

Seminar 2

→ communication through imagery

Process Folder

- Design sketches
- Sketches
- Inspo
- prototypes
- mock-ups
- failures
- materiality

Creative Brief/Project

- Understand ourselves for others to understand
- emotional speaking
- materials/using/choices
- target/demographic
- research

Product Spec Sheet

- description
- product
- action

Interview

- can't spend money
- portable oven? → (exist commercial)
- always hungry
- dehydrated
- very cold
- loses pens constantly
- ↳ padlock for food
- pen magnet glove?
- scarf (clear)

Interview

- can't spend money
- portable oven? → (exist commercial)
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Project 1

- Deliverables
- Process binder
- Product spec sheet
- Prototype/Package
- Ad/Logo

Interview

- can't stop spending money
- wants to wear diff clothes
- Oven/Kitchen
- ↳ portable oven? → (exist commercial)
- always hungry
- dehydrated
- very cold
- loses pens constantly
- ↳ padlock for food
- pen magnet glove?
- scarf (clear)

- loses pens constantly → padlock for food

- pen magnet glove