

PERTEMUAN 9

DSP309 DESAIN INDUSTRI 1

Concept generation

Typically, designers capture their ideas by sketching them on paper. Annotation helps identify key points so that their ideas can be communicated with other members of the company.

There are a number of techniques available to the designer to aid the development of new concepts. One of the most popular is brainstorming.

This technique involves generating ideas, typically in small groups, by saying any idea that comes into your head no matter how silly it may seem. This usually sparks ideas from other team members. By the end of a brainstorming session there will be a list of ideas, most useless, but some may have the potential to be developed into a concept. Brainstorming works better if the members of the team have different areas of expertise.

Daftar Pustaka:

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4. *PENA & PARSHAL, 2001, Problem Seeking, John Willey & Sons Inc. USA*
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