

21W.732 class notes, Wed. Sept. 9

time	activity	details
3:05–3:20	walk to Carberry's in Central Square	design is the focus of elements on a single purpose. chatter while walking should be focused on the design opportunities that have presented themselves to yourself and your fellow students. and learn the names of your instructors and fellow students.
3:20–3:40	order drinks/snacks	
3:40–4:00	number notebook pages & notebook etiquette	design notebooks need page numbers (for patent priority). date your notebook entries. use your notebook every time to use a pen/pencil to address any 21W.732 task. use your notebook instead of scrap paper. if you use scrap paper, paste it into your notebook. bring your notebook to class.
4:00–4:10	whirlwind introductions to: 21W.732=>design=>brainstorming	<ul style="list-style-type: none"> • The ESG section of 21W.732 engages students in communication in the context of the product design cycle. this cycle will occur three times over the semester. project I starts today and lasts about 10 days. simply put, the design objective is to use cardboard to keep Elizabeth and Dave's coffee hot. • an early stage of any design project is brainstorming, which is the generation of ideas. the objective of brainstorming is to put all the ideas on the table. the process is best done collaboratively. when doing collaborative work, it is best to document your ideas in your notebook. brainstorming rules: <ul style="list-style-type: none"> ○ turn off your "evaluator" ○ your pencil must remain in motion ○ draw and annotate ○ stumped? try similars, opposites, groupings... • after brainstorming, the task is to organize the ideas and evaluate them. the process of generating, organizing, and evaluating ideas is iterative, recursive, & fractal. graphically, it looks like this: =<>=<>=<>=<>=. more on the winnowing and evaluation in class 2.
4:10–4:25	brainstorm functions and configurations for cardboard	in the context of using cardboard to keep Elizabeth and Dave's coffee hot, document all the different functions that cardboard can be used for and all the different ways cardboard can be arranged (configurations). draw and annotate
4:25–4:44	present brainstorm results	let your colleagues know what functions and configurations you've found
4:40–4:45	conclusion(s)	you've just engaged in the process of brainstorming N heads are better than $N-M$ heads for $N \approx 6$ and $N > M$ do it again—if the muses are with you, further brainstorming will allow you to come up with even more uses for cardboard brainstorm again—the homework is to brainstorm at least 3 design spaces for a product made of cardboard that will keep Elizabeth and Dave's coffee hot. within each design space, brainstorm at least 3 specific designs. include sketches and annotations.
4:45–5:00	return to MIT	