

**BASICS**

**PRODUCT DESIGN**

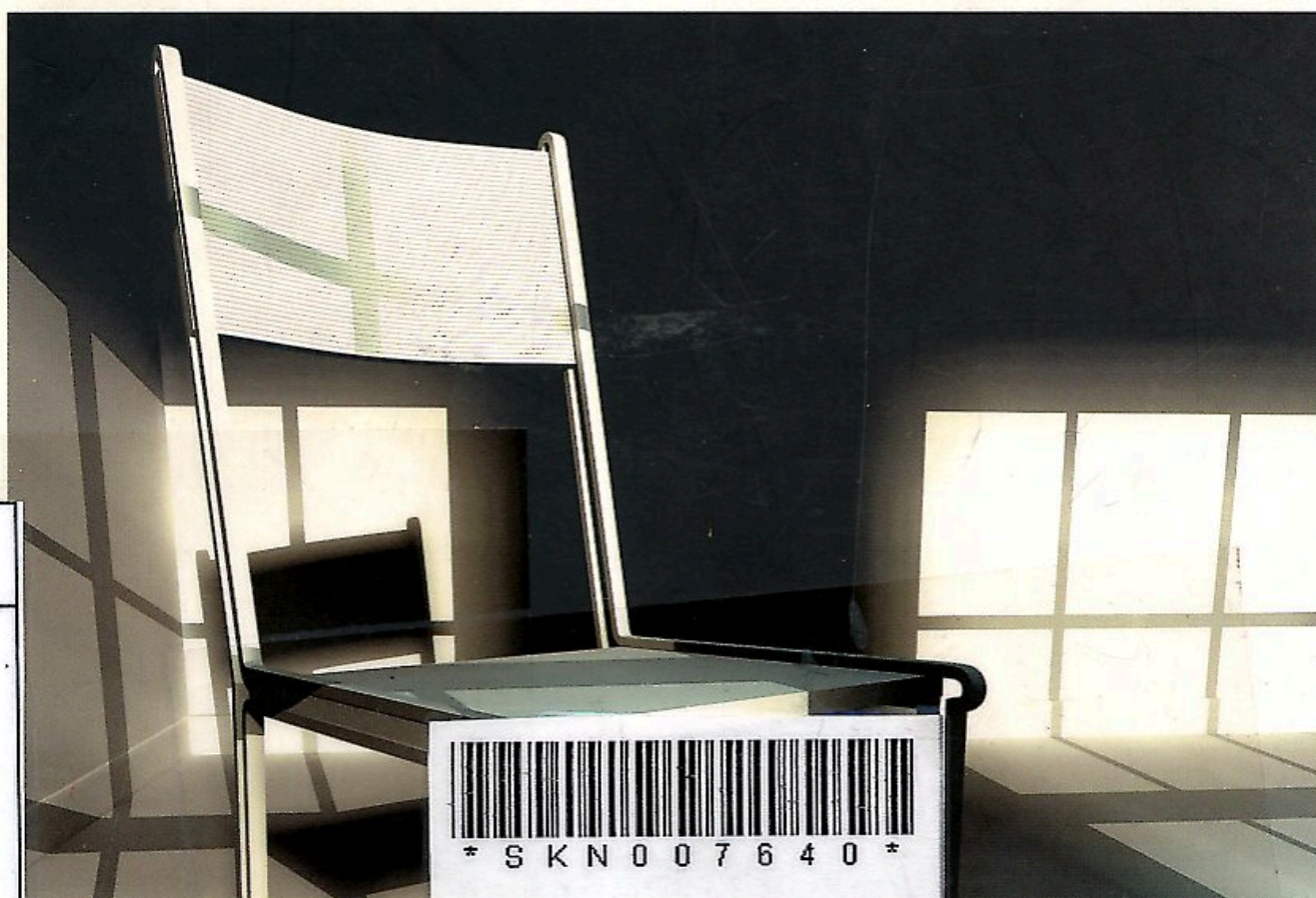
**David Bramston**

**C1**

# idea searching

n  
a thought or suggestion as to  
a possible course of action

v  
look for information or an item  
of interest



ÊN  
K.T

752

5

9



\* S K N 0 0 7 6 4 0 \*



**Academia**  
the environment of learning

**BASICS**

**THE AVA SERIES**



**Featured contributors**

Nika Zupanc  
Gijs Bakker  
Dale Chihuly  
Martino Gamper  
Mehmet Erkök  
Stuart Walker  
Tadao Hoshino  
Stuart Haygarth  
Maria Kirk Mikkelsen  
Maxim Velcovsky  
Eric Morel  
Jaime Hayón  
Carl Clerkin  
Jörg Ratzlaff  
Erwin Wurm  
Oliver Schick  
Carolien Vlieger  
Hein van Dam  
Silvio Betterelli  
Martina Grasselli  
Finn Kaerulff Clausen  
Valeria Miglioli  
Barnaby Barford  
Bjørn Blisse  
Folker Königbauer  
Reinhard Zetsche  
Torbjørn Anderssen  
Andreas Engesvik  
Espen Voll  
Sarit Attias  
Amit Axelrod  
and many others

ava publishing sa  
sales@avabooks.ch  
www.avabooks.ch

Basics Advertising  
Basics Animation  
Basics Architecture  
Basics Branding  
Basics Design  
Basics Design Management  
Basics Fashion Design  
Basics Film-Making  
Basics Illustration  
Basics Interior Architecture  
Basics Interior Design  
Basics Landscape Architecture  
Basics Marketing  
Basics Photography  
Basics Product Design  
Basics Typography



**BASICS**

6 58.5752

B815

**PRODUCT DESIGN**

**C1**

**Idea Searching**

**David Bramston**

THƯ VIỆN TRƯỜNG ĐH SPKT

SKN

007640



**Academia**  
the environment of learning

## Contents

Introduction	6
How to get the most out of this book	10



<b>Just imagine if it were possible</b>	<b>12</b>
Observations	14
Thoughts	28
Referencing	38



<b>Common sense is needed</b>	<b>54</b>
Empathy	56
Profiles	62
Themes	66
Character	70



<b>Explore and have fun!</b>	<b>78</b>
Materials	80
Fun	82
Communication	86
Product language	96





<b>Sensory issues</b>	<b>104</b>
DNA	106
Added values	114
Conflicts	118
Emotions	128

<b>Development of an idea</b>	<b>130</b>
Critical analysis	132
Ability to change	134
Idea development	136
Visual noise	142

<b>Blue sky or reality?</b>	<b>144</b>
Experiences	146
Responsibility	150
Projects	154

<b>Conclusion</b>	<b>166</b>
<b>Glossary</b>	<b>168</b>
<b>Further resources</b>	<b>172</b>
<b>Contacts and credits</b>	<b>174</b>
<b>Acknowledgements</b>	<b>176</b>



# BASICS

## THE AVA SERIES



Basics Advertising  
Basics Animation  
Basics Architecture  
Basics Branding  
Basics Design  
Basics Design Management  
Basics Fashion Design  
Basics Film-Making  
Basics Illustration  
Basics Interior Architecture  
Basics Interior Design  
Basics Landscape Architecture  
Basics Marketing  
Basics Photography  
Basics Product Design  
Basics Typography

**David Bramston** is the subject leader for Product Design at the University of Lincoln. He has also worked in the design industry on projects for companies such as Motorola, Swatch and Christian Dior.

David has an MA in Industrial Design and has exhibited and presented work in Europe, the United States and the Far East. He is an International Member of the Industrial Designers Society of America, a member of the Innovative Design Practice Group at the Centre for Critical Design Practice and a member of the Centre for Creative Industry Development, at the University of Lincoln.

Current research work is focused on the development of living materials for industrial design applications.

# BASICS

## PRODUCT DESIGN

C1

### Featured topics

visualstorming  
brainstorming  
scenarios  
montage  
role play  
modifications  
user refinements  
user research  
inspiration  
subtlety  
improvisation  
mental baggage  
analogous referencing  
target mapping  
alternative thinking  
product language  
character  
literal and lateral thinking  
profiles  
themes  
assumptions  
tribal language  
photo diary  
product purpose  
info dumps  
added values  
sustainability  
ceremony  
experiences  
common sense  
empathy  
aesthetics  
brand experience  
product gender  
cultural influences  
historical influences  
innovation  
experimentation  
empathy  
visual noise  
primary research  
secondary research  
play and fun

### The Basics Product Design

series investigates different methods for generating and developing ideas. *Basics Product Design: Idea Searching* involves examples and practices from around the world and includes internationally recognised designers, artists and researchers.

#### *Basics Product Design:*

*Idea Searching* explores how different experiences, contexts, references and the practices of other disciplines are important in identifying an idea that is appropriate for a particular individual, target audience or culture.

*Basics Product Design: Idea Searching* looks at the importance of understanding modifications to products, personalisation and the relevance of the individual experience.

Other titles in the Basics Product Design series include: *Material Thoughts, Drawing, Visual Conversations, and Trend Seeking.*

ISBN 13: 978-2-940373-76-5  
ISBN 10: 2-940373-76-0



US\$29.95

