

Creative Problem Solving

Final Project Direction Sheet

Design Team Names: _____

Company Name: _____

Company Contact Person: _____

Ph # _____ Email: _____

Design Project Title: _____



The Design Challenge:

Design Process:

1. **Discovery:** Initial contact with client to establish needs.
2. **Interpretation:** Three (3) hours of documented (date & conversation) contact time.
 - This will be done outside of class time.
 - Communication Log - MUST have three (3) hours of outside communication from company.
 - i. Site Visits: Go to the client's location to see the facility. Get signature from contact person to verify your visit.
 - ii. Phone Calls: Document date and brief explanation of conversation.
 - iii. Emails: Print any correspondences and attached to this form.
 - iv. Meeting with design team to discuss project.
3. **Interpretation:** Generate ideas using a Mind Map (use space provided) and research to gather data for an infographic.
4. **Ideation:** Sketch ideas of possible prototyping
5. **Experimentation:** Create your prototype or design
6. **Evolution:** Present design to client (In-Progress Critique & final Presentation).
 - Prototype or Sketches
 - Infographic

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Time Line:

- **Mon., Jan. 14:** Submit brief description of company's need. Video submissions accepted
- **Thurs., Jan. 7-Mon., Jan. 11:** In-progress critique (date TBD).
- **Thurs., Jan. 14:** Last day to work in class.
- **Fri., Jan. 15 thru Tues., Jan. 19:** Presentations (possibly through Tuesday 1/19)

Rubric:

1. **Discovery:** Define and understand what the challenge's need.
 - a. Did the student expanded their understanding of the design challenge, the factors that shape the project, or the types and quality of prior solutions in order to deepen or clarify their understanding?
2. **Interpretation:** Research and gather data to support solution.
 - a. Did the student expand their understanding of the design challenge, the factors that shape the project, or the types and quality of prior solutions by providing outstanding evidence of design exploration?
 - b. Did the notes and sketches indicate an exceptional grasp of the project and the factors that will influence their own work?
3. **Ideation:** Sketching out ideas.
 - a. Did the student generate concepts or potential solutions using a variety of media to explore ideas?
4. **Experimentation:** Create your prototype
 - a. Did the student visualize and test physical models and/or virtual prototypes?
5. **Evolution:** Present design to client. Must include:
 - a. Did the student refine ideas and solutions met the needs of the challenge?
 - b. Did the student develop a high-quality final presentation?

CHECKLIST: Make Sure you have all of these things done to turn in on exam day.

- ☐ **Prototype**
- ☐ **Design Challenge Packet (this packet) filled out.**
- ☐ **Communication Log: filled out, dated, signed, explanations (3 hrs worth)**
- ☐ **Infographic: Either digital or printed copy in color. At least 1 original graph.**
- ☐ **Rubric: Filled out and turned in with packet.**
- ☐ **Presentation: slide show, itemized pricing spreadsheet, visuals**

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Generate ideas using a Mind Map (use space provided) and research to gather data for an infographic.



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Use space to gather information.

Three (3) hours of documented contact time. This will be done outside of class time. You must log your communications with your client: check box.

- ☐ **Site Visit** - Date and get signature.
- ☐ **Phone Call** - Date and brief explanation of conversation.
- ☐ **Email** - Date, explanation of conversation or copy of email.
- ☐ **Meetings** - Date and explanation of conversation

- ☐ Site Visit
- ☐ Phone Call
- ☐ Email
- ☐ Meetings

1. _____
Signature Date

- ☐ Site Visit
- ☐ Phone Call
- ☐ Email
- ☐ Meetings

2. _____
Signature Date

- ☐ Site Visit
- ☐ Phone Call
- ☐ Email
- ☐ Meetings

3. _____
Signature Date

- ☐ Site Visit
- ☐ Phone Call
- ☐ Email
- ☐ Meetings

4. _____
Signature Date

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Sketch ideas of possible prototypes.

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Create your prototype. Use space below to create sketches.

1. What materials are needed?
2. Will this be done using the computer/iPads?
3. How will the data be shared (infographic)? Use [Piktochart.com](https://piktochart.com) and share by Wednesday, January 13th if you want it printed in color.

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How you will “Pitch” your design?

Present Prototype/Sketches and infographic data to client during in-progress critique & final presentation.

- 1. The One-Word Pitch (e.g. Master Card - Priceless)**
- 2. The Question Pitch**
- 3. Elevator Pitch**