Smart sourcing for creatives

UCA Creative Challenge 2012
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
Apple Inc.: The Steve Jobs Effect

CASE STUDIES  Case Studies published by MarketLine on 29 February 2012

OVERVIEW

Catalyst
In 2009, Steve Jobs, co-founder of Apple, was named CEO of the decade by Fortune Magazine. This case study will examine the effect that Steve Jobs had on the company and, following his death in October 2011, will question how the company will cope with the loss going forward.

Summary
Steve Jobs and Steve Wozniak founded Apple Computer in April 1976 with the creation and release of Apple I. The company became incorporated in January 1977.
Company data

Company data

Company data is invaluable when you're looking to research competitors and potential suppliers. Amongst other things, you can find contact details as well as financial information.

Annual Reports.co.uk
Website bringing together UK company annual reports.
http://www.annualreports.co.uk/

Annual Reports.com
Website bringing together US company annual reports.
http://www.annualreports.com

Apple Inc.
Click here to visit Company website

View Online Reports:

• Apple Inc. 2011 Form 10K - (HTML)

Free LSE Listed Annual Reports
Click here for free annual reports from LSE listed companies

Free TSX Listed Annual Reports
Click here for free annual reports from TSX listed companies
Demographic research

Understanding Society

THE UK HOUSEHOLD LONGITUDINAL STUDY

Providing new insights into our lives

New data from the Innovation Panel offer exciting research opportunities

Data from waves 3 and 4 of the Understanding Society/Innovation 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.

Understanding Society also breaks new ground with its interdisciplinary focus. The study will capture biomedical data on 20,000 participants and place this within a wider socioeconomic and economic context.
10 trends in mobile

A top-line look at the key behaviours, motivations and priorities of mobile phone users

More:
FACT FILE

WHAT IS TPX?
TPX is the Pantone TPX (Textile Paper eXtended) Matrix, which uses the Pantone Fashion + Home system for textiles and fashion. Any colours denoted by a blue dot on the colour matrix are taken from the additional Pantone Fashion + Home system book of 175 colours.

KEY COLOURS
We have chosen eight colours from the 43 on the TPX matrix. These are a balance of directional core colours and inspirational fashion shades, which we see as the important seasonal drivers across the product groups.

MATRIX-COATED
New for this season, we have added a coated version of the seasonal colour palette, using the Pantone SOLID CHIPS Coated system for interiors, footwear & accessories.

NEONS & METALLICS
We have also included separate directional neon and metallic palettes for spring/summer 2014. We see neons and metallics continue to develop and their importance grow, this has informed how we see them evolving and fitting into our seasonal
iPad mini
Every inch an iPad.
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.

**Scope**

For the purposes of illustration only, the following would all be viable 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 cradle-to-cradle 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.
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 well-resolved
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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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?