## **HOW TO AVOID DESIGN FIXATION**

WORLD ASSOCIATION OF TECHNOLOGY TEACHERS

https://www.facebook.com/groups/254963448192823/

w.technologystudent.com © 2018 V.Rvan © 201

Keep
solutions simple, do
not over complicate
designs. Limit detail by
thumbnail sketching,
producing generalised
potential solutions. Add
more detail, at a later
date.

Study existing products that may provide innovative solutions, to aspects of the design. Study products that inspire you, looking for elements that could provide you with a new design route.

Work as a team, collaborating on possible solutions. Share out aspects of the design and meet regularly to discuss developments. Bounce ideas of each other and listen to suggestions.

Do not be
scared of producing
radical designs, that are
very different to those that
already exist. Do not limit
yourself to a conventional
approach. Use your
imagination.

Think 'out of the box'. This is not easy, but design from an unusual starting point.

Study existing designs, that have broken new ground, for potential inspiration.

Involve your
client, potential
customers and focus
groups. Feedback on
designs usually leads to
improvements. A client may
initiate a new design
route, for you to follow.

Design fixation confines a designer to limited creativity. It is a regressive cycle, that is sometimes difficult to escape. However, there are strategies that can be employed, that will help a designer regain creativity.

Take each statement from your specification and develop separate solutions for each one. Then, try to blend the solutions, to form a single design.

Refer back to
the mood board,
prepared when
discussing the project with
the client, at the start of the
project / task. This may help
you to refocus on the task
and to think of fresh
ideas.

Look at the range of technology (electronics etc....) available, that could be applied to a design solution. For example, modern programmable circuits, that are flexible and can be modified.

Spend time
studying the work of
successful designers,
such as Charles Rennie
Mackintosh, Eileen Gray
and many more. These
people were innovators in
the field of design.

Be prepared to put your pencil down. Rest or have a break. When ready, start designing again.

Design with
the starting point
being the property of a
material (e.g. the flexibility
of flexi-ply). Include smart
materials. Work with the
properties of a material to
'formulate' a design.

Design and
develop your ideas,
by using the iterative
design process, using
sketching, model making,
CAD and all the design
tools available, as and
when you feel it is right.

For detail, information and advice on designing and the NEA, go to: http://www.technologystudent.com/despro\_flsh/nea1.html For detail, information and advice on iterative design, go to: http://www.technologystudent.com/despro\_flsh/iterative1.html