# How to Create Better Ideas

## Connecting the Left and Right Brain in the Design Process

**Deep research**

**Conclude, design brief**

**Create ideas**

**Fine-tune designs**

**Deliver final results**

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# Left Brain

# Right Brain
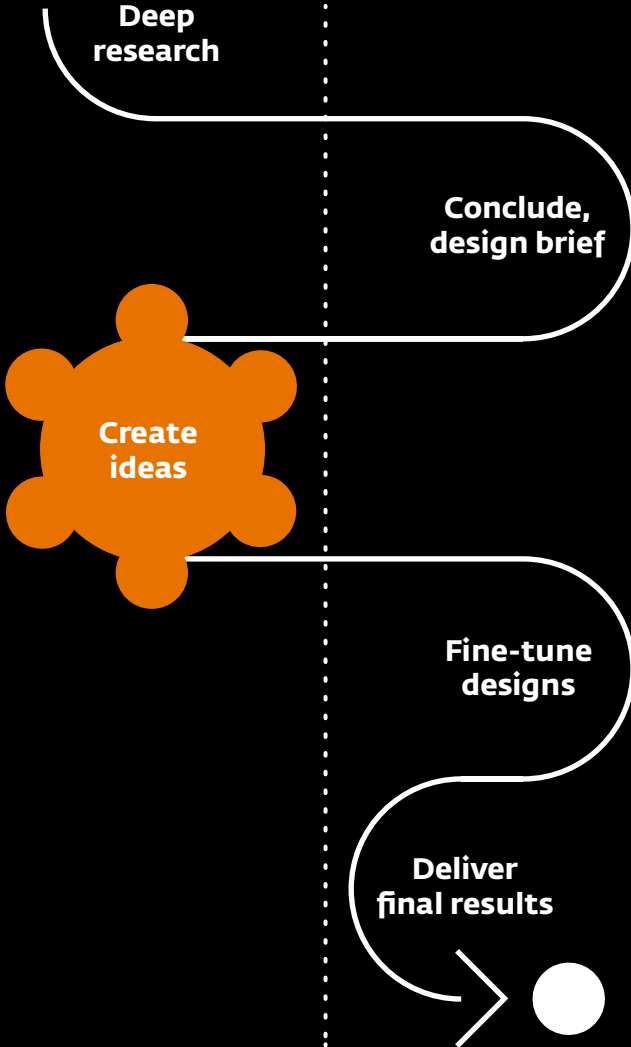
# Left Brain

- What is design?
- Creating value
- Design and beauty
- Starting design projects
- Design mentality
- Conditions and habits that help design
- Good design process
- Reversed ideating

*Diverse teams can generate many and diverse perspectives.*

*Instant visuals are the best way to test ideas.*

## Diversity and connectivity

Creativity blooms where different worlds come together, when people with different professions or specialisations are included. Look for diversity of cultures, genders, professions, ages, interests, and backgrounds. Diverse teams make ideas better simply because they can look at a problem from many different angles. It requires members of a diverse team to be open and adaptable. People with both a strong specialisation and a broad general interest will make teams perform better.

Connectivity helps diversity. We can use digital media to speak with individuals and groups everywhere in the world. The fact that we can use video calls, exchange files, and share ideas has provided a whole new dimension to how we work and can have effective connections.
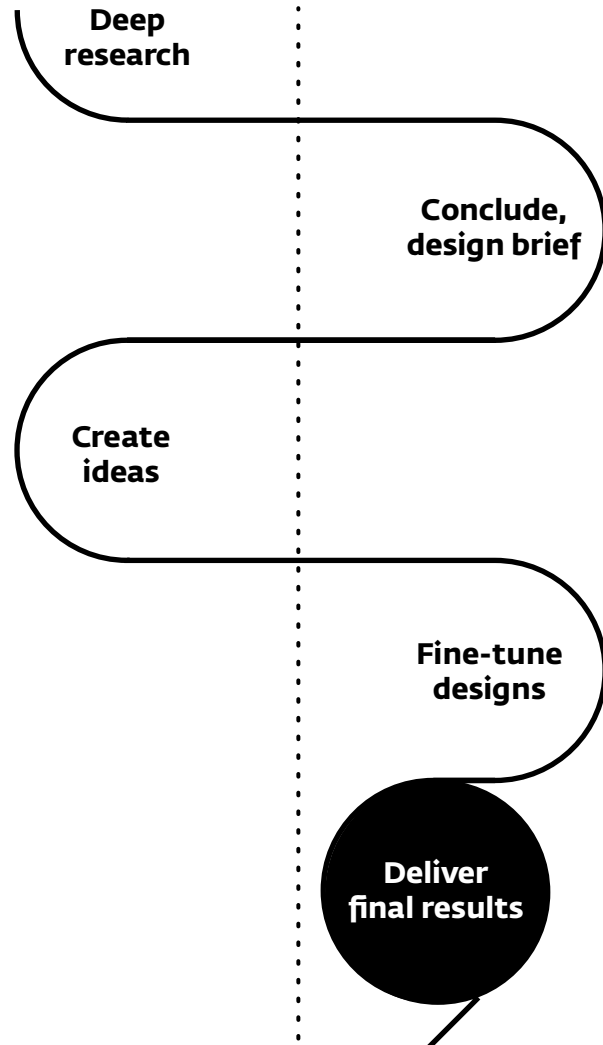
## Quick visuals

While making ideas, it is essential to make them visible quickly for two different reasons:
• First, because it is the best way to test if what you were thinking actually works or not.
• Second, to communicate ideas to the team you collaborate with, or to your client.

Visualising is testing. It is a reality check—a way to see what's working or what is missing. It is not necessary to be an expert at drawing, but if you are, it will be a great benefit to test ideas. If drawing is not your forte, there are many other ways to visualise: cutting and pasting images or existing visuals or making quick three-dimensional models from cardboard or clay. Shoot test movies to test ideas in motion. Role-play if the idea to be tested is about an interaction, an imagined service, or experience. Anything goes as long it is visual and fast.

How to Create Better Ideas

*Process control is as vital as good design.*

**Deep research**

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# 6 • Deliver results

## What is delivery?

Timing is an integral part of the design process. Having a great design solution but delivering too late can make the result useless. Planning and timing are as equally important as coming up with a spot-on design solution.

## How do you deliver?

Time management is an integral part of the process of any design project. Dividing the project into clearly defined steps and moments to evaluate whether everything is going according to plan or not is essential. Sometimes designers do this themselves, and sometimes project managers are involved in making it happen. Another part of project management and being able to deliver the right solution at the right time is working on clear and open communication between team members, commissioners, and others involved.

## What is the necessary attitude?

• Role model: a project manager
• Mindset: in control

How to Create Better Ideas

**Part 2**

R

# Right Brain

- How to create visual ideas
- Imagination, creativity, and innovation
- Six methods to create ideas
- Idea-creation summarised

• *A Sheltersuit coat can easily transform into a sleeping bag for full-body protection.*

How to Create Better Ideas

*Imagination is the ability to come up with ideas not first experienced with our senses.*

*Original ideas with value and relevance are the ideas we consider creative.*

*Innovation is the process of creating ideas that transform organisations or systems.*

# Imagination, creativity, and innovation

### Is there a difference?

Some say they are more or less the same: imagination, creativity, and innovation. But there are some important distinctions among them.

### Imagination

Imagination is coming up with ideas not first experienced with our senses: things we don't see, hear, feel, smell, or taste. Ideas are produced in our mind first and then can be expressed or executed back into the physical world.

### Creativity

Creativity is the ability to come up with original ideas that have value and that are relevant. 'Original' means that an idea has the quality of being new. As mentioned before, value can be economic, social, or ecological. Imaginative ideas can be exciting and original, but if they only have those qualities, then they lack value. Ideas become 'relevant' or even urgent if they appear at the right time and place.

### Innovation

Innovation is the process of bringing creative ideas into practice, implementing them and making them useful. Creativity is part of the innovation process, but the execution involves more and different people and organisations to interact and transform systems.

*The mindset of a magnet.*

## 2 • **Forced fit**
# Connect the unconnected

Forced fit means making surprising, unconventional combinations, like when sampled music connects an unlikely pairing of sounds. The association of unexpected elements only works when it is wonderfully clever—when something 'clicks' in the partnership.

### Powerful combinations
Many projects start with a given place, object, set of keywords, or tailored message. Associating the given with something unlikely and unexpected can lead to surprisingly useful results. If you look around, you will find many design solutions based on a forced fit idea.

### McLips
Imagine: a typical glossy ad for red lipstick. The brand is Chanel. The red is bright, and the holder is shiny black and gold. But instead of having the double C initials embossed on the top, the McDonalds 'double arches' is visible. The tag line says, 'McLips—Strawberry forever'. The clever match: both products have a connection with the human mouth. The tension that makes this image memorable is the odd mix of luxury with fast food.

• *Dust furniture. Studio Makkink & Bey. 2004.*
*Air is what makes the connection between the vacuum cleaner and the inflatable chair.*
*That's the clever match. After using the vacuum cleaner, you can comfortably sit on*
*the inflatable chair filled with the dust collected.*

With examples ranging from Precious Plastic to the Sheltersuit, *How to Create Better Ideas* provides insights into the design process—and into how to produce better ideas in general. The concepts are divided into two sections: the right brain and the left brain. The first section analyses the general design process. The second introduces six self-developed methods that teach you to create more and better visual ideas relevant to all design disciplines.

This book is for anyone who would like to understand design more deeply and in more detail. It is for anyone who wants to know, What is design, What is creativity, What mentality and conditions are needed to guarantee a productive design process? It is for design educators and students, and for those working with designers as clients or commissioners. And it is most certainly a guide for design professionals who want to advance their ability to create visual ideas.

'Roozekrans tells a very clear story about design as an engine for innovation: how you do it, stimulate it, evaluate it, and improve it. Read!'–Toon Lauwen

'Insightful and resourceful. Great practical tools to create design ideas.' – Wang Min