Supporting creativity in conceptual design: Method 635-extended

Abstract:
Different idea generation methods find application in conceptual product design to support creativity. While these methods are applied successfully on lower levels of product concretization, not many of them find application in the development of shape and form concepts. Based on Method 635 a new method is presented in this paper that tries to combine the powerful heuristic of Method 635 with physical 3D illustrations in form of early and rough (manual) prototyping. The application of the method is depicted by means of a case study before various means of further adaption are discussed.

Stichworte: brain writing; early prototyping; Method 635

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Kongress- / Buchtitel: 11th International Design Conference DESIGN 2010

Kongress / Zusatzinformationen: 17.-20.05.2010

Konferenzort: Dubrovnik - Croatia

Jahr: 2010

Semester (für SAP-Datenerfassung): SS 10