

Smart sourcing for creatives



Outline

By the end of this session, you will be able to:

- Discuss information sources used in creative and entrepreneurial activities.
- To illustrate key processes in critically sourcing and evaluating information for entrepreneurial activities.
- To contrast the varying sources of information for entrepreneurial and creative activities

'For many designers, research is a necessary process in exploring how best to arrive at a meaningful and effective solution to the needs of a client or user and the demands of the brief.'

(Bestley & Noble: 2011: 09)

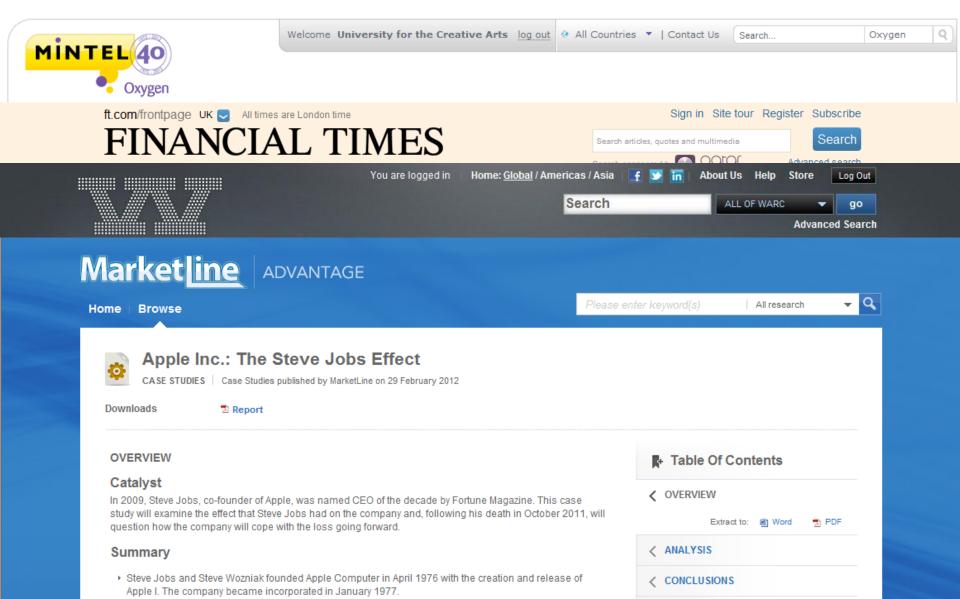
What is the worst way to do research?

What is the best way? Why?

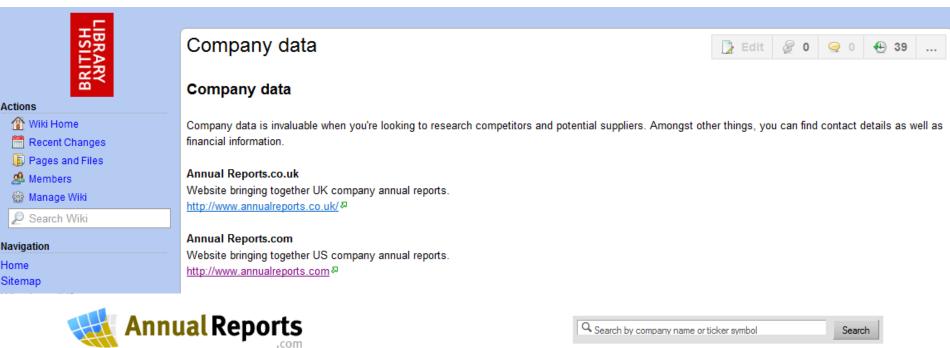


Market analysis
Company research
Demographic Research
Trend research
Observational research

Market Analysis



Company research







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Demographic research



Privacy: From data to people



Aging consumers



Understanding Society

THE UK HOUSEHOLD LONGITUDINAL STUDY

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New data from the Innovation Panel offer exciting research opportunities

Data from waves 3 and 4 of the Understanding SocietyInnovation Panel are now available to download.

Understanding Society is a world leading study of the socio-economic circumstances and attitudes of 100,000 individuals in 40,000 British households.

It is funded by the Economic and Social Research Council (ESRC) and run by the Institute for Social and Economic Research (ISER). The study allows for deeper analysis of a wide range of sections of the population as they respond to regional, national and international change. *Understanding Society* will greatly enhance our insight into the pathways that influence peoples longer term occupational trajectories; their health and well-being, their financial circumstances and personal relationships.

Taking Part?

If you have received an invitation to take part in the study or have already been interviewed further information can be found in the participants section.

Understanding Society also breaks new ground with its interdisciplinary focus. The study will capture biomedical data on 20,000 participants and place this

Trend Research



TRENDS



The lifestyle news network

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INSIGHT -

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INSPIRE -

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MACRO TRENDS

NEW EMERGING AFFLUENTS 09:10:2012



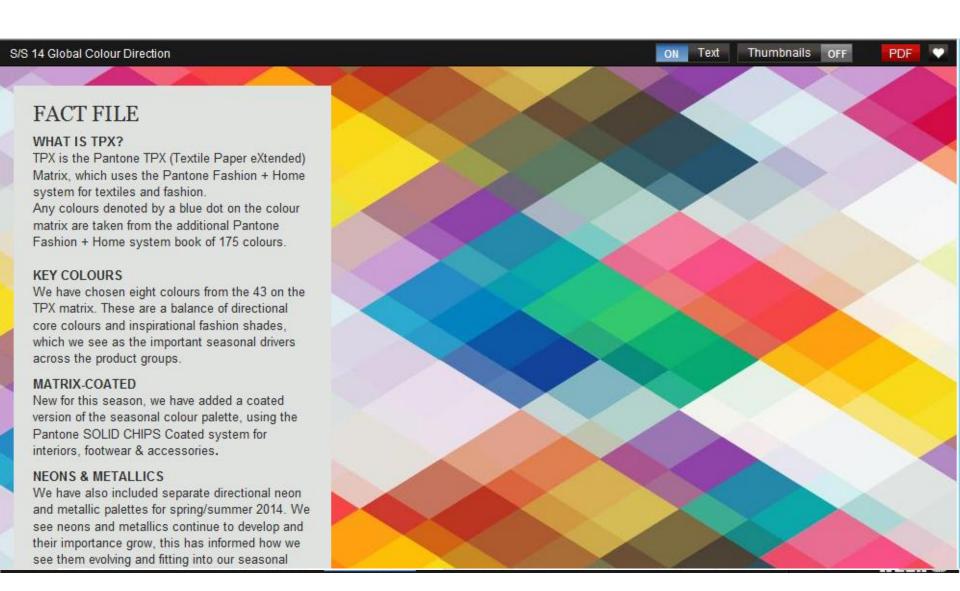
TREND MAPS

TREND MAP: SYMBIOTIC BRANDING 09: 10: 2012





More:



Observational Research



iPad mini

Every inch an iPad.







Watch the keynote

Watch the video

Watch the TV ac



Key questions:

- 1. What do the resources cover?
- 2. To what level?
- 3. Do you trust the information provided, why?
- 4. How could it/does it help you to develop your design idea?
- 5. Does it cover market information, technology development or identify a potential design opportunity.
- 6. Does it identify key players in the market?

Feedback:
Strengths
Weaknesses
Opportunities
Threats

Why is it important to critically source and evaluate information?

Case study, design challenge and how research informs the process.



Student Design Awards 2012/13

Change Makers

Une design to eliminate wests, overproduction or excessive consumption

Brief

Create and produce a design solution that persuades people to consume lass, reduce waste and to be more efficient with the planet's resources.

Scope

For the purposes of illustration only, the following would all be visible responses:

- a persuasive communications campaign that promotes sustainable production and consumption
- a behaviour change strategy or service that helps people consume less
- a powerful graphic display of statistical information
- a product whose lifecycle exemplifies cradie to cradie production
- a product designed to serve for longer than usual and/or a product that can be easily repaired, eliminating the need for replacements
- a learning toolkit for designers to better understand the impact of their design decisions
- a product and service design combination that leads to the use of less materials
- ... and many others are possible.

Awards

There are two awa

Paid internship at 1 Graphic Design Te Denumeration-Co. (in addition, the win also receive a Rosal £1200, for a total p Duration: 12 weeks Location: Wwitness Bracknell, Berkshin opportunity to work highly productive gr the business heads Barkshire. The plan real working exper can expect to com piece of published taking the brief, precreative work and m which will include a art directing photog and artwork. The so covers own label pa brochures, magazin

Paid Internship at Springetts Brand C Renumeration: 22 (in addition, the wir also receive a Roya \$1200, for a total pa Duration: 12 week Location: Central L We are an indepen international design on branda serrosa n from the large and p and local, From bra the development of of well-satablished The winning studen apportunity to work projects in the office

Please note that the decide on more than the swards above an sward/s accordingly.

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Projects

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Change Makers

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rief

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RS& Projects Student Design &wards 2012/12 Website: www.thersa.org/sds

Email: design@quarqui

Judging criteria

There are six judging criteria that your entry will be measured against:

- 1 Social benefit How does your design benefit society?
- 2 Research Where did you go to research this issue? Whom did you speak to or interview? What questions did you ask? What did you learn?
- 3 **Design thinking** We want to know about your thought processes and insights. Your insights might be research-based or intuitive, or a combination of both, but the judges want to see you relate the final concept clearly to these insights. What journey did you go through to get to the final result?
- 4 Commercial awareness Does your design make sense from a financial point of view?
- 5 Execution We are looking for a design that is pleasing and looks and feels wellresolved
- 6 Magic We are looking for a bit of 'magic'
 a surprising or lateral design solution that delights

Tags: sustainable; work; design; over consumption; waste; resources; efficiency; behaviour

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WARC Mintel Oxygen Information Graphics – books Design Journals & **Product Design** journals D&AD

What is the best way to do research?

Now you have some knowledge of some of the key resources in creative and entrepreneurial activities:

- 1. What do you think about them.
- 2. What notes did you/should you take so that you can find the information again if you needed to?