepts is allowed. However this should take no longer than 5 minutes per concept.

Each pair discusses the new concepts they've received and work on them together. The concepts can be elaborated upon and finalised. You can also opt to change a specific part of the concept (e.g. the design).

Working on another person's concept should take around 1 hour (minimum), (2 hours total).

After two hours, these unfinished concepts are then given back digitally to the pair who originally thought of the concept. A short brief of the adapted concepts can also be given if needed. The renewed concepts are discussed and worked on further. Concepts can be elaborated, finalised or even partially altered (e.g. change the form/style). Time for this remains the same (minimum of 1 hour per concept = 2 hours total).

Note: The edits and changes of the previous group are only allowed to be rejected if there are good arguments to do so.

Note: All concept iterations need to be saved in order to be able to reflect upon the total design process.

The following week, each student chooses one of the concepts he/she has been working on and finalises the concept.
Each student then also presents his/her concept to the group. The concept needs to be presented using the Media Concept Format. Students should think about and critically discuss the carrousel principle they used during the beginning phase of concept development.