

The VCAA Design Process

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Design Process



Discover



Define

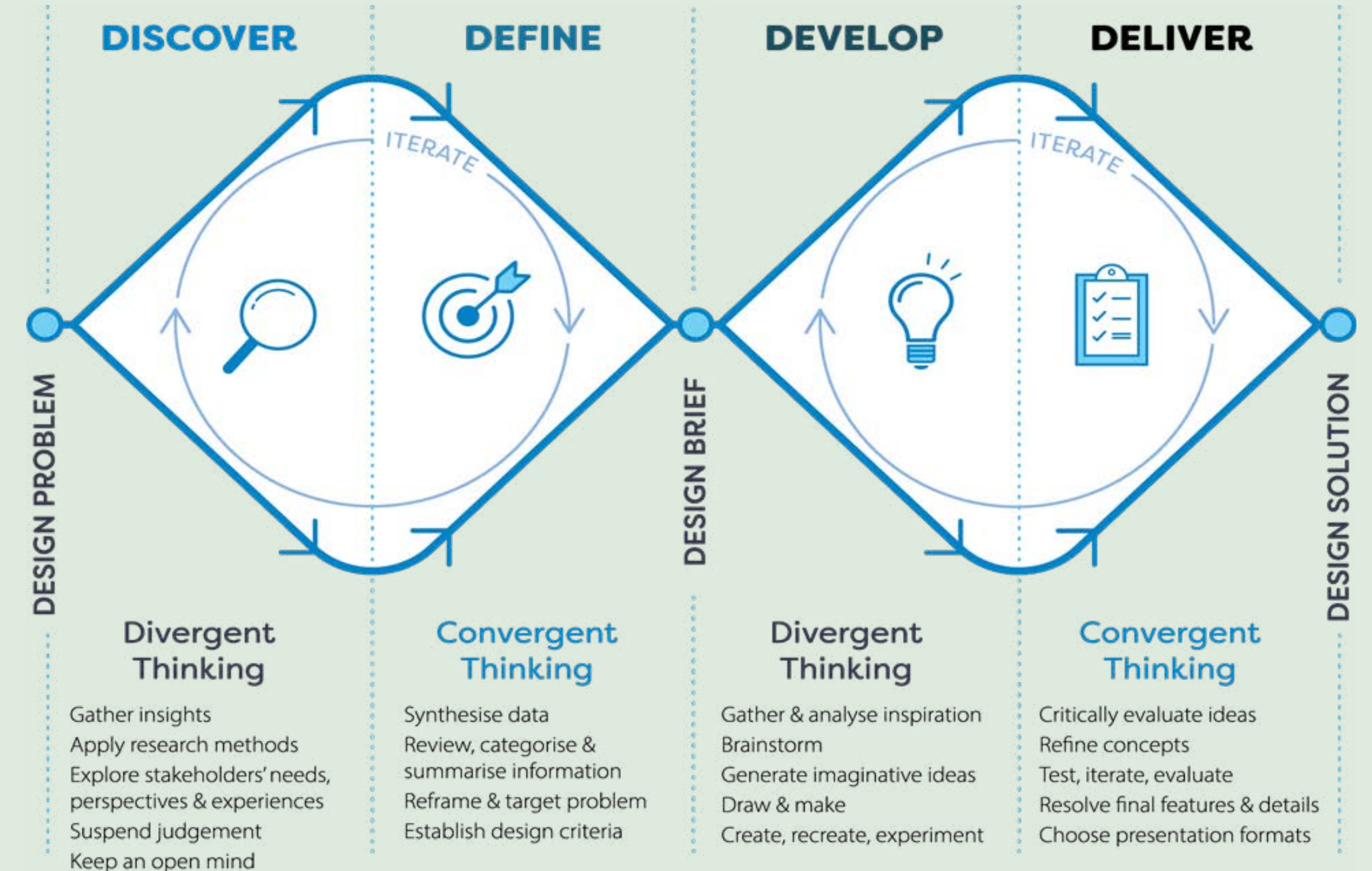


Develop



Deliver

The Double Diamond model, developed by the Design Council (UK) is a widely adopted visual interpretation of a design process in which the connections between expansive thinking and focused action are described.



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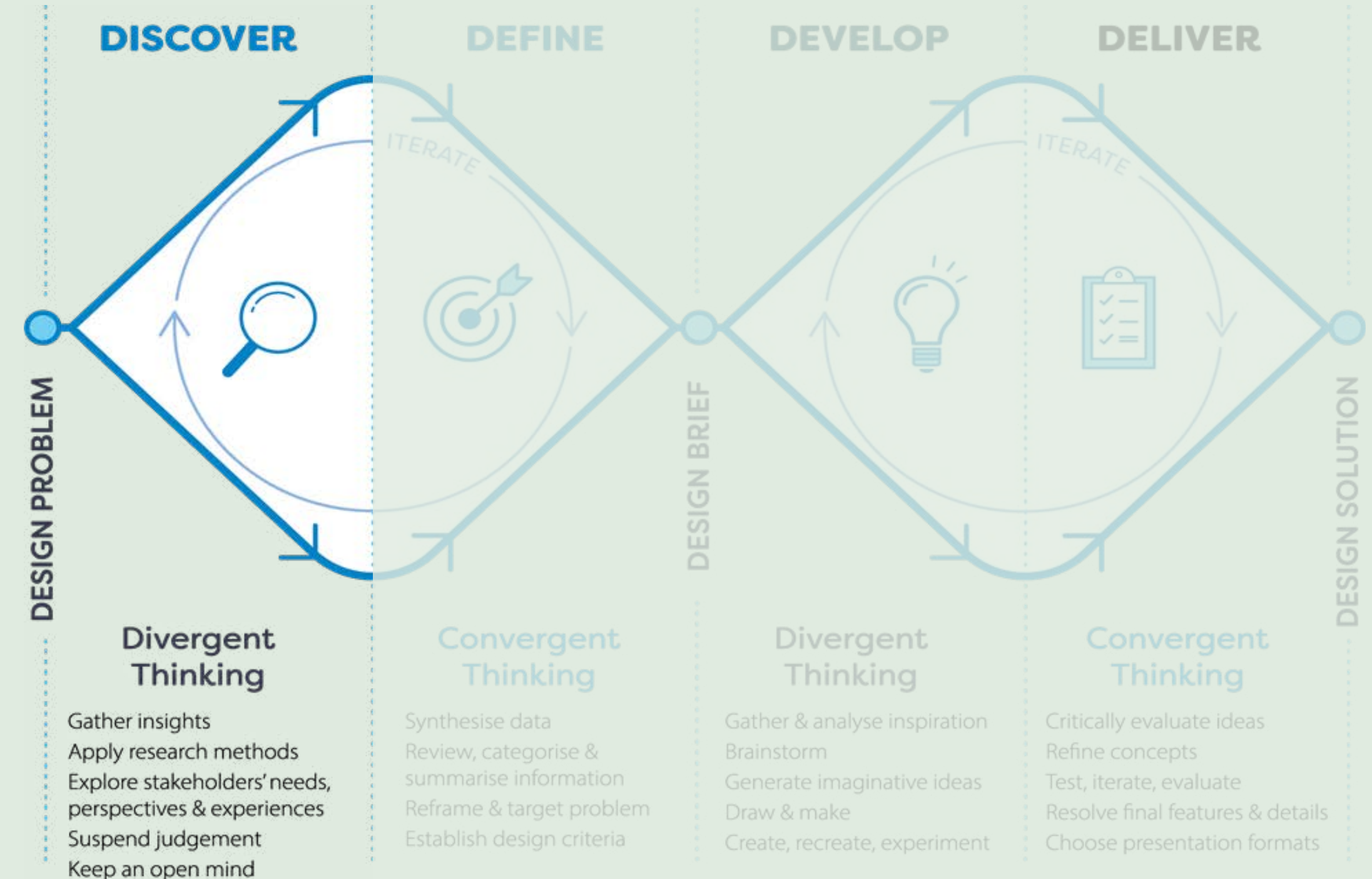


Develop



Deliver

Students employ divergent thinking as they search widely for new information, suspending judgment and keeping the mind open to new perspectives and possibilities.





Discover



Define



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1. The problem

This needs to be a simple to explain, broad problem which can be solved by a design solution within your chosen fields.

Example.

We require a design which addresses the concerns of anxiety in students at school.



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2. Gather insights

What is some other research that may help in defining the problem.

Example.

There was an article in the newspaper in January about the increasing levels of anxiety among students and the factors which influenced these levels, these were the findings...



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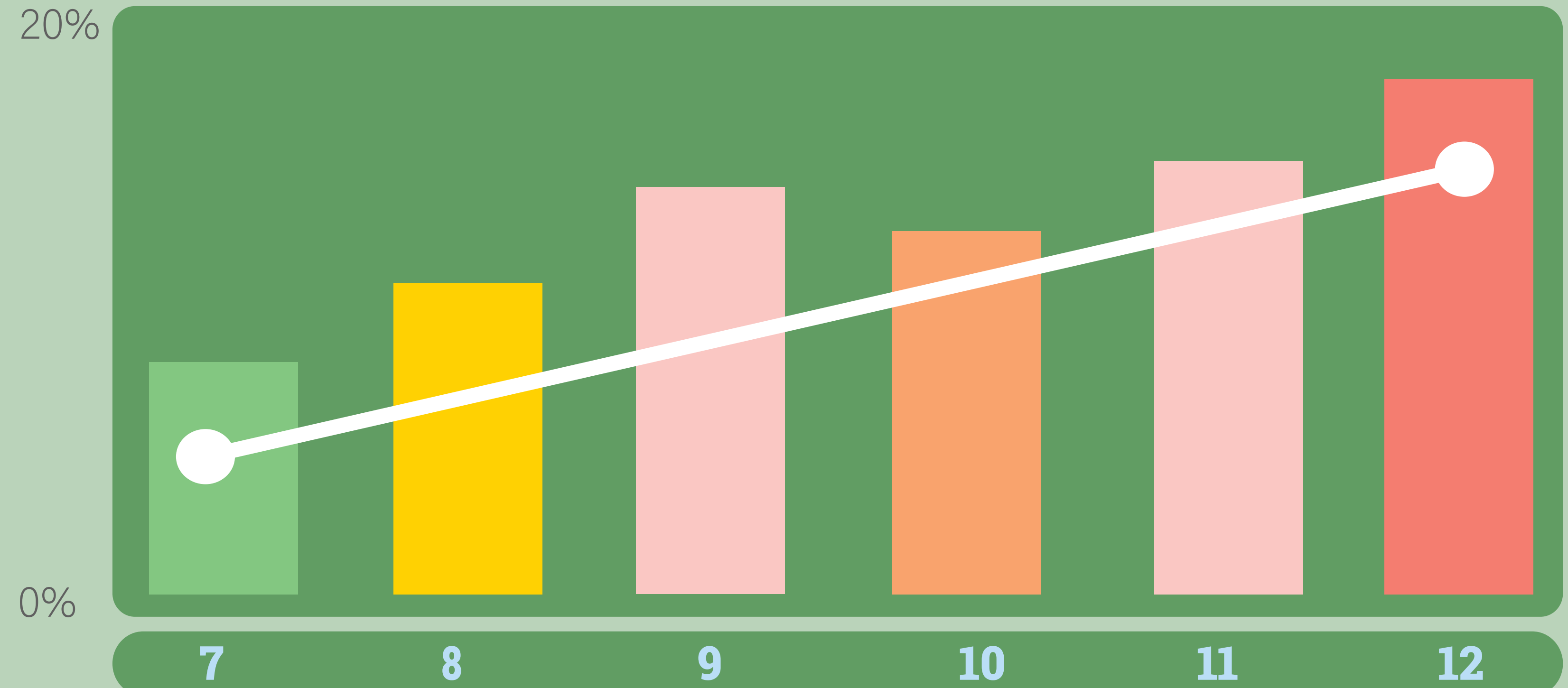
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Find ways to visualise your information using charts and graphs. You can do these digitally or manually.

ANXIETY BASED ON YEAR LEVEL





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3. Solution stakeholders

This is where you map out the stakeholders who have a stake in the design solution (advantaged/disadvantaged). Understand their needs and perspectives through things like surveys, focus groups, interviews etc.

Example.

Students are the primary stakeholder in this problem. Also, Teachers, Principals, Parents and schooling administrators. Here are their thoughts about anxiety in schools...



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4. Existing Solutions

Look at what is currently being done to solve this solution or similar ones, around the world and locally.

Example.

Libraries are currently acting as retreats for students, some schools have special rooms for retreats. Some are specifically designed to create calm and aid in relaxation. Corporate offices now have quiet spaces for staff.

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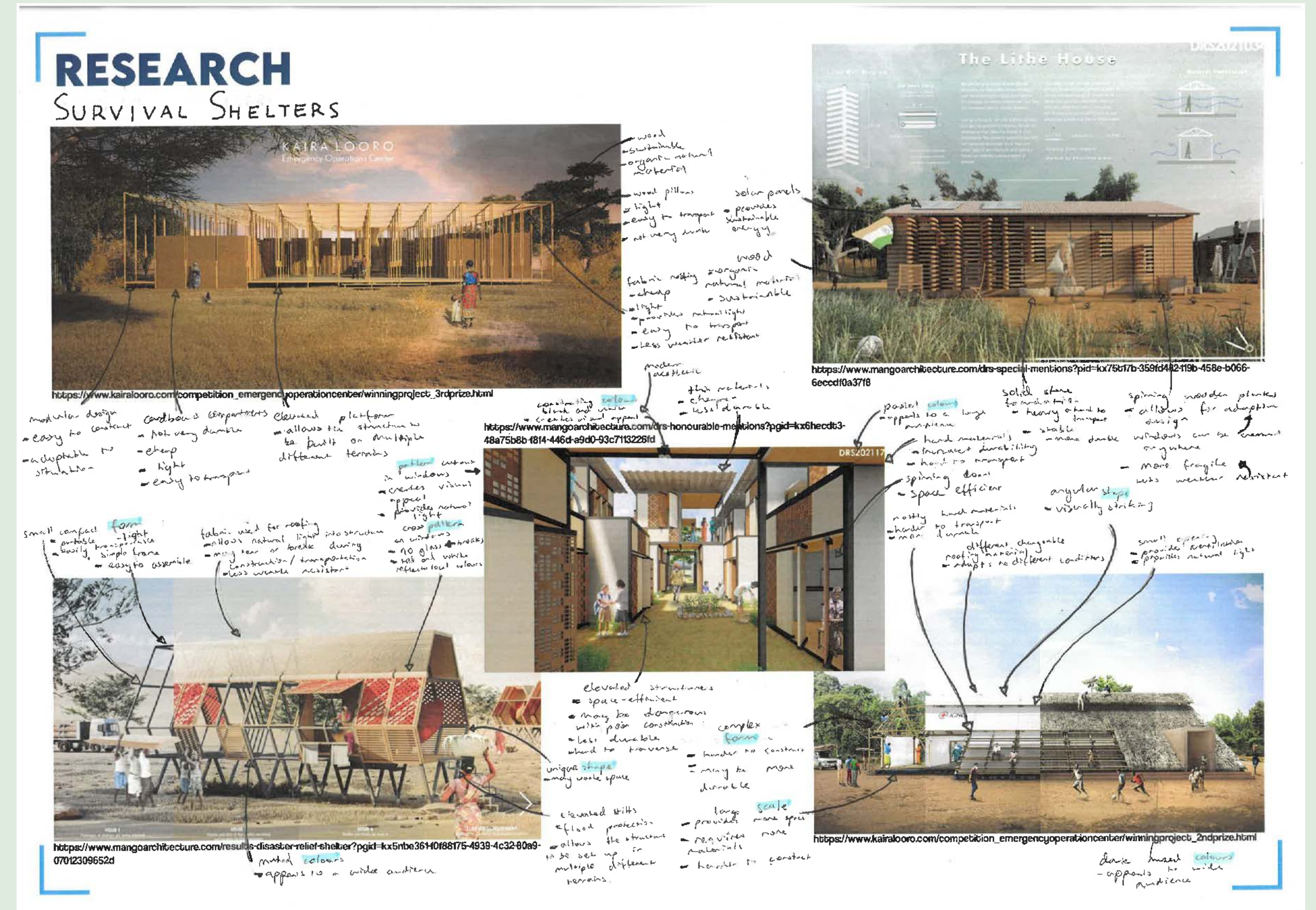
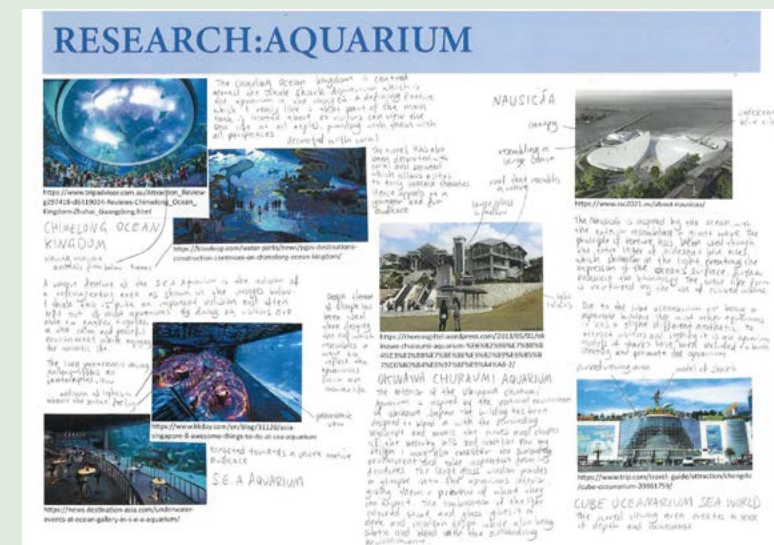


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Your research should be a combination of written information (Annotations) and images (with links to sources)



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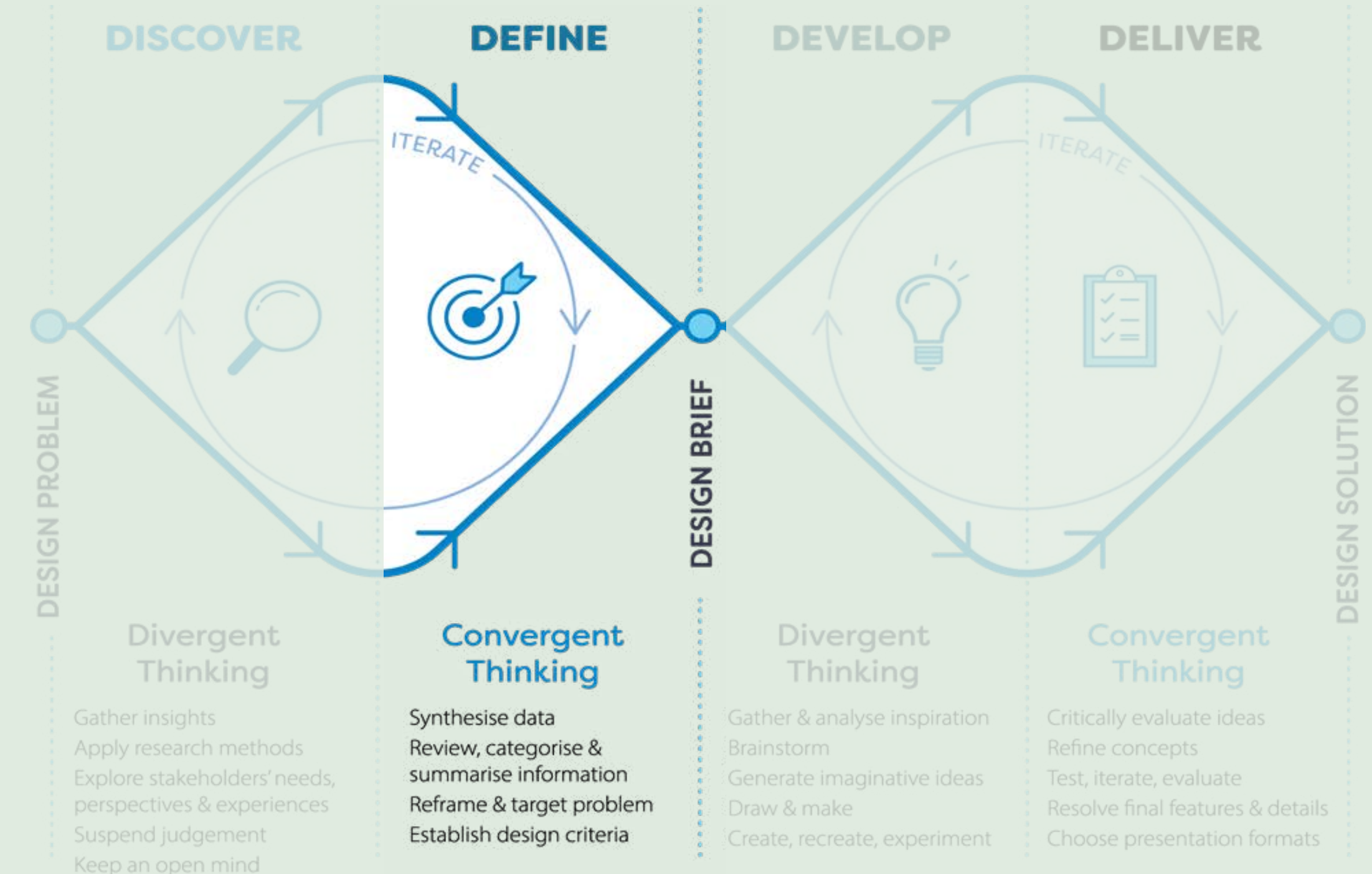


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Students use convergent thinking strategies to synthesise and make sense of research data. They review, categorise and summarise new information in order to clarify or reframe the problem at hand. Using these insights, students develop a brief.





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Define



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5. Defining the problem

Synthesise your research to link it to a specific, defined need which will begin to form your brief.

Example.

Based on my findings, there is a clear need for individual pods for students to visit and also a need to raise awareness for students about anxiety to help stem the problem.



Discover



Define



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Deliver

Consider evaluating the viability of a few different approaches to solving the problem.

Updated Library

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PLUS

Jane has a very busy lifestyle and does not get many opportunities to talk with her son, Joey directly after school.

MINUS

Jane feels that the school staff are not doing enough to address the issue of bullying.

INTERESTING

Jane recalls her own schooling, where bullies were punished severely, she recalls this method worked well in her school.

Student retreat

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PLUS

Jim regularly skips school and seldom engages in classwork.

MINUS

Jim feels that bullying helps improve his self esteem and makes people think more of him.

INTERESTING

Jim has been a victim of violence and bullying himself. He has not got a good role model at home to talk to him about bullying and its effects.

Portable Pods

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PLUS

Joey works hard in school and undertakes many extra curricular activities.

MINUS

Joey believes that keeping quiet will make her less of a target for bullies.

INTERESTING

The information and advice given to Joey so far about bullying has not seemed to have helped reduce the amount she is being bullied.



Discover



Define



Develop



Deliver

6. Setting goals

Create some research informed criteria to allow you to evaluate your future ideas, concepts and solutions.

Example.

The Pods will need to be low cost and easily transportable. They will need to keep with the aesthetic of the school and provide privacy but also safety. The awareness campaign will need to communicate clearly and engage effectively with the stakeholders...

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Consider mapping the different goals in terms of their importance or value in the project.

	Comment	High	Importance	Low
Portable	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim	●		
Sustainable	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim			●
Safe	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim		●	
Private	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim		●	
Low cost	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim		●	



Discover



Define



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Deliver

7. Writing the brief

Bring all of your research and data together to create a complete brief which outlines your task.

Example.

I am to design Pods for schools and a corresponding awareness campaign for student anxiety. The stakeholders are the constraints and expectations are ... I will measure the success based on these metrics ... this will be how I will present my design solution.

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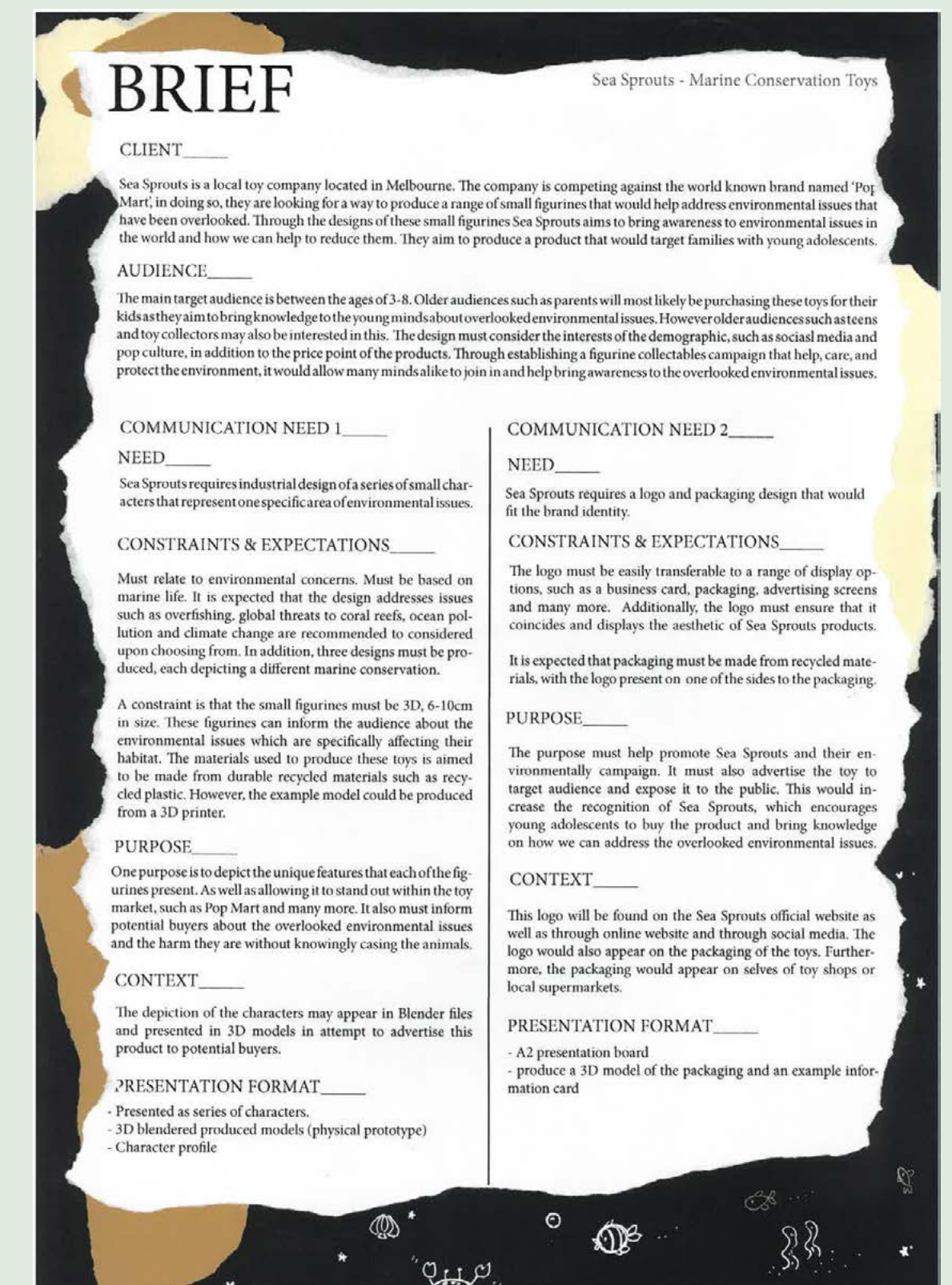
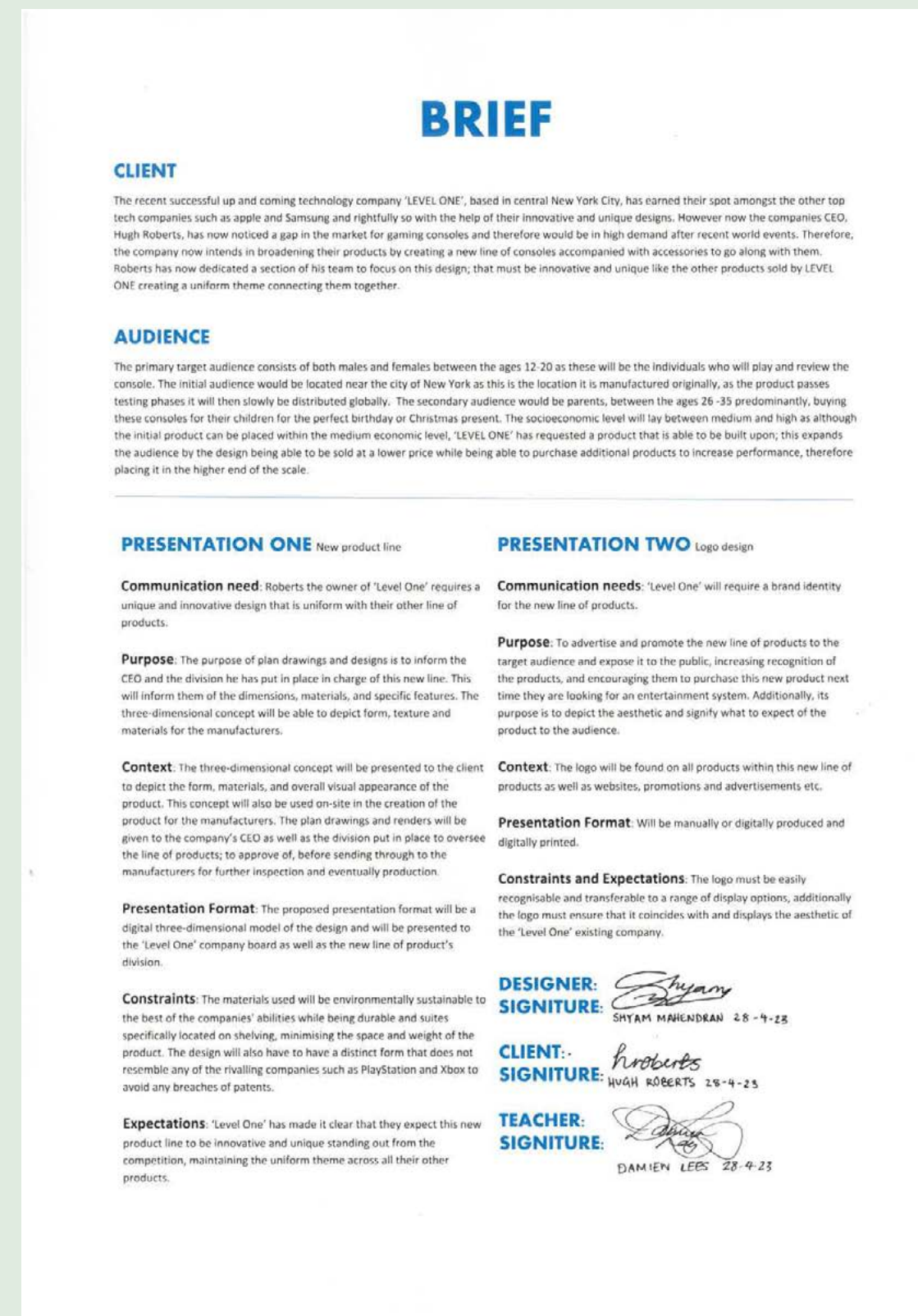


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Your brief will need to be clear and easy to understand. It is recommended you include subheadings. The design needs to be simple and well layed out, but can show an aesthetic connection with the design task.



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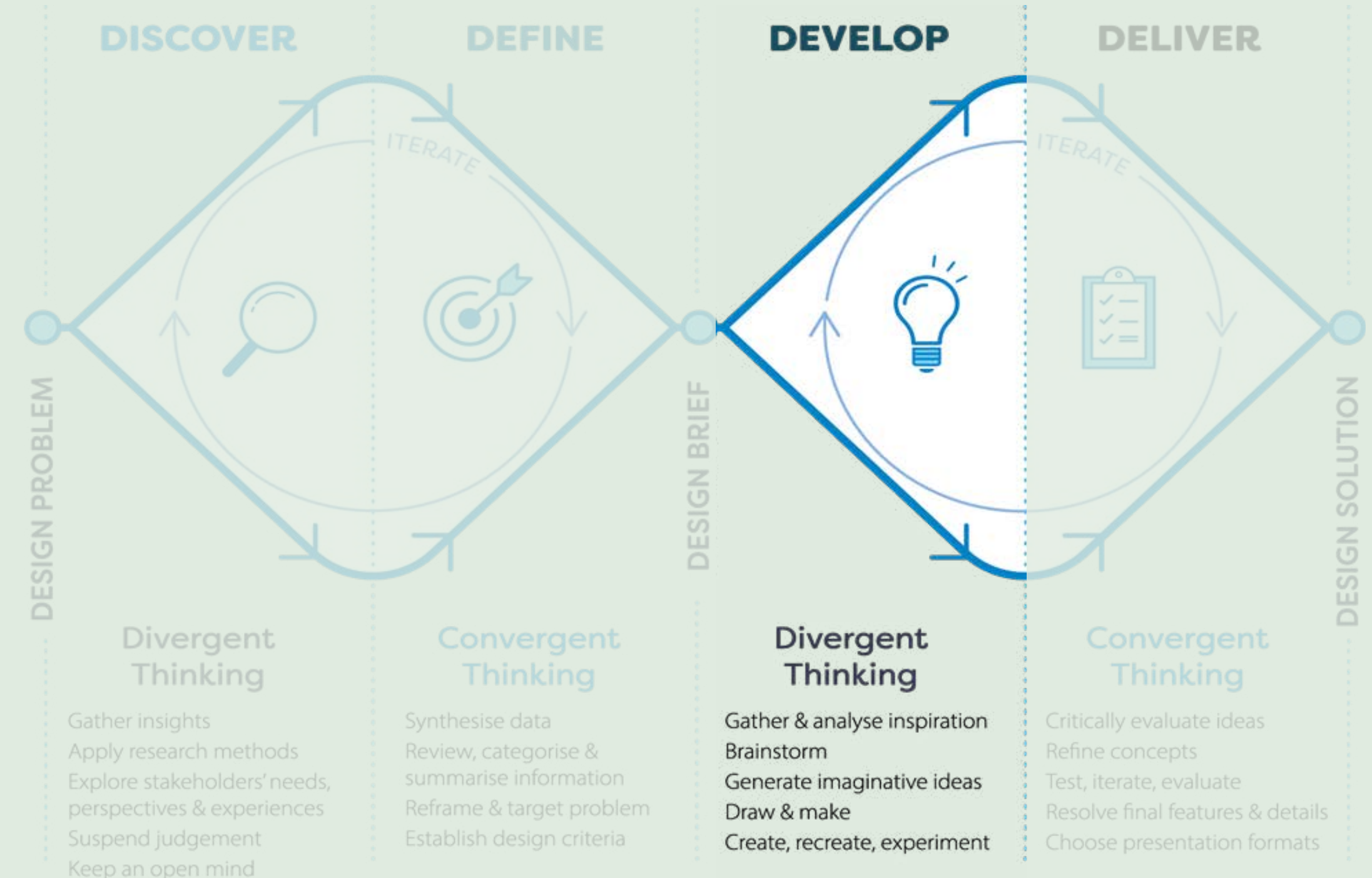


Develop



Deliver

The Develop phase invites students to think divergently once again, seeking and analysing inspiration from a wide range of sources, and generating imaginative ideas aligned with the communication need.





Discover



Define



Develop



Deliver

8. Gather Inspiration

(Primary research)

Take photographs and gather first hand information relating to your design problem.

Example.

I visited my school library and quiet spaces in public libraries, here are some photos and reflections on what I found.



Discover



Define



Develop



Deliver

9. Gather Inspiration

(Secondary research)

Start looking at broader methods of inspiration that may influence your ideas. Looking online and in books.

Example.

I have looked at and studied the various cocoons for insects. Here is some soundproof materials that I have found. These are the colours commonly associated with calmness. Here are some silent pods that currently exist in the market for offices.

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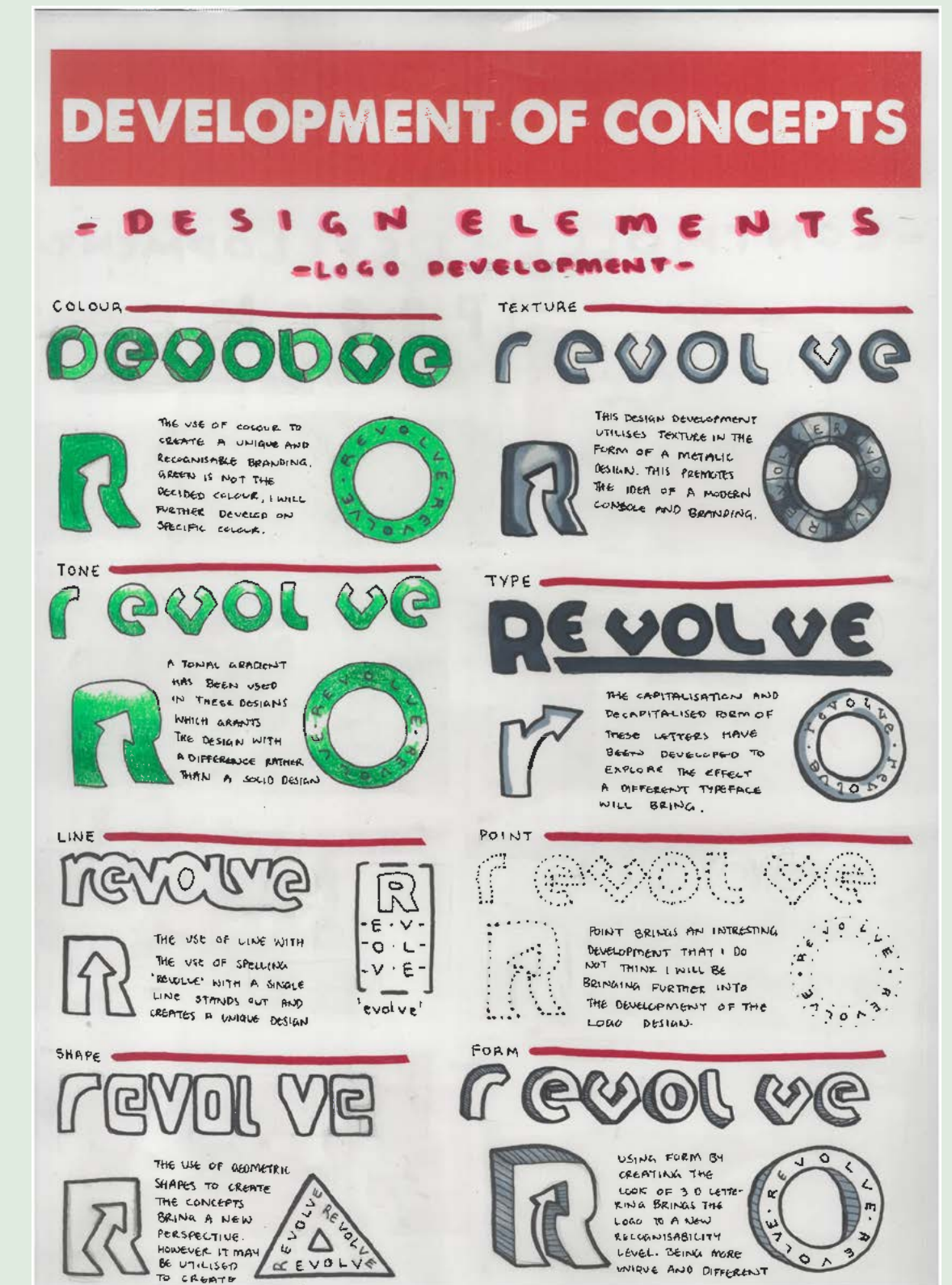
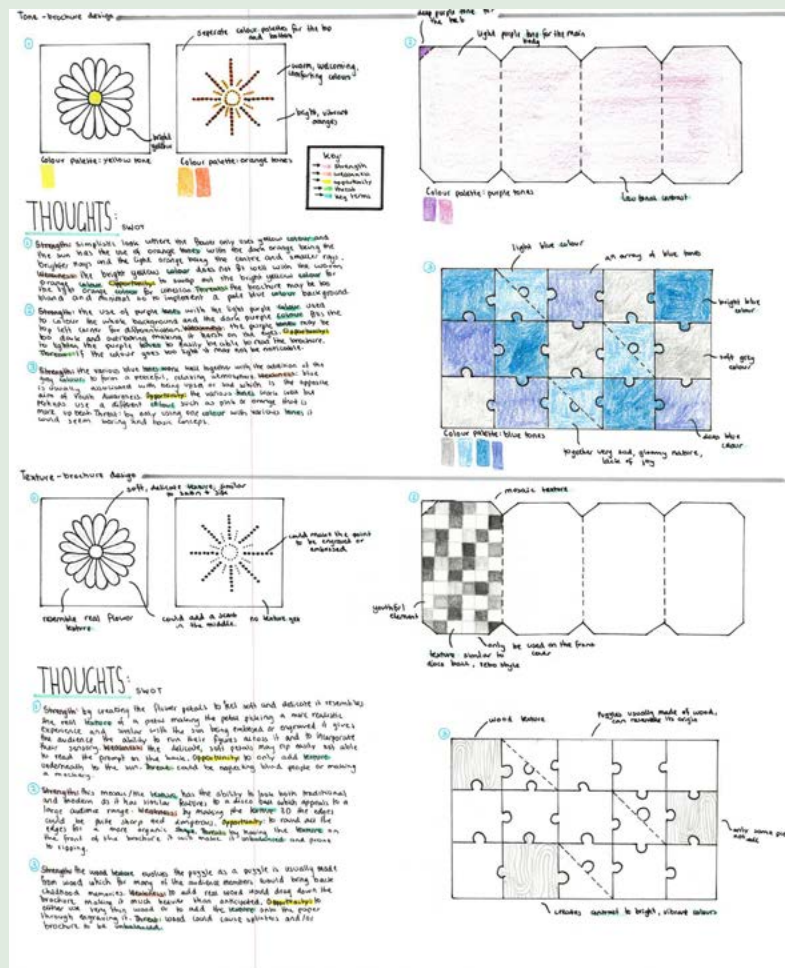
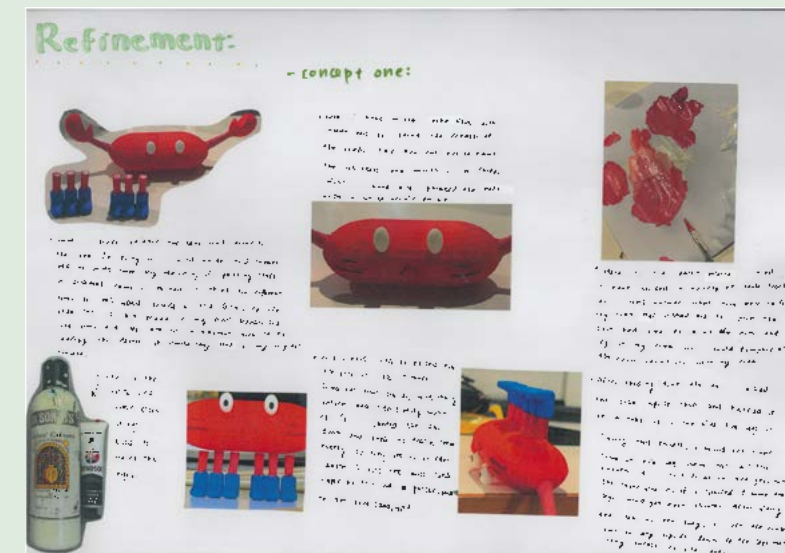


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There are many different styles and approaches to your layout, choose one that reflects the nature of the project!



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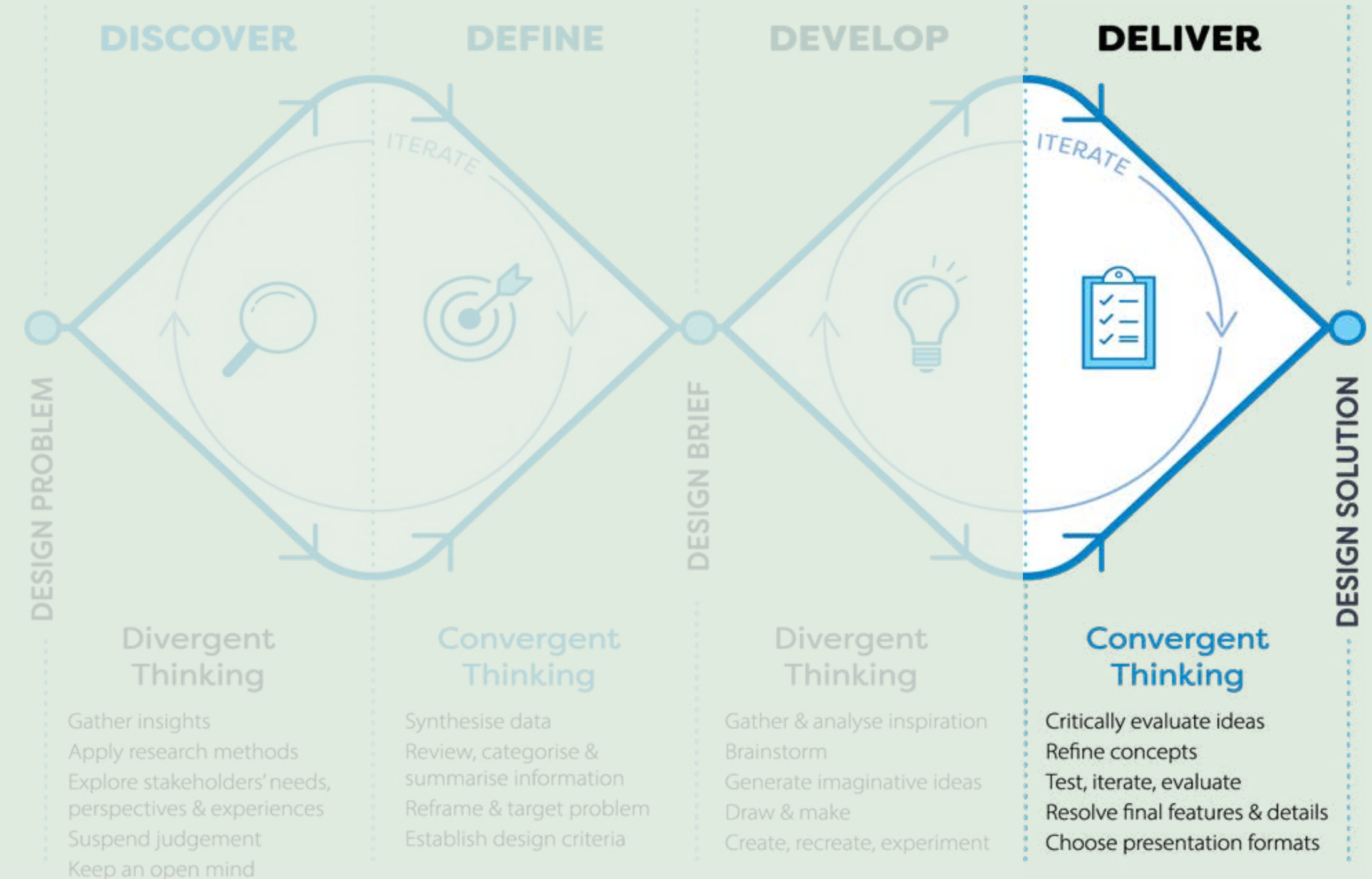


Develop



Deliver

Students use convergent thinking, and combine methods, media and materials with selected design elements and principles in order to resolve final features and details.





Discover



Define



Develop



Deliver

12. Evaluate your ideas

Set out 2 or more ideas for each of the presentations and formally evaluate their viability and what needs to be done to make them into a resolved design solution.

Example.

One of my ideas is a soft, fabric hanging Pod, with a cloth flap, it will be comfortable, however I will need to look at how to make it soundproof.

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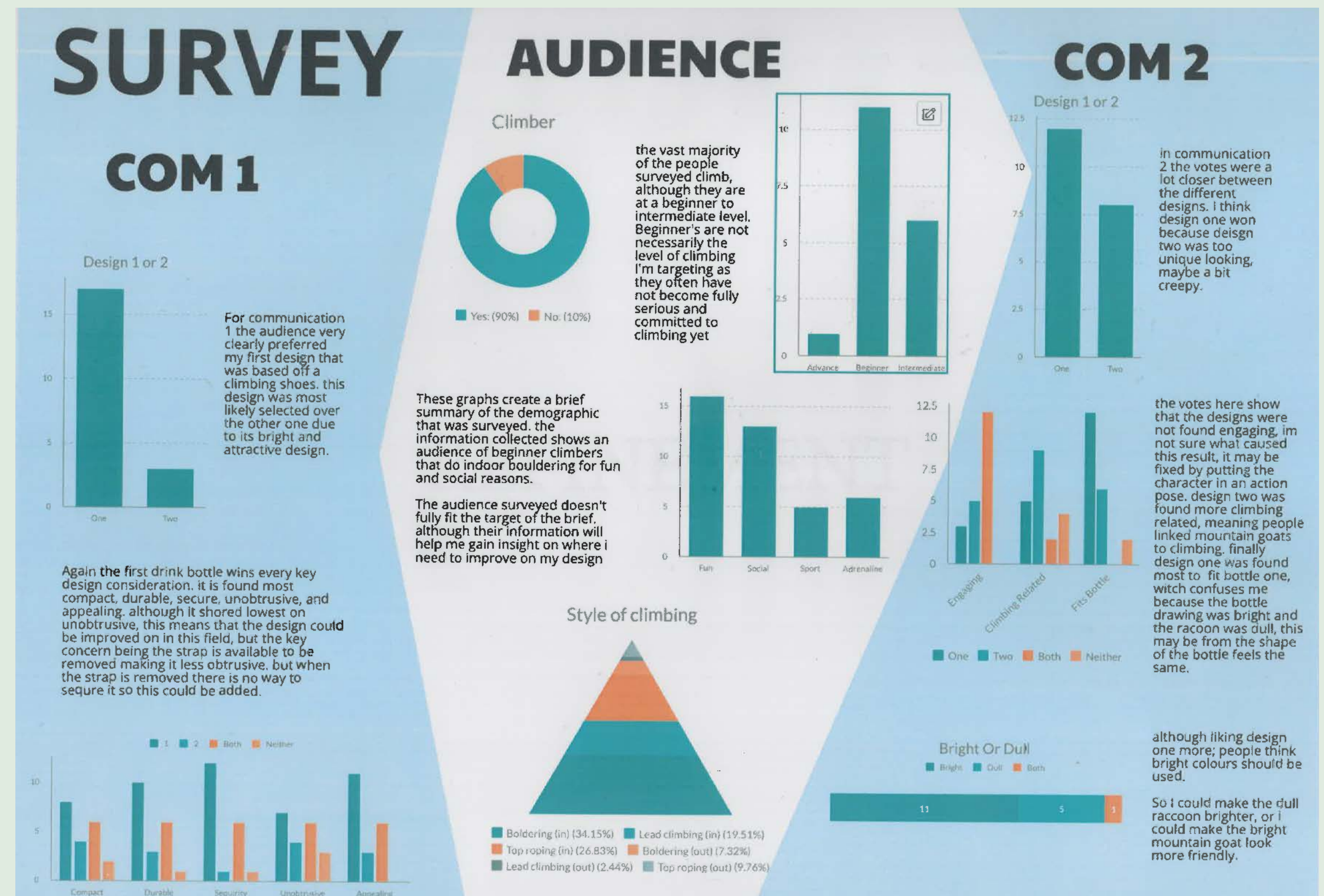


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Conduct **design critiques** and document the thoughts and ideas of your peers using charts and text.



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Consider mapping each option back to the original criteria chart, to visually represent how well each idea reflects the criteria outlined in the brief.

	Comment	NO	Does it address the criteria?	YES
Portable	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim		A	B
Sustainable	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim		B	A
Safe	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim		A	B
Private	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim	B		A
Low cost	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim		A	B



Discover



Define



Develop



Deliver

14. Design Pitch

You are then to pitch your finished presentations to an audience.

Example.

This is my idea, this is the problem that it solves, this is how it solves the problem and this is how it addresses the evaluation criteria identified in the brief.

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15. Refine and Present

Produce your finished presentations, such as a poster, presentation board, model etc.

