

THE 7X10 MINUTES CONCEPT



"Without this facilitation method, we probably would not have even started working on a concept."

Phase: Orientation-research (client brief and debrief)

Aim: student conquers his fear of writing and is able to think of an initial concept in a short time. By doing so, new research questions can be formulated more easily.

Group Size: 1-8

Time: one week, max. 10 minutes daily

Materials: pen and paper

Additional Comments: Ideally, students start with this exercise after the client brief. It is important that this exercise is done with a pen and paper (using digital methods leads to more distraction).

Instructions:

Day 1:

Make sure that you have briefed the students on their current design assignment and that they are aware of the requirements the client has set. Each student is given 10 minutes to think of and write down a concept (use pen and pencil). Keep it short and simple by writing down some first rough ideas. It is important that the client's wishes (the aim of the design brief) are integrated in the concept. The most important question that the student needs to answer is: "How does the concept answer the client's wishes?".

Note: As a teacher you can also add other requirements that you find essential for the concept (e.g. time, target group).

Day 2:

Discuss your concept in pairs (10 minutes). Feedback is given to the student who has presented their concept (10 minutes).

Talking points:

- Name a positive aspect of the concept.
- Check whether the client's wishes/requirements have been included in the concept (or other agreed upon requirements set by the teacher).

- Ask for clarification if the concept is unclear or there are knowledge gaps.
- Think of three questions that you would like answered and write these down. The person who thought of the concept needs to answer these by continuing their research and adapting their concept.

Day 3:

Continue the previous assignment using the Talking Points described. Ask three new questions and continue your research and concept tweaking process. Keep the discussion between pairs down to 10 minutes.

Day 4-6: