Brilliant projects do not follow straight lines, but rather meander through metaphor, hopscotch across a plethora of mediums, and dodge logistic, financial, and temporal bullets.

Innovation is born out of a dirty mash-up of fact, experience, technique, intuition, and imagination. Illogical leaps are made from what is known to what could potentially be.

*Dirt*, Megan Born 2012
Design Thinking
a process for responding to human need

Christopher Tallman, MLA candidate
Graduate Intern, Center for Rural Design
Why all the hype?

BOOKS

Design Thinking

DEGREES

Design Thinking @ COLLEGE OF DESIGN

Registration. Spaces Are Limited.

The executive Master of Design Methods
What is design?
What is thinking?
What can it do?
What can it **not** do?
Are there universal methods?
Is there a process?
How will I apply it?
I am a Landscape Architect.
How does that help you?

Designers are generalists; they are trained to develop a process to solve a need and encounter problems with a set of tools in hand.

Professional designers are denoted for the particular tools that they possess.

A landscape architect is a designer equipped to deal with needs that occur in the outdoors at a wide range of scales.
Making!

Communication is the goal of making.

All design work is moving toward making something.

The primary communication tools of designers are:

- drawing
- mapping
- writing
What is design?
What is thinking?
What can it do?
What can it not do?
Are there universal methods?
Is there a process?
How will I apply it?
What is design?

Design is a **process** through which **methods** are employed in the cause of resolving a human **need**.
What is design?

- Methods are tools, tools can be either technology or ability, these are transpositional.

- Processes are defined by the scope of the need and the available resources.

- Design is an intentional application of tools through a process to resolve a need.
Human Needs

A definition might be useful…
What is design?
What is thinking?
What can it do?
What can it not do?
Are there universal methods?
Is there a process?
How will I apply it?
What is thinking?

We’re all doing it. Right?

So why talk about it?
For starters human meaning comes from self evaluation which is, arguably, the first act sentient beings undertake.
Two Forms of Thinking

For our interests it is important to understand that though we all think...we are able to think in two very distinct modes.
Vertical Thinking

Horizontal Thinking
Vertical Thinking

- Traditional logics: deductive and reductive reasoning
- Complexity is reduced to parts
- Euclidian—single axis
- A start
- A finish
- *always* sequential
Vertical Thinking

Ostensible Definition

Inductive Reasoning

Observation

Deductive Reasoning

Demonstrated Knowledge
Horizontal Thinking
What about this?
Add a dimension...
...and it gets messy
Designers are trained to go back and forth between these two modes of thinking.
What is design?
What is thinking?
What can it do?
What can it not do?
Are there universal methods?
Is there a process?
How will I apply it?
What can it do?

- reveal other needs
- organize need
- create order within complexity
- provide clarity and reveal intent
- reveal the unexpected — innovation
- expose relationships and dependancies
- be used to define a course of action; create a plan!
What can it do?
The road to a plan.

An image or a series of images that depict the process work and the deliverables of a studio project?
What is design?
What is thinking?
What can it do?
What can it **not** do?
Are there universal methods?
Is there a process?
How will I apply it?
What can it **not** do?

- fix a problem…unless all issues are eligible for design responses.
- change things…it’s about making plans, not implementing them.
- describe things that can’t exist…it’s not magic.
Narrow Thinking

“I think it’s time for a Design Thinking workshop”
Expansive Thinking
What is design?
What is thinking?
What can it do?
What can it not do?
Are there universal methods?
Is there a process?
How will I apply it?
Methods are Tools

- drawing
- photography
- research | observation | recording
- writing
- collaging
- mind mapping
- modeling | prototyping
Simultaneity
What is design?
What is thinking?
What can it do?
What can it not do?
Are there universal methods?
Is there a process?
How will I apply it?
Process is Technique

- defining the outcome you wish to achieve
- defining how a method / tool is applied
- the order in which they are applied
- responding to discoveries
- starting over
- returning to the wished for outcome
- resolving on a plan
A Design Process
Iteration
What is design?
What is thinking?
What can it do?
What can it not do?
Are there universal methods?
Is there a process?
How will I apply it?
Applying Design Thinking

- Information gathering — take notes, draw, record your ideas while listening to the three presentations.
- Phase One: report ideas, prioritize problems, organize smaller work groups.
- Phase Two: small work groups — prioritize, story board concepts, define deliverables (presentation materials).
- Phase Three: small work group — confirm solutions, relationships, presentation order.
- Phase Four: small work group production — refine and create deliverables (presentation materials).
- Phase Five: large group — compile and organize final presentation.
Happy Thinking!