

Inleiding Ontwerpen

Les 1: Introductie

9-9-2025



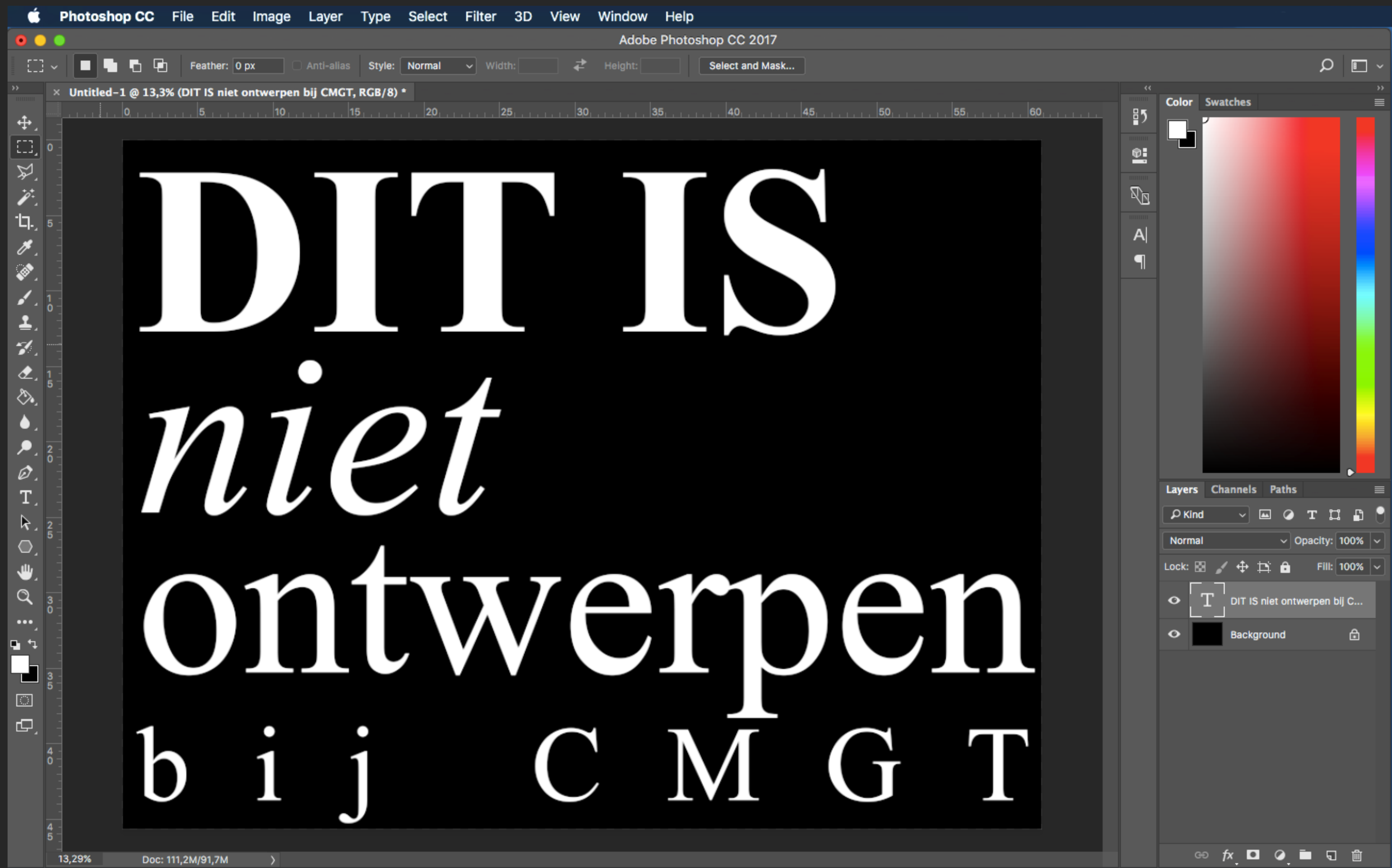
#No
Photo



HOGESCHOOL
ROTTERDAM

Toekomstmakers

./Ontwerpen



4 Orders of Design

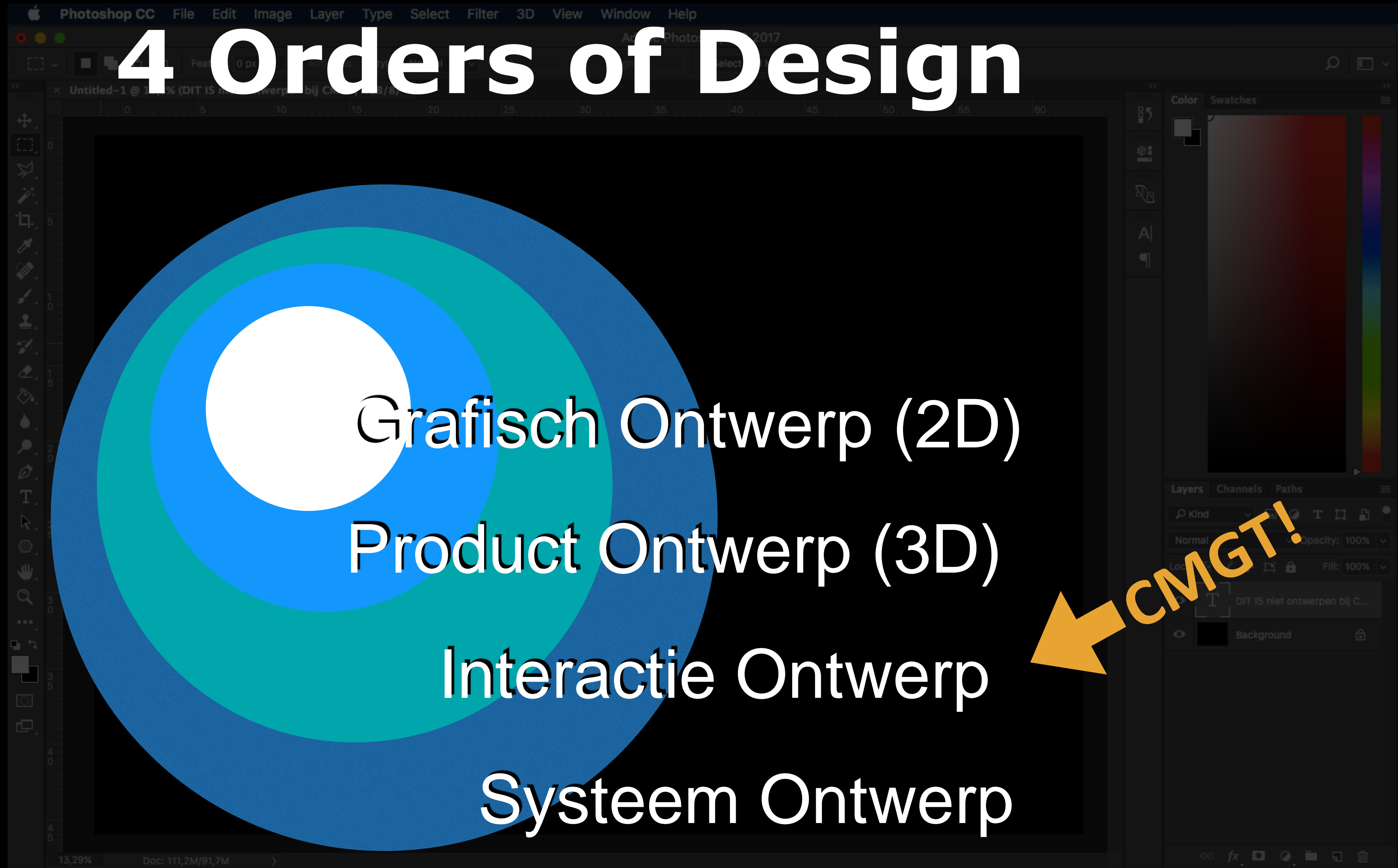
Grafisch Ontwerp (2D)

Product Ontwerp (3D)

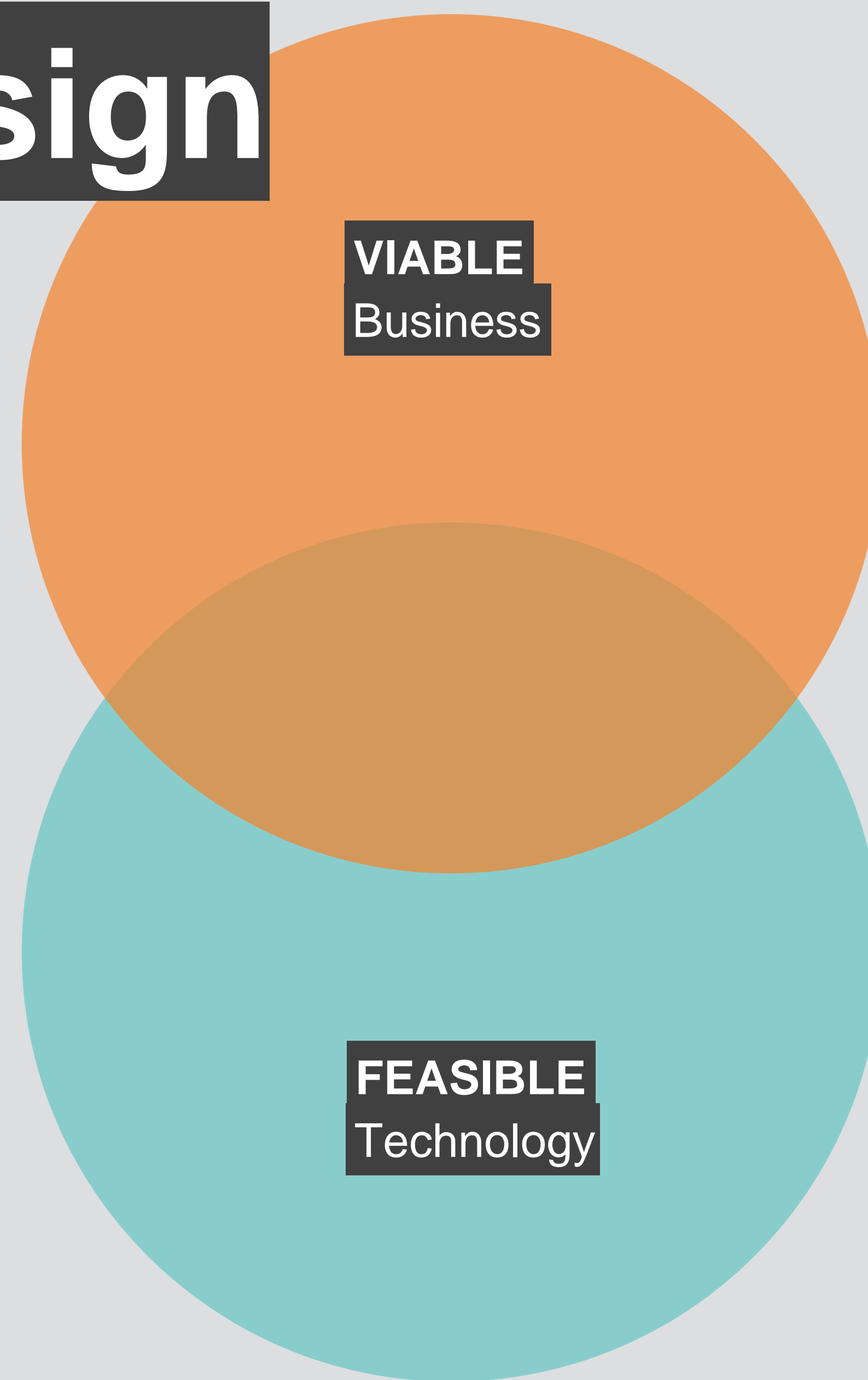
Interactie Ontwerp

Systeem Ontwerp

CMGT!



Holy Trinity of Design







CREATIVE



DAVID KELLEY is the founder of IDEO, one of the world's leading innovation and design firms, as well as the creator of the d.school at Stanford University.

TOM KELLEY is a partner at IDEO and the author of the bestselling *The Art of Innovation* and *The Ten Faces of Innovation*. He is also an executive fellow at UC Berkeley's Haas School of Business.

WWW.CREATIVECONFIDENCE.COM

WITH AN AFTERWORD BY
DAVID AND TOM KELLEY
FROM RANDOM
HOUSE

SHORT WITH
MARTIN REAY

WITH
FOREWORD
BY
DAVID
KELLEY


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"Creative Confidence is a step-by-step, muscle-building gem of a book. It shatters the false belief that only some people are creative. Then it provides a smart, practical action plan for boosting your innovative capacities. If you want to be more creative, read the Kelley brothers' words. Follow their advice, and then—as they'd tell you—do something!"
—Daniel H. Pink, author of *Drive*, *A Whole New Mind*, and *To Sell Is Human*

"David Kelley has unleashed the power of design thinking for thousands of Stanford students and hundreds of influential Silicon Valley entrepreneurs. In *Creative Confidence*, he and his brother, Tom, share their secrets about how each of us can find our creative powers. They describe a way of thinking that will change your professional and personal life."
—Charlie Rose, acclaimed interviewee and broadcast journalist

"This book changed me. *Creative Confidence* is that rare combination of thought leadership, soulful storytelling, and real-life exercises that inspires you to reclaim your creative passion and courage. I feel better already!"
—Brend Brown, PhD, author of the #1 New York Times bestseller *During Crazy*

U.S. \$24.95 / £16.99 CAN
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Creative Confidence is a Random House
book.



CREATIVE CONFIDENCE

CREATIVE CONFIDENCE

UNLEASHING THE CREATIVE
POTENTIAL WITHIN US ALL

by TOM KELLEY
BESTSELLING AUTHOR OF *THE ART
OF INNOVATION*

& DAVID KELLEY
FOUNDER, IDEO & STANFORD D.SCHOOL

128 pp.
\$24.95 (hbk)

An insightful, compelling narrative on how to unlock, nurture, and strengthen the inner creativity that lies within us all, by two leaders at the forefront of innovation—David Kelley, the founder of IDEO, and Tom Kelley, the author of the bestseller *The Art of Innovation*.

Innovation and creativity are now widely accepted as the driving forces behind business success, and are among the most highly prized qualities in today's leaders. But most of us tend to abdicate the mantle of creativity to the "creative types"—those who paint, script, design, or write for a living. We forget that as kids, we were all creative, making things out of clay and using crayons with abandon. One time, so many of us were discouraged in our creative endeavors and eventually focused our energies on more traditional pursuits. In *Creative Confidence*, the Kelley brothers remind us that we all have ideas and insights to offer. They demonstrate that creativity is a mindset, a way of thinking, and a proactive approach to finding new solutions. We may not all be artists, but we can be more creative lawyers, doctors, managers, or salespeople.

Drawing on stories from their work at IDEO and the d.school at Stanford, the Kelleys show us how to tap into our wellspring of creativity and imagination when tackling the problems we encounter. Moreover, they reveal specific strategies to unleash that creative spark within us. Creativity and the ability to innovate, they explain, are like muscles—the more we use them, the stronger they get. *Creative Confidence* gives us the courage to make a difference in the world around us and inspires us to combine breakthrough ideas with action in a way that improves our companies, our careers, and our lives.

CONFIDENCE



“We’ve talked about this. You can be brave,”
urged the dad, the strain showing in his own voice.

–Creative Confidence, Tom & David Kelley



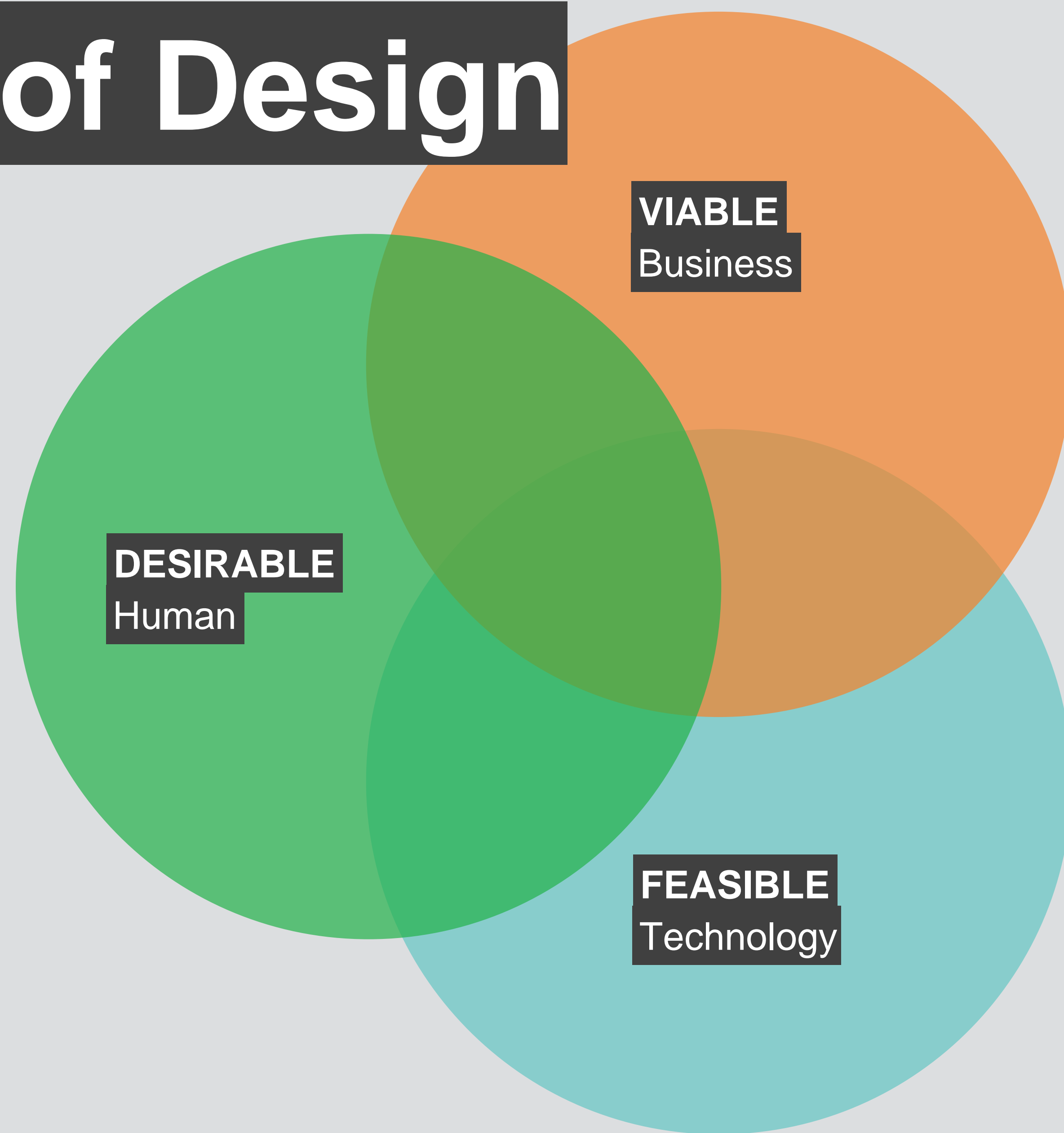
“Mommy,” she asked, **“can we come back tomorrow?”**

–Creative Confidence, Tom & David Kelley

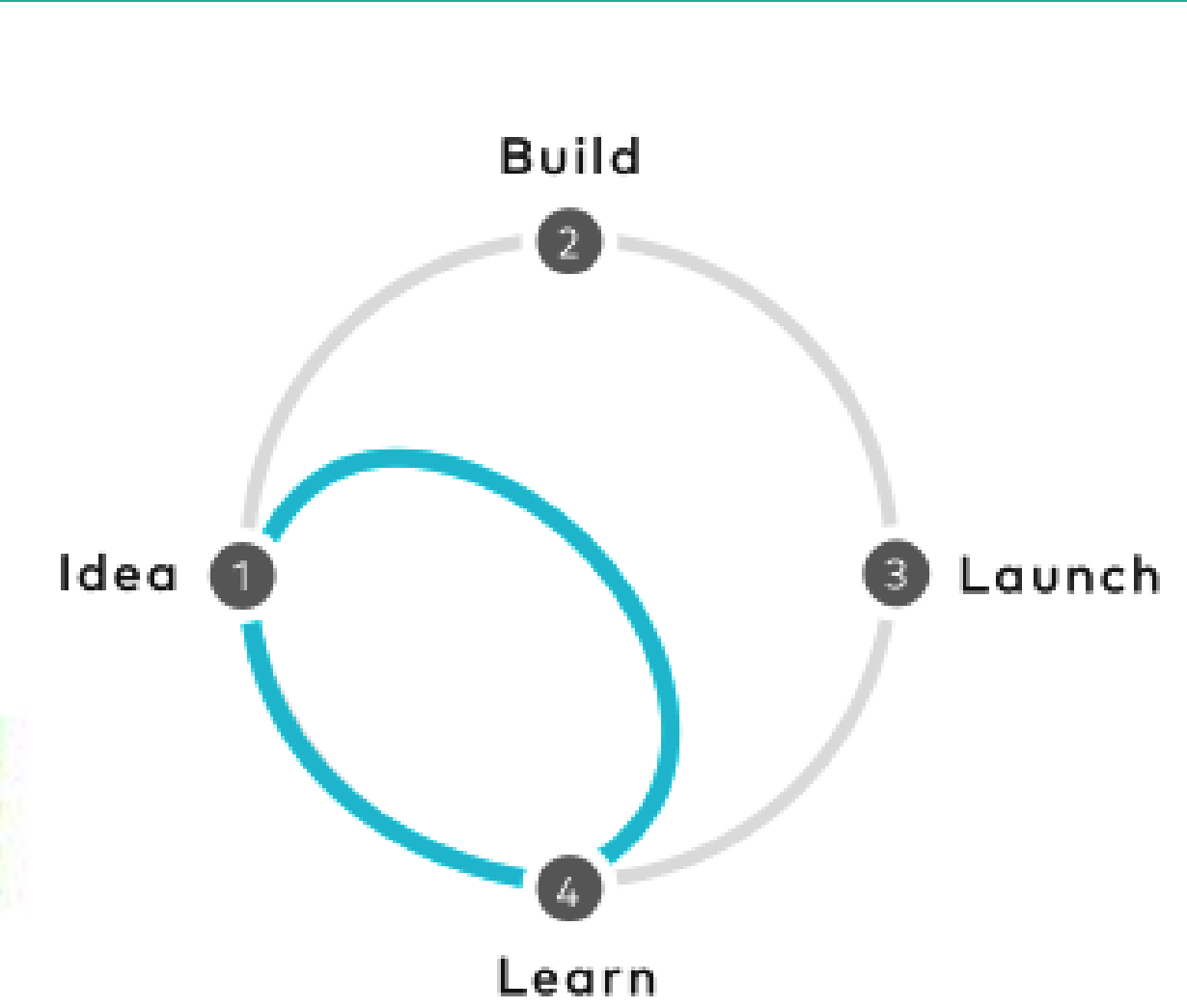
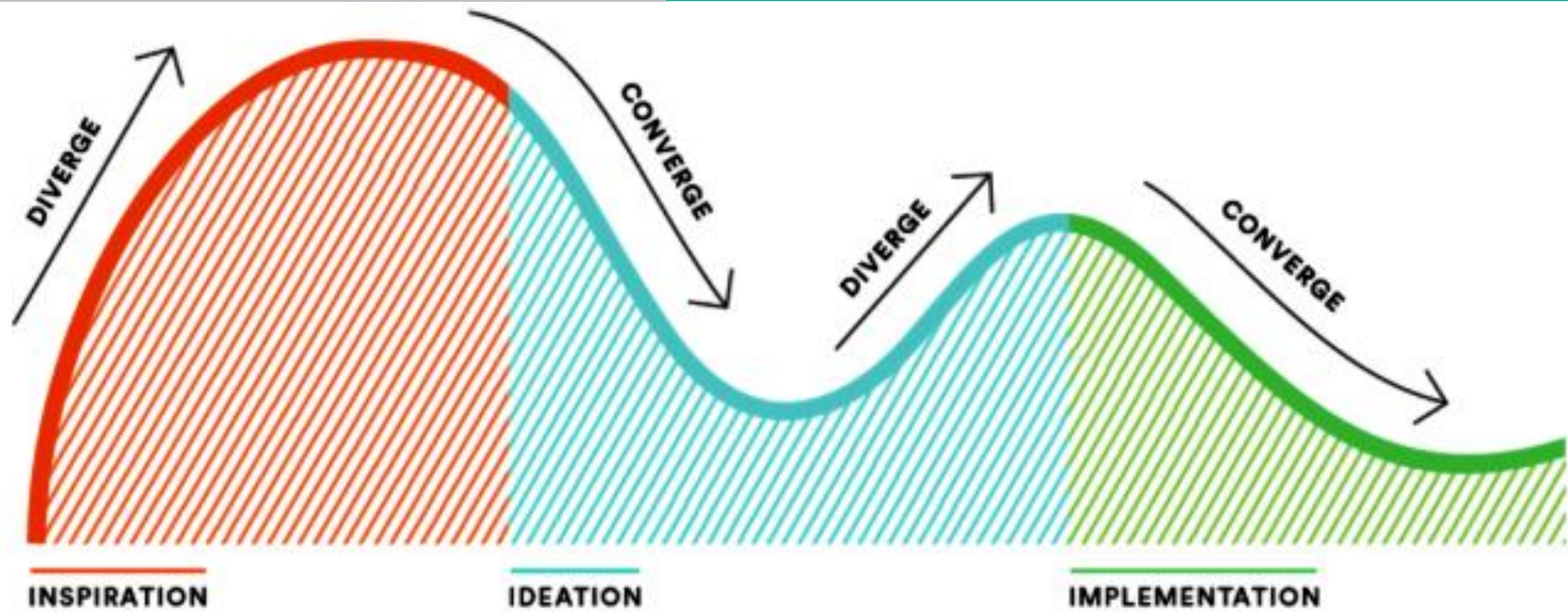
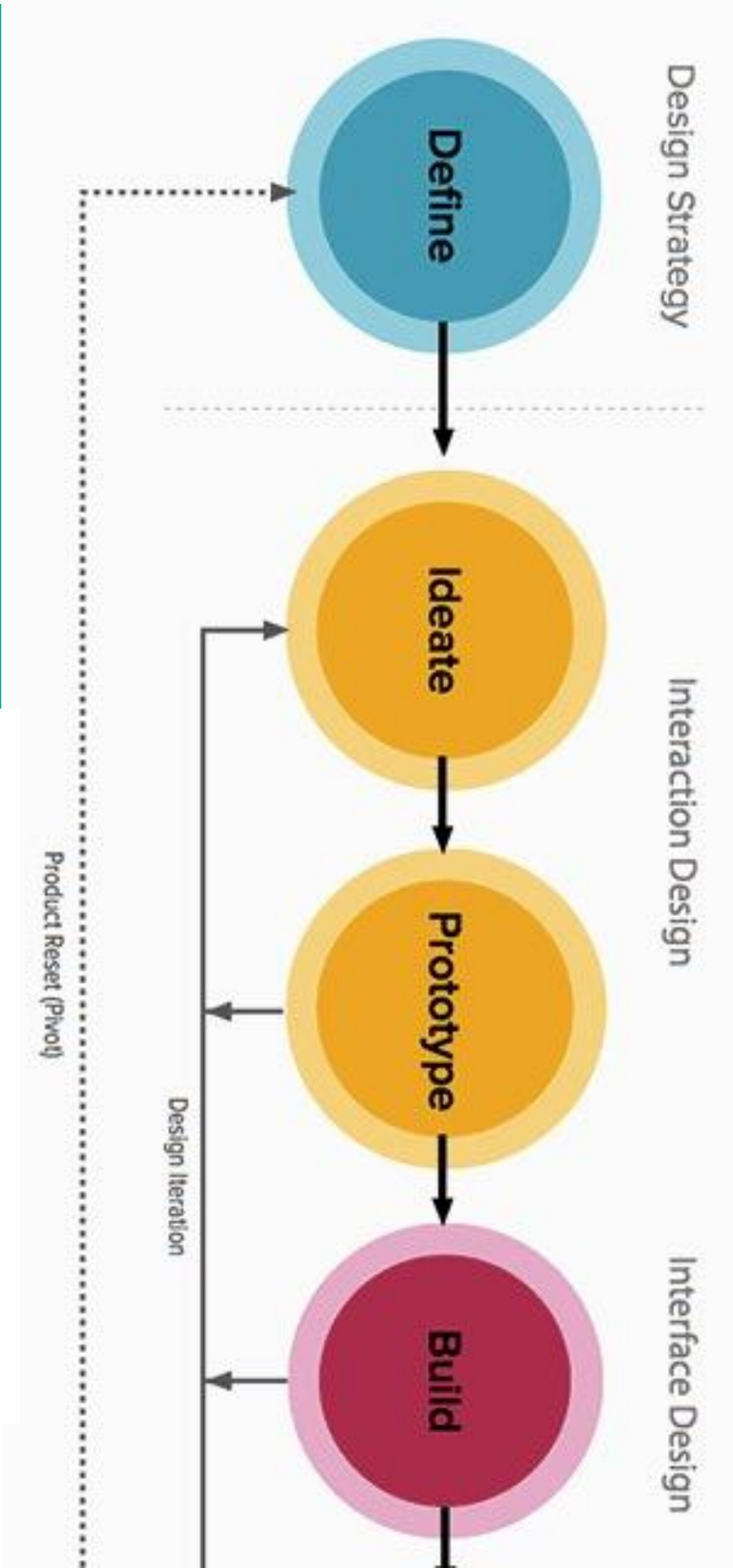
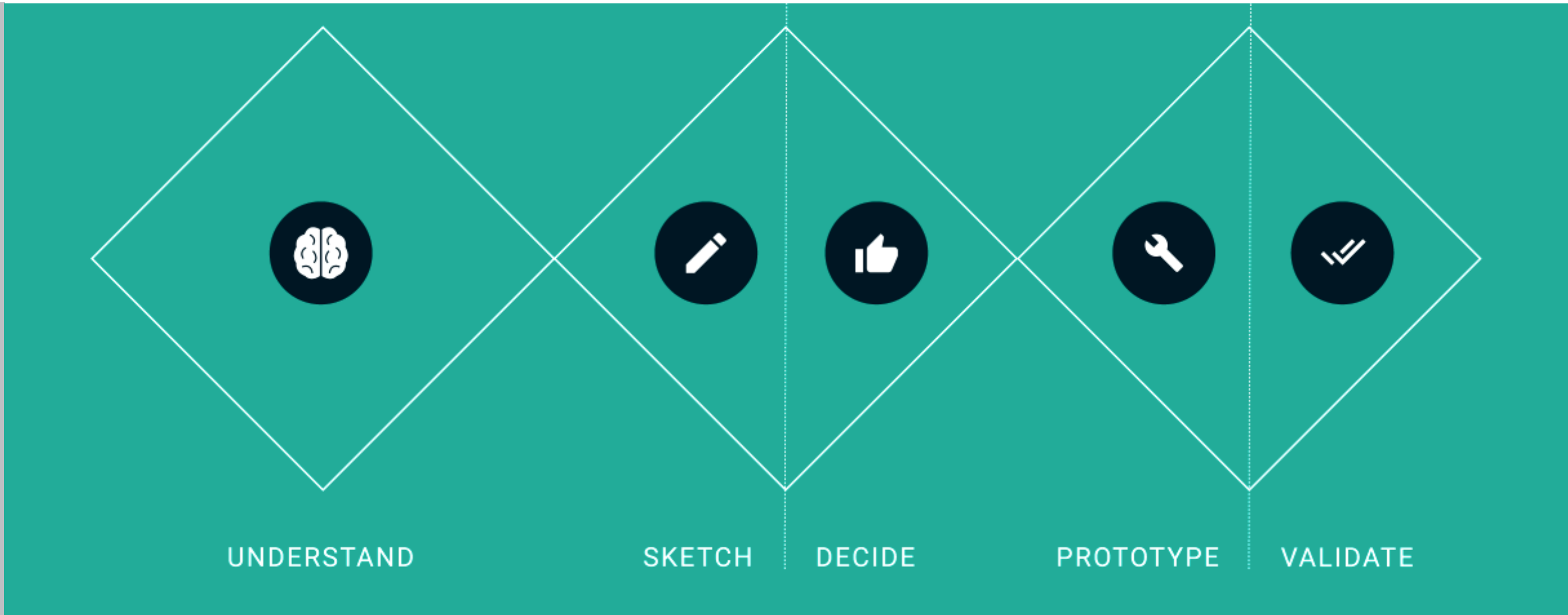
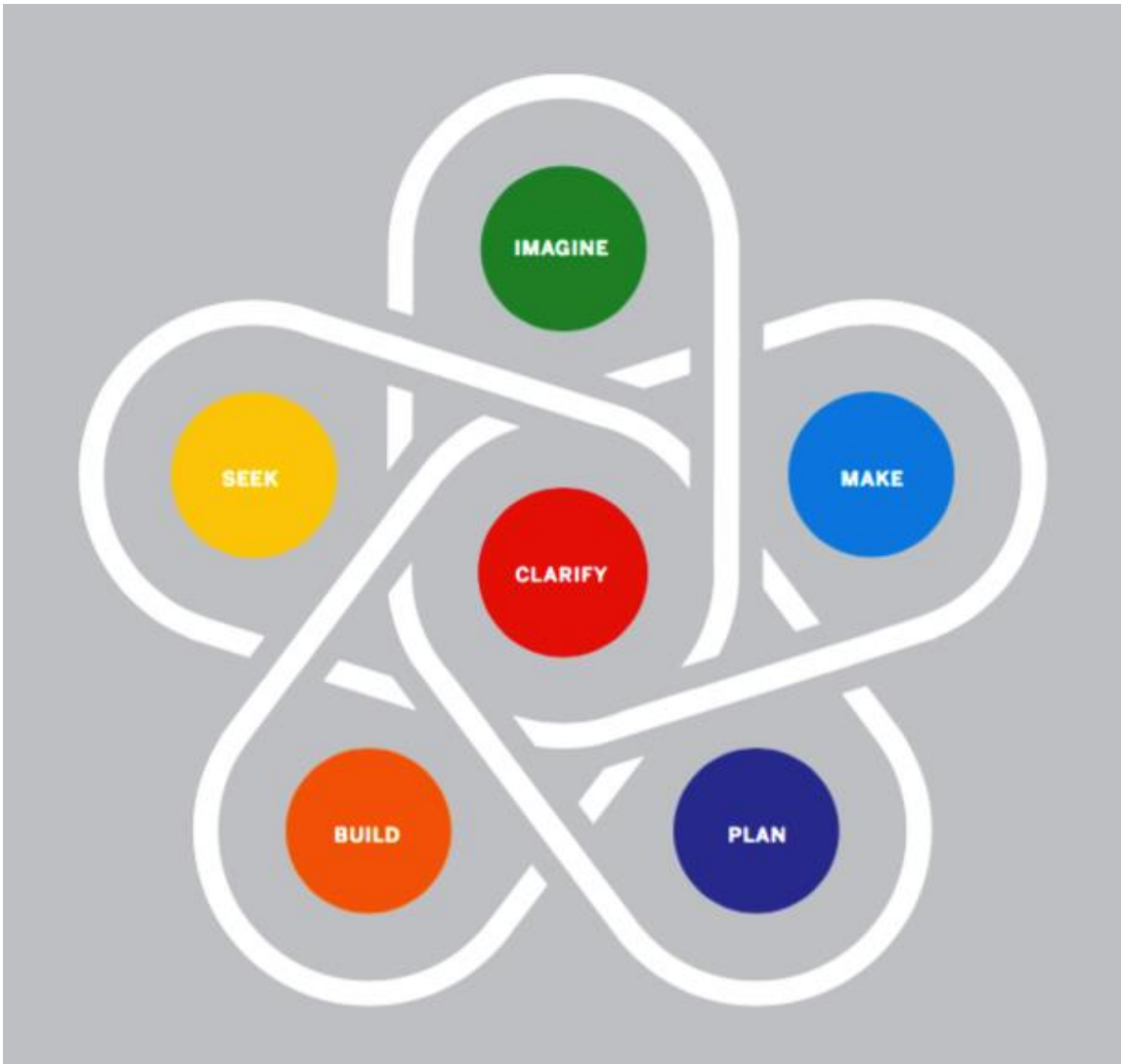
"Human Centered"

in plaats van "technology driven"

Holy Trinity of Design



Ontwerpproces





INSPIRATION

In this phase, you'll learn how to better understand people. You'll observe their lives, hear their hopes and desires, and get smart on your challenge.



IDEATION

Here you'll make sense of everything that you've heard, generate tons of ideas, identify opportunities for design, and test and refine your solutions.



IMPLEMENTATION

Now is your chance to bring your solution to life. You'll figure out how to get your idea to market and how to maximize its impact in the world.



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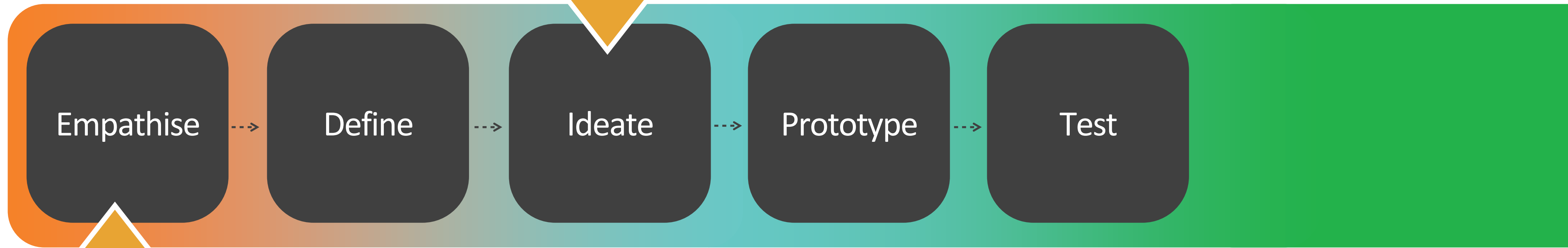
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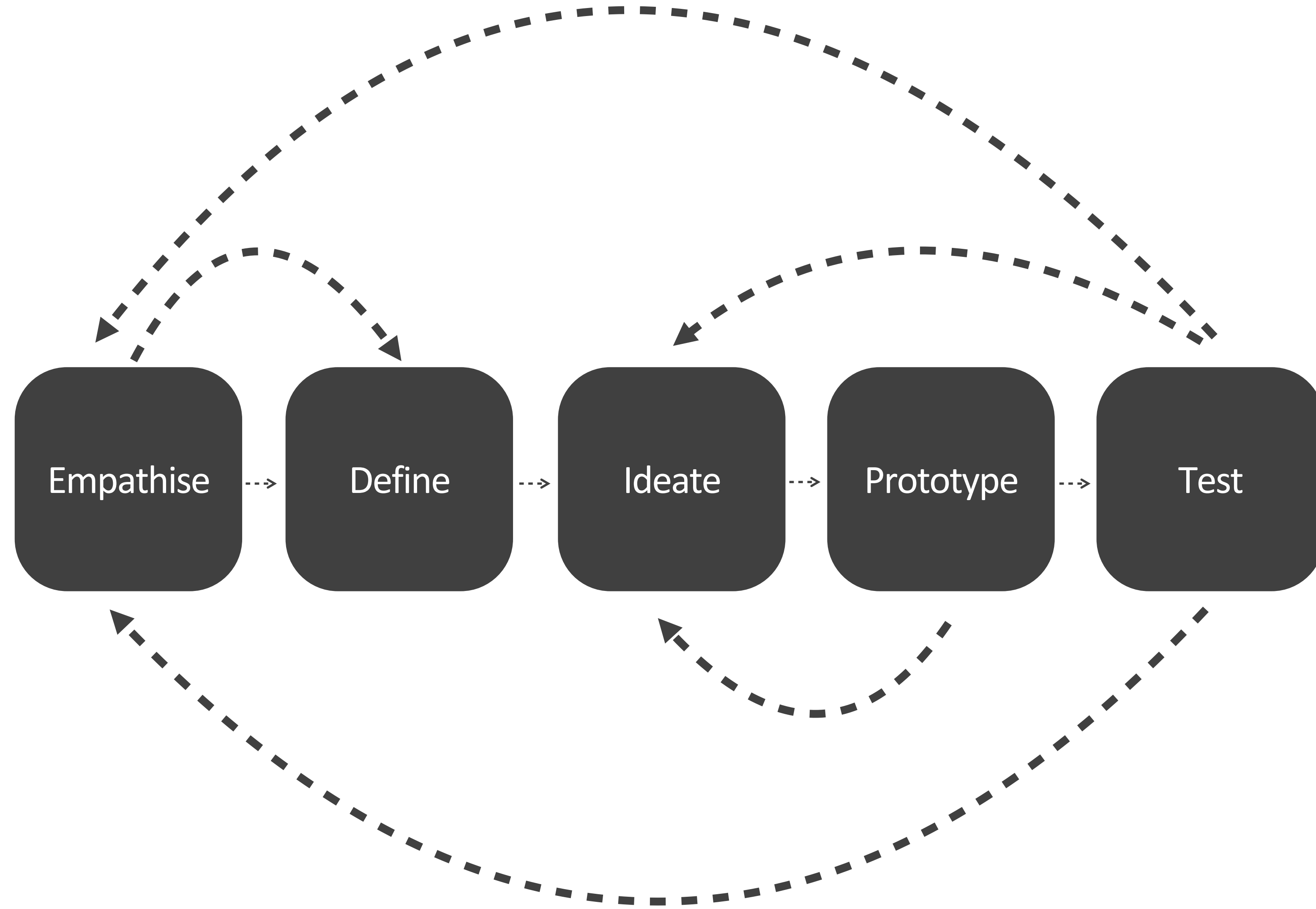
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**DON'T
start here**



start here!

Ontwerpen is geen lineair proces



d.School values



FOCUS ON HUMAN VALUES

Identify real user pain points and ground solutions in their needs; no pet ideas!



BIAS TOWARDS ACTION SHOW DON'T TELL

Come up with solutions, not problems. Prototype to learn vs pontificating.



RADICAL COLLABORATION

Breakthrough insights come from diverse backgrounds and viewpoints!



DEFER JUDGMENT

YES AND (BUILD ON OTHERS' IDEAS)

Trust is the fertile soil for creativity; imagine first, evaluate after.



BE VISUAL

Diagram, sketch - always aim to visualize your ideas & concepts to create clarity



CRAFTING CLARITY

EMBRACE EXPERIMENTATION

Ambiguity is inherent in the creative process; run experiments to learn

Field Guide to Human Centered Design





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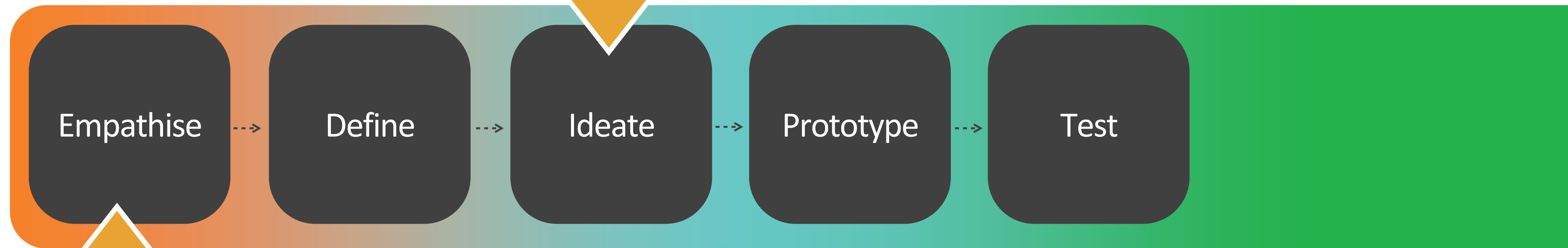
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