STAY IN THE LOOP

APD1
Form Workshop 1

APD2
Degree project

BA1
Design

BA3
Computer
Visualisation
Technology

DC
Design
argumentation

IDI
Interaction design
basics

IXD1
Form Workshop 1

IXD2
Degree project

TD1
Polygon Modelling
Using Maya

TD2
Degree project

KITCHEN CLEANING
IxD2

WORKSHOP CLEANING
TD 1 & 2

INFO
TJ Vaninetti
TD2

10 WORDS OR LESS
ABOUT YOURSELF
Adventure Travel, Teach,
Hockey, SCUBA, Dedicated,
Charity, Motorcycle

SOMETHING MOST
PEOPLE DON’T KNOW
ABOUT YOU
I had a pet cat called El Gato
de la Muerte (The Cat of
Death) that weighed 10kg
and was 1.3m from head to
tail, but had to give him away
to come to Sweden. You can
like him on Facebook!

THE NEW BLACK
ON THE WEB
Google Search these things
- some may be old, but they
are all good:
“Pancake Rap” - Nerdy white
kid KillS “Look at Me
Now” (Mac Lethal).

“Epic Meal Time” - is epic.

“Upular” - a song and video
remix from the Pixar
movie, Up.

THE NEW BLACK
IN TUNES
Check out Tineriwen for
some awesome tunes from
the deserts of Mali.
Tineriwen -
Tenere Taqqim Tossam
Ludivico Enaudi -
Primavera Phoenix – 1901
Nick Drake -
One Of These Things First
Reflekt - Need to Feel Loved

CULTURE AT CAMPUS PRESENTS
Al Pitcher
Thursday February 9th,
12.10-12.50, Ljusgården,
Lärarutbildningen

“I was only after having
lived here for a while that I
understood how important
fika is for the swedes.

By combining stand-up
comedy with the rituals
around fika I want to create a
completely new show. Since
the audience is the most
important part of the show
it will be very special, in the
spirit of the fika.”

Last week the two students
were surprised in class with
the message that they had
been chosen as scholarship holders by Almi
Företagspartner, Design
Västerbotten and Umeå
Institute of Design. For
well-planned projects with interesting partner
organizations within the
region, Cindy and Øyvind,
BA3, are now rewarded with
25 000kr each. This sum
will for example support
expensive materials
for prototypes and
travelling to meet users.
Congratulations and good
luck to you both!

The scholarship will be
applicable also in the
following years, so don’t
forget to turn in qualitative
project descriptions next
autumn as well. Other than
that 2012 will offer more
chances to get in
touch with regional
companies when the same
trio of organizations with
Almi Företagspartner in
the front is establishing
trainee spots for students
at the school, creating
possibilities for useful
experiences in the business
world. So keep your eyes
and ears open as more
information will come.

Visit the UID Facebook page:
http://www.facebook.com/UID

Tweet with UID: #lifeatuid
or follow @wozzop

Interested in designing the
Wednesday lecture posters?!
Email: wozzop@gmail.com
The business practice of brainstorming has been around with us so long that it seems like an unadorned common sense: If you want a rash of new ideas, you get a group of people in a room, have them shout things out, and make sure not to criticize, because that sort of self-censoring is sure to kill the flow of new thoughts.

It wasn’t always so: This entire process was invented by Alex Osborn, one of the founders of BBDO, in the 1940’s. It was motivated by Osborn’s own theory of creativity. He thought, quite reasonably, that creativity at BBDO, in the 1940’s. It was the business practice of brainstorming was the secret to BBDO’s durable creativity, allowing his ad guys to produce as many as 87 ideas in 90 minutes--a veritable avalanche.

In the presence of criticism, it simply couldn’t wring itself free from our own minds. We could only call our muses if we took a stance different from ourselves--rather than overt criticism--work to stifle each person’s potential.

Lehrer doesn’t quite explain why that happens. But in a nice coincidence, Susan Cain tackles that very problem in her upcoming book, Quiet: The Power of Introverts in a World That Can’t Stop Talking. As she explains in The New York Times’, groups don’t encourage creativity because of the social pressure they bring to bear.

“People in groups tend to sit back and let others do the work; they instinctively mimic others’ opinions and lose sight of their own; and, often succumb to peer pressure. The Emory University neuroscientist Gregory Berns found that when we take a stance different from the group’s, we activate the amygdala, a small organ in the brain associated with the fear of rejection. Professor Berns calls this “the pain of independence.”

Criticism Improves the Brainstorming Process

Those findings all probably make sense to anyone who has sat in a brainstorming session and wondered why Debbie from accounting suddenly became the world’s most vocal expert on car design. (Here, I’m referencing a real-life experience I got sitting in on a brainstorming session for a major car company.) But Lehrer goes on to point out that other studies have shown that the presence of criticism actually increases the flow of ideas. One experiment compared two groups: One which brainstormed with a mandate not to criticize, and another which had the license to debate each others ideas. The second group had 20% more ideas--and even after the session ended, the people in the second group had far more additional ideas than those in the first.

“Groups don’t encourage creativity because of the social pressure they bring to bear.”

Why is that? Lehrer doesn’t really say, and neither do his sources. But this idea makes sense. The problem with traditional brainstorming is the assumption that good ideas can spring up unbidden. In real life, the process is more interesting than that. Usually, inventions often begin when an inventor spots a problem. Good ideas usually don’t hang by themselves, unattacted. They come about as solutions. Thus, allowing criticism into a room full of people trying to brainstorm allows them to refine and redefine a problem. Adding more and more complex problems to the mix doesn’t stifle creativity--it actually gives the mind more to work with, simply by demanding that we find better and better answers.

Creativity Is About Happenstance, Not Planning

Lehrer then goes searching for better models of the creative process, and finds a couple. One comes in the form of a professor who was able to study how the relationships within a group affect the quality of their work. Brian Uzzi, a sociologist at Northwestern, found that on Broadway the most-performing productions were the work of two groups: Those that had worked together too much, and those that had worked together too little. Too much familiarity bred groupthink. Too little meant that they didn’t have enough chemistry to challenge each other. The most productive groups were those with a baseline of familiarity but just enough fresh blood to make things interesting.

But there’s a serendipity involved that you can’t fake: Studies have shown that the most successful groups of scientists also work in extremely close physical proximity. Just being around another creative person is vital to the process, because so many ideas happen as a result of water-cooler chatter and passing contact. The best support comes by accident: Building 20, a famous hothouse of ideas on the MIT campus. It worked because its design was so crappy and haphazard. It was nothing more than a sheetrock box, but in its maze of corridors and cramped offices, scientists of all stripes often found themselves happening upon conversations with others from wildly different fields. It’s no accident that so many breakthroughs came from that building, including radar, microwaves, the first video games, and Chromsky linguistics.

Increasingly, companies such as Vitra are designing workplaces designed to blend intense solitude, shown above, and relaxed, freewheeling sociability.

Can We Rework the Brainstorming Paradigm?

I laid out all of these details from Lehrer’s article because each of these findings suggest that the brainstorming process might not be totally hopeless after all. We know that breakthrough insight likely requires intense, individual reflection. We also know that criticism unlocks creativity. And finally, we know that creativity can be fostered by a certain type of physical space.

“Solutions only flow when the problem becomes interesting enough to demand new ideas.”

Each of these findings, taken together, is cause for optimism. For one, the brainstorming might work better if it focused not on finding solutions, but rather identifying problems. What if, during a brainstorming session, people weren’t asked to simply throw out ideas, but rather problems as well. Granted, you’ve still got the annoying problem of groupthink. But the fact is that people are usually better at finding fault than they are at finding answers. Properly mastered, that could be a good thing. Let’s say, for example, you’re trying to invent a new computer UI. It’s much more productive to find what drives people nuts and the features that keep them from doing what they want to do than it is to find out what sort of computer they’d like to have in some idealized fantasy world. Solving such a complex problem as UI design demands a certain subtlety and depth of thought. But those solutions only begin flowing when the problem becomes interesting enough to demand new ideas. My point is that by reframing what we expect to gain from some technique such as brainstorming, we might make it far more useful.

Finally, the fact that office design can so dramatically affect the work we produce means that designers have the wherewithal to affect a company’s core mission. Designers really can make a company smarter, if they embrace the chaotic reality of creativity, rather than trying to create spaces where every last function and possibility has its place. In other words, there might be room for a new design paradigm that embraces both limitations and flexibility. You can create offices where accidental encounters are encouraged. And you can create offices where nothing is ever fixed. The smartest office isn’t perfect, and it isn’t permanent.


Written by Cliff Kuang for fastcodesign.com

Source: http://www.fastcodesign.com/1668930/the-brainstorming-process-is-b-s-but-can-we-rework-it
PROTOTYPING THE FUTURE
See the rest of the pictures taken by the participants of Prototyping the Future 2012 at: http://www.flickr.com/uid
WHERE DID I LEAVE MY USB?

Due to the decent amounts of USB-sticks being left here and there, forgotten, lost or generally misplaced, there is now a handy lost and found board in the printer room.

If you find a USB-stick just put it up and hopefully it will find its way to its owner again.

PTF MATERIAL

Did you gather any material during Prototyping the Future that could be interesting for other students? Presentations from lecturers or other things? Upload them to the “PTF Material” folder on gone tomorrow, make a folder with the name of your course and share with the rest of the us!

INSPIRATION

http://cardesignnews.com/
The leading online resource for automotive design

http://www.trendwatching.com
Consumer trends and insights from around the world

http://www.thedieline.com/
The world’s #1 package design website

Do you have any inspirational sites or blogs that you want to share with the rest of the school? Send them in to wozzop@gmail.com

YOGA

Morning Yoga
T-days (Tuesdays & Thursdays)
08:00-08:45
Black Room

The only flexibility you need is in your mind.

Wear comfortable clothes.
- Bring your yoga mat (if you have one).
- Bring a warm top for final resting pose.
- Yoga is practiced barefoot, leave your shoes to the shelf next to the door.
- Be open minded to try new things.
- Listen to your body, the teacher is the guide but the experience is your own.

Some tips:

Yoga classes are starting for the new semester!

- T-days (Tuesdays & Thursdays)
- 08:00-08:45
- Black Room

- Wear something comfortable and bring your yoga mat if you have one.

- Contact Ayse (IxD1) for questions and more information.

CREDITS

Thanks for your contributions.
Future articles & photos can be sent to: wozzop@gmail.com by Thursday evenings.
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