



# designndice™

Andy Neal

Graphic Design Educators' Network | 06–07 September 2018

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**designdice™** is a tool to help any creative process, encouraging lateral thought, idea generation and problem-solving. It has grown out of a deep belief in the value of encouraging creativity in others, and improves in application the more you use it.

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Context

Tools

Dice

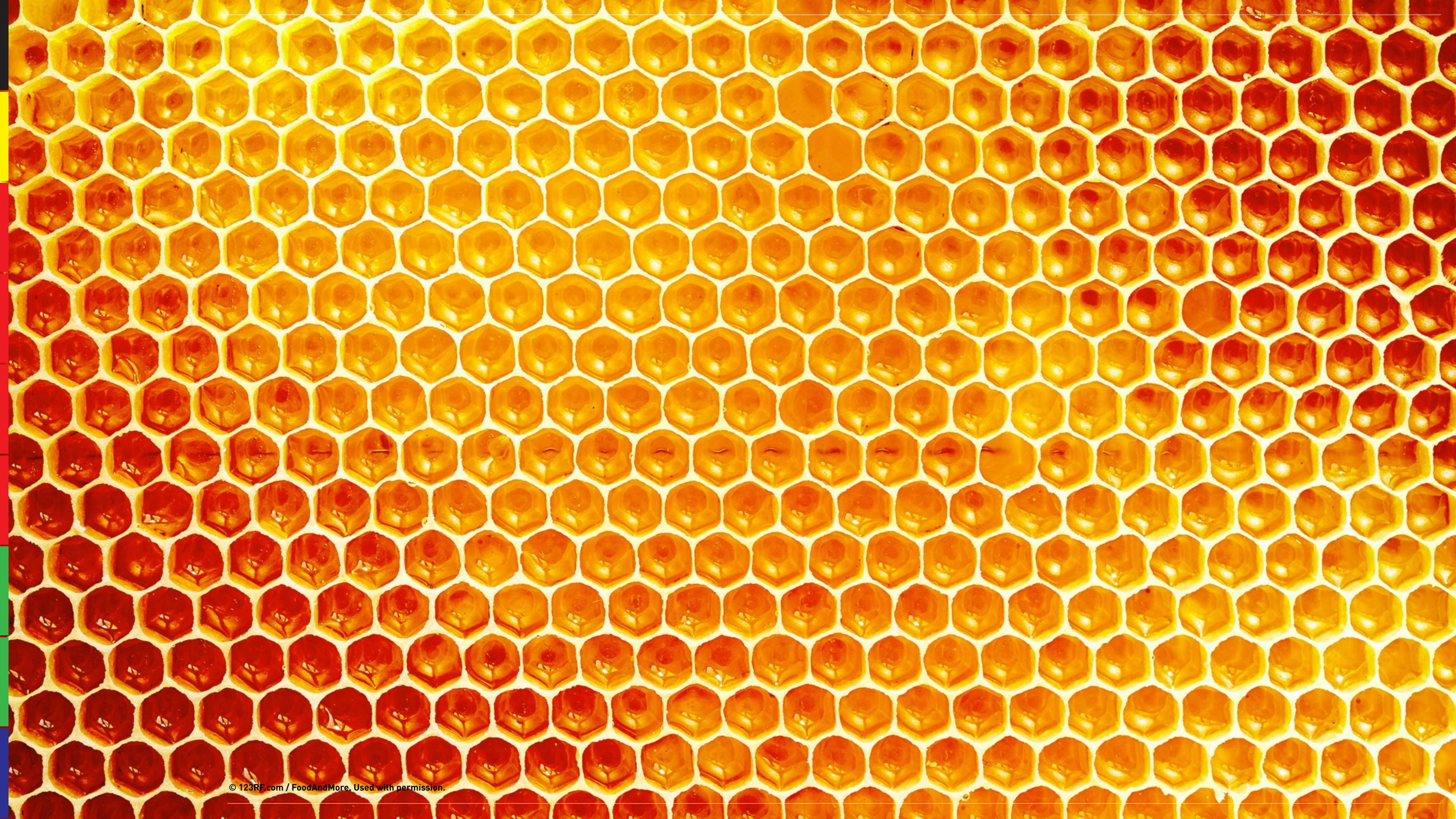
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Context;

Making things by hand

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6C1  
T5.0  
18 fps



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Surface (Foundation, Weston)

Ideas (Diploma, Cornwall)

Substance (Degree, Edinburgh)

Chaos (Masters, Edinburgh)

Typography (Millhouse, Edinburgh)

Commerce (Navyblue, Edinburgh)

Education (Glasgow School of Art)

Survival (nBuffalo)

Transitions (Teaching, practice & research, Cornwall)

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© Andy Neal

Headline Graphic Design (over 2000 words)  
The word cloud is a complex, multi-layered visualization of text. The most prominent words, shown in the largest fonts, include 'IDEAS', 'RISK TAKING', 'PERSPECTIVE', 'CHALLENGING', 'DESIGN', 'COMMUNITY', 'INSPIRING', 'BREADTH', 'Pride', 'EXPRESSIVE', 'INTERACTIVE', 'AMBITIOUS', 'WORK PLACEMENTS', 'BEACHES', 'STUDIO', 'DIGITAL', 'MOTIVATING', 'DEBATE', 'LIVE BRIEFS', 'CHOICE', 'Pride', 'CRAFT', 'DESIGN', 'PRIDE', 'D&AD SHARING', 'MOTIVATING', 'IDEAS', 'RISK TAKING', 'WILL', 'COLLABORATION', 'ANIMATION', 'PARIS', 'FUN', 'AMSTERDAM', 'COLLABORATION', 'choice', 'IDEAS', 'PERSPECTIVE', 'SUPPORTIVE', 'OPEN', 'ambitious', 'WORK PLACEMENTS', 'INTERACTIVE', 'DESIGN', 'COMMUNITY', 'FALMOUTH', 'WEB', 'PRIDE', 'COMMUNITY', 'IDEAS', 'FRESH', 'BRANDING', 'INSPIRING', 'BREADTH', 'BEACHES', 'STUDIO VISITS', 'studio', 'DIGITAL', 'SPACE', 'BRANDING', 'BREADTH', 'BEACHES', 'STUDIO VISITS', 'studio', 'DIGITAL', 'SPACE', 'INSPIRING', 'BREADTH', 'BEACHES', 'STUDIO VISITS', 'studio', 'DIGITAL', 'SPACE'. Other visible words include 'OPEN', 'FRESH', 'INDUSTRY LINKS', 'TYPOGRAPHY', 'challenging', 'MOVING IMAGE', 'seagulls', 'Pride', 'COMMUNITY', 'FALMOUTH', 'WEB', 'PRIDE', 'COMMUNITY', 'IDEAS', 'FRESH', 'BRANDING', 'INSPIRING', 'BREADTH', 'BEACHES', 'STUDIO VISITS', 'studio', 'DIGITAL', 'SPACE', 'INSPIRING', 'BREADTH', 'BEACHES', 'STUDIO VISITS', 'studio', 'DIGITAL', 'SPACE'. The background of the word cloud is filled with smaller, less legible text, suggesting a large volume of source material. The overall color palette is grayscale, with the text rendered in various shades of gray against a light background.



# FALMOUTH

## UNIVERSITY

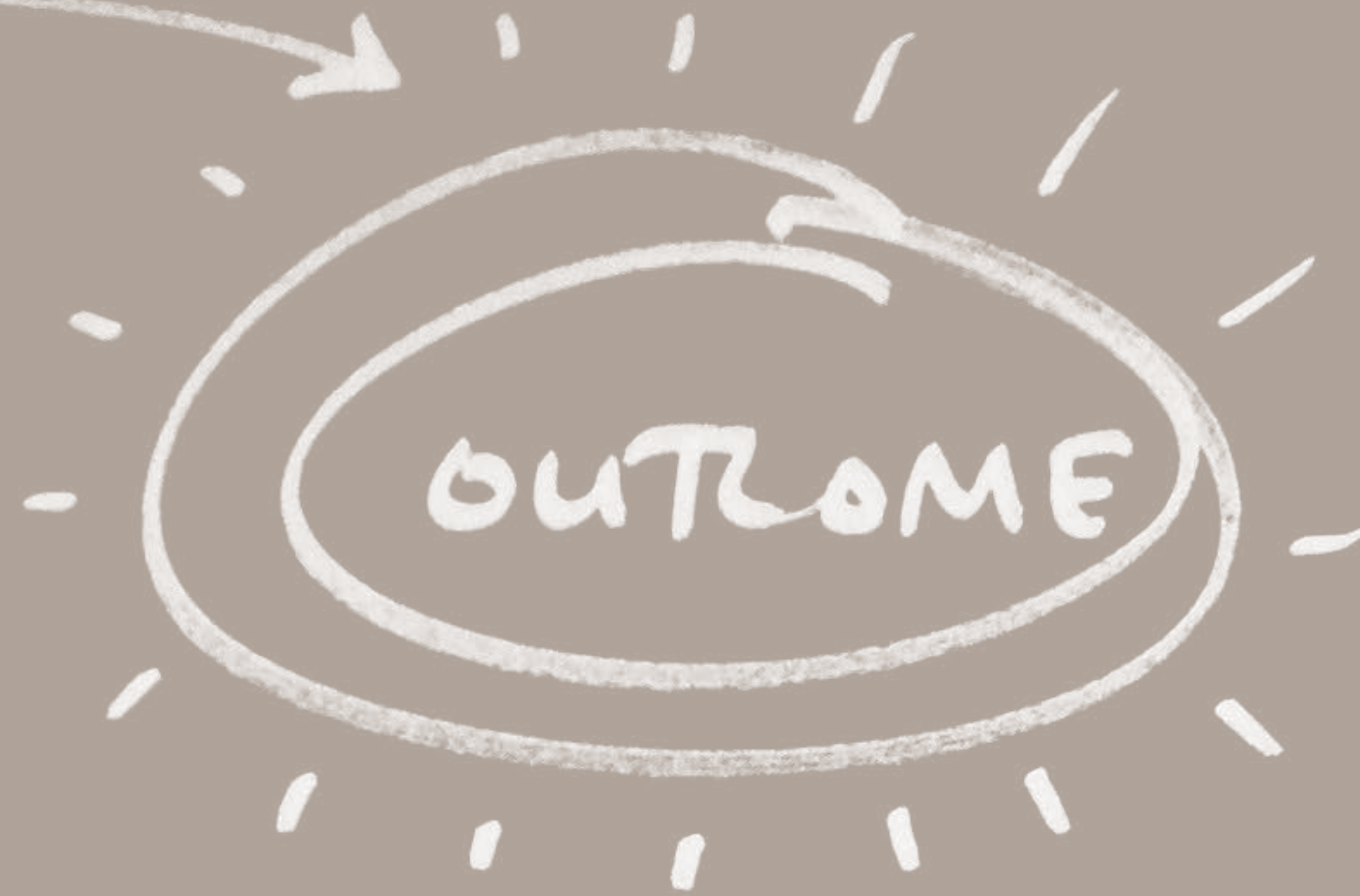








BRIEF



OUTCOME

BRIEF



OUTCOME

# THEN

Students  
Recruitment  
Supply  
Courses  
Personal Journey  
HEFCE Strategy  
Arts

# NOW

Customers  
Sales  
Markets  
Products  
Employability  
Industrial Strategy  
Creativity



# The UK Creative Industries

**VALUE (GVA)**  
The UK Creative Industries 2014

**£84.1** A YEAR bn

**£9.6** AN HOUR m

**8.9%**  
INCREASE IN GVA OF THE CREATIVE INDUSTRIES BETWEEN 2013 AND 2014

GVA of UK Creative Industries 2014 (£m) Total £84.1bn



Annual Change in GVA 1997-2014



[www.thecreativeindustries.co.uk](http://www.thecreativeindustries.co.uk)

Source: DCMS Creative Industries Economic Estimates January 2016

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Get on.

Get out.

Or, get creative.

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Tools;

The art of persuasion

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# BA(Hons) Graphic Design

ASSESSMENT CRITERIA | January 2017

## 01

### DISCOVERY

LEARNING OUTCOME 01

1

Creative and insightful application of research methodologies, which challenge conventional thinking. Thorough and rigorous enquiry into problem definition with many diverse sources considered. The body of work contains considerable detail and is highly focused. Continuous critical enquiry of all information leads to a sophisticated understanding of the problem.

2.1

Thorough, articulate use of research methodologies demonstrate a good understanding of the requirement of the brief. Ongoing reflection leads to a confident and informative body of work. A variety of sources sought, acknowledging wider issues and context. Competent analysis of all relevant information leads to a considered description of the problem.

2.2

Emerging recognition for the need to examine the context of the brief. Information gathered demonstrates research in a broader context, resulting in a competent body of work. A mixture of useful material is gathered, most of which is informed by the immediate needs of the brief. Examination of the problem contributes to an appropriate course of action.

3 (Threshold)

Core needs of the brief sufficiently understood, describing the immediate nature of the problem in general terms. Satisfactory research methodology documented, resulting in a workable body of material. Adequate analysis is identified to propose a course of action, reinforcing existing conceptions of the area explored.

F

Unsatisfactory understanding of the core needs of the brief. Material collected is unfocused and unable to inform critical judgements or analysis. Insufficient sources sought. The body of work is inadequate. Analysis is generalised, lacking in relevance. Unable to define a problem and develop appropriate solutions.

## 02

### IDEA GENERATION

LEARNING OUTCOME 02

Insightful and creative methodology enables a highly focused exploration of ideas, concepts and proposals. Breadth of thinking challenges conventional thinking and ideas are critically articulated against intentions.

Effective and thorough methodologies enable a focused exploration of ideas and concepts. The range of ideas demonstrate creative responses to the problem within the broader parameters of the brief.

Competent methodologies are evidenced and demonstrate an informed range of ideas which lead to a proficient response to the problem. With some guidance, appropriate ideas are evidenced within the defined parameters of the brief.

Appropriate methodology enables a range of ideas, leading to a satisfactory response to the problem. Ideas are sufficiently evidenced within the defined parameters of the brief.

Insufficient methodology limits ideas resulting in an unsatisfactory response to the problem. Irrespective of available guidance ideas bear little or no relationship to the defined brief.

## 03

### CRITICAL REFLECTION

LEARNING OUTCOME 03

Ongoing and rigorous critical inquiry of all relevant information leads to a clearly focused definition of the problem. Research conclusions challenge conventional thinking in the pursuit of imaginative solutions. Highly focused critical examination of how well the investigation performs in relation to the stated intentions, including a confident and persuasive acknowledgement of the successes and potential failures of the project.

Thorough analysis of all relevant information leads to a clear and effective description of the problem. The problem definition indicates focused research and acknowledges wider issues. A confident examination of how well the investigation performs in relation to the stated intentions, including a clearly articulated acknowledgement of the successes and potential failures of the project.

Competent examination of the problem, supported by some relevant information contributes to the definition of an appropriate course of action. A number of isolated social and cultural contexts are explored. A reflection of how well the investigation performs in relation to the stated intentions, illuminates some of the strengths and weaknesses of the project.

Sufficient information has been considered to demonstrate an ability to source and assimilate relevant material. Proposed course of action reinforces existing conceptions of the area explored. Basic rationale informs a satisfactory reflection of the strengths and weaknesses of the investigation.

Analysis of information is generalised, lacking in relevance or insufficient. Unable to adequately define the problem and consequently develop appropriate solutions. Considerable difficulty in defining the success or failure of the investigation.

## 04

### DESIGN PROPOSAL

LEARNING OUTCOME 04

(Visual Language)

An outstanding command of visual language and production issues lead to a visually rich outcome. A professional level of design skill and attention to detail is evident.

A confident understanding of visual language and production issues results in a coherent outcome. A proficient application of design skills and attention to detail is evident.

Visual language/s are selected appropriately and used successfully. A competent application of design skills and some attention to detail is evident.

An understanding of visual language and design skills are demonstrated.

A unsatisfactory comprehension of visual language and design skills.

(Concept)

An insightful idea is imaginatively articulated, and may communicate on a number of appropriate levels. Conventions are challenged and uncertainty positively embraced.

A defined, coherent message is communicated effectively through an appropriate and/or memorable idea. Broad thinking encourages creative risk & uncertainty.

An appropriate message has been communicated clearly through a suitable idea. Evidence of creative risk & uncertainty are demonstrated

The intentions are adequately expressed, and a defined message has been conveyed. Emerging evidence of an ability to accommodate uncertainty.

The outcome is unable to convey the intention. Message is unclear and/or uninformed.

(Media)

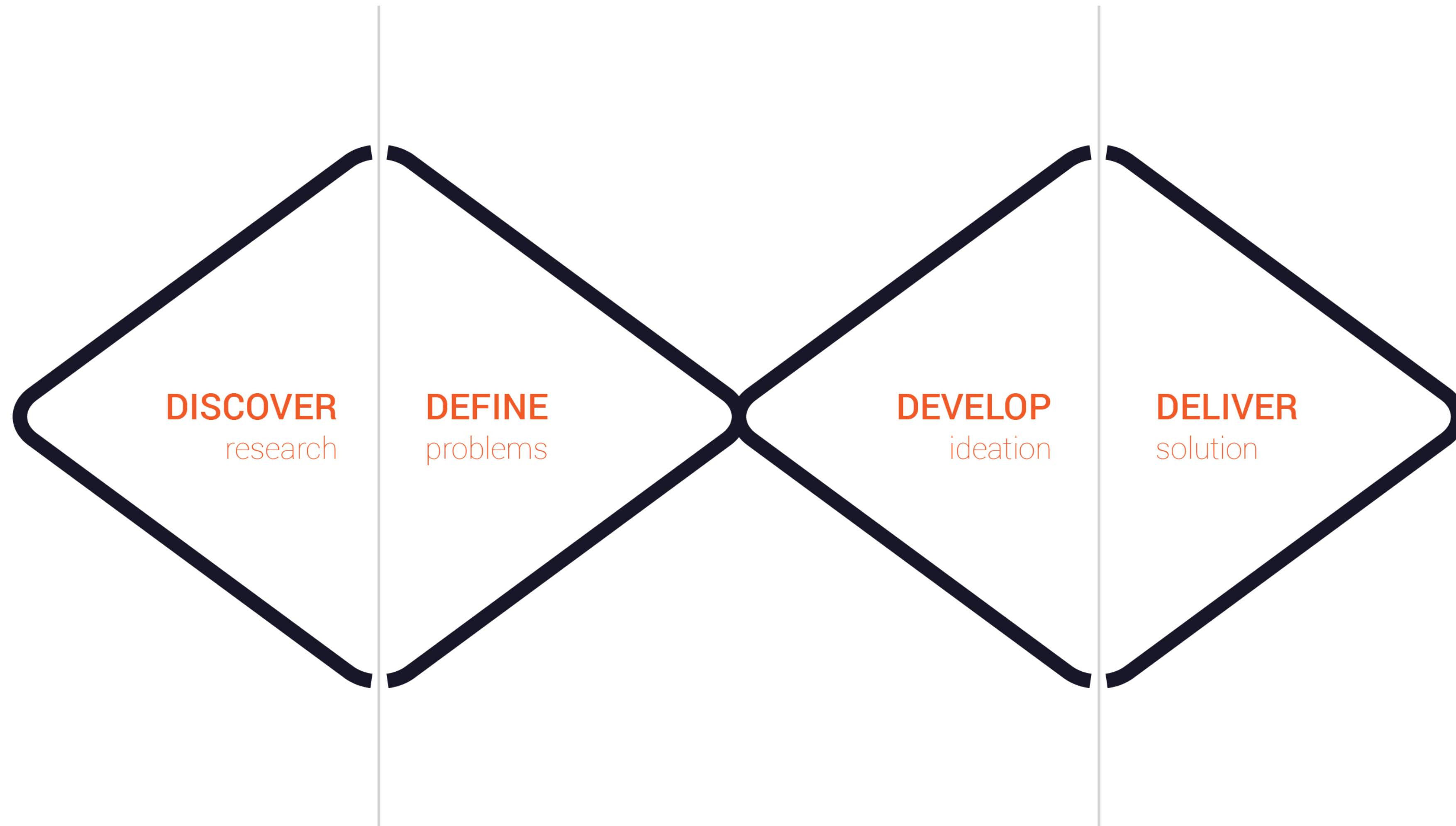
Sophisticated understanding of chosen media is demonstrated. Rigorous care and control has been appropriately applied.

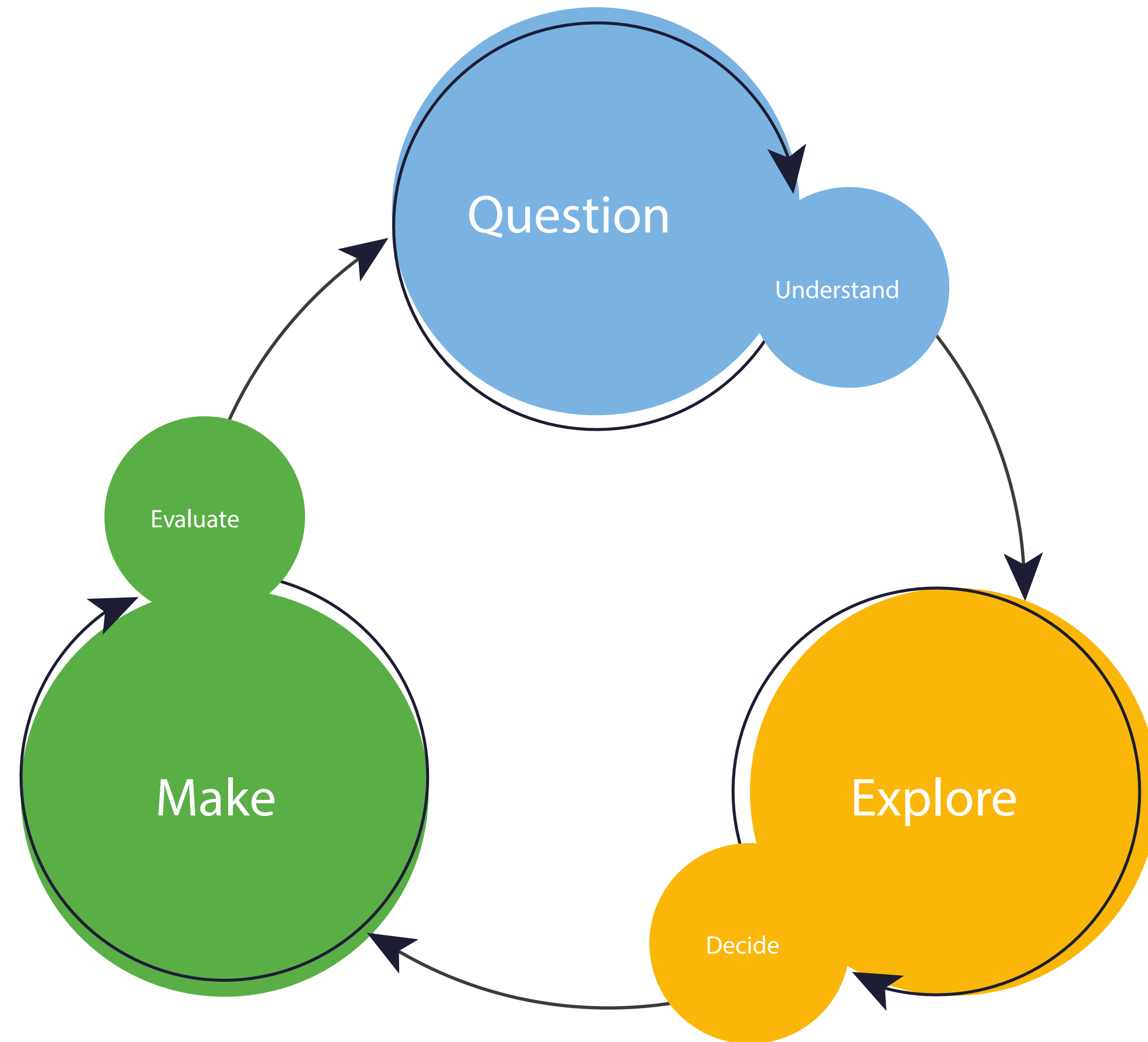
Proficiency in chosen media is demonstrated. Considerable care and control is applied.

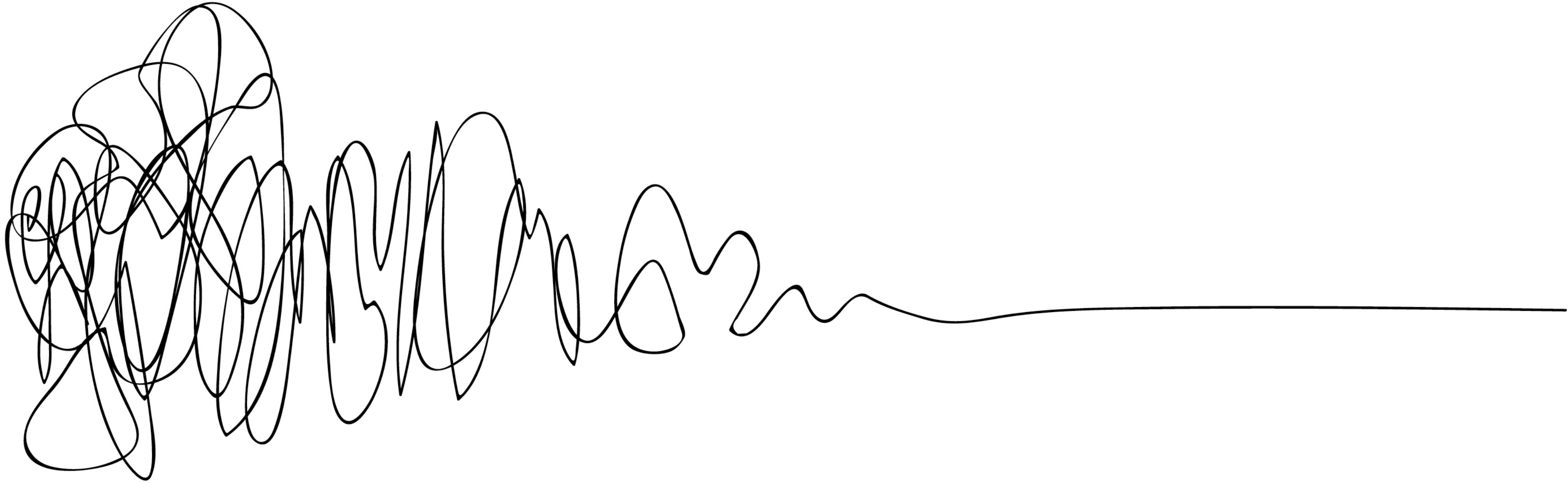
Competency in chosen media and basic production issues are demonstrated in the light of project goals. Work shows an appropriate degree of care and control.

Basic media choice conveys the desired proposal at a satisfactory level. Work shows aspects of care and control.

Basic media choice and production issues are inadequate. Care and/or control is poor.







**OBLIQUE STRATEGIES**

Over one hundred worthwhile dilemmas

**BRIAN ENO and PETER SCHMIDT**

*Fifth, again slightly revised edition, 1991*  
© 1975 Brian Eno and Peter Schmidt



'De Bono never ceases to amaze'  
Sir Richard Branson

# Edward de **BONO**

## Lateral Thinking

THE MULTI-MILLION-COPY BESTSELLER



Be more creative  
and productive



'De Bono never ceases to amaze'  
Sir Richard Branson

# Edward de **BONO**

## Six Thinking Hats

THE MULTI-MILLION-COPY BESTSELLER



Run better meetings,  
make faster decisions



'De Bono never ceases to amaze'  
Sir Richard Branson

# Edward de **BONO**

Simplicity



Be a sharper, faster, clearer thinker



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What to learn?  
How to study?

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09.30am

10.00am

10.30am

11.00am

11.30am

12.00pm

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# Perspective

The problem with the problem

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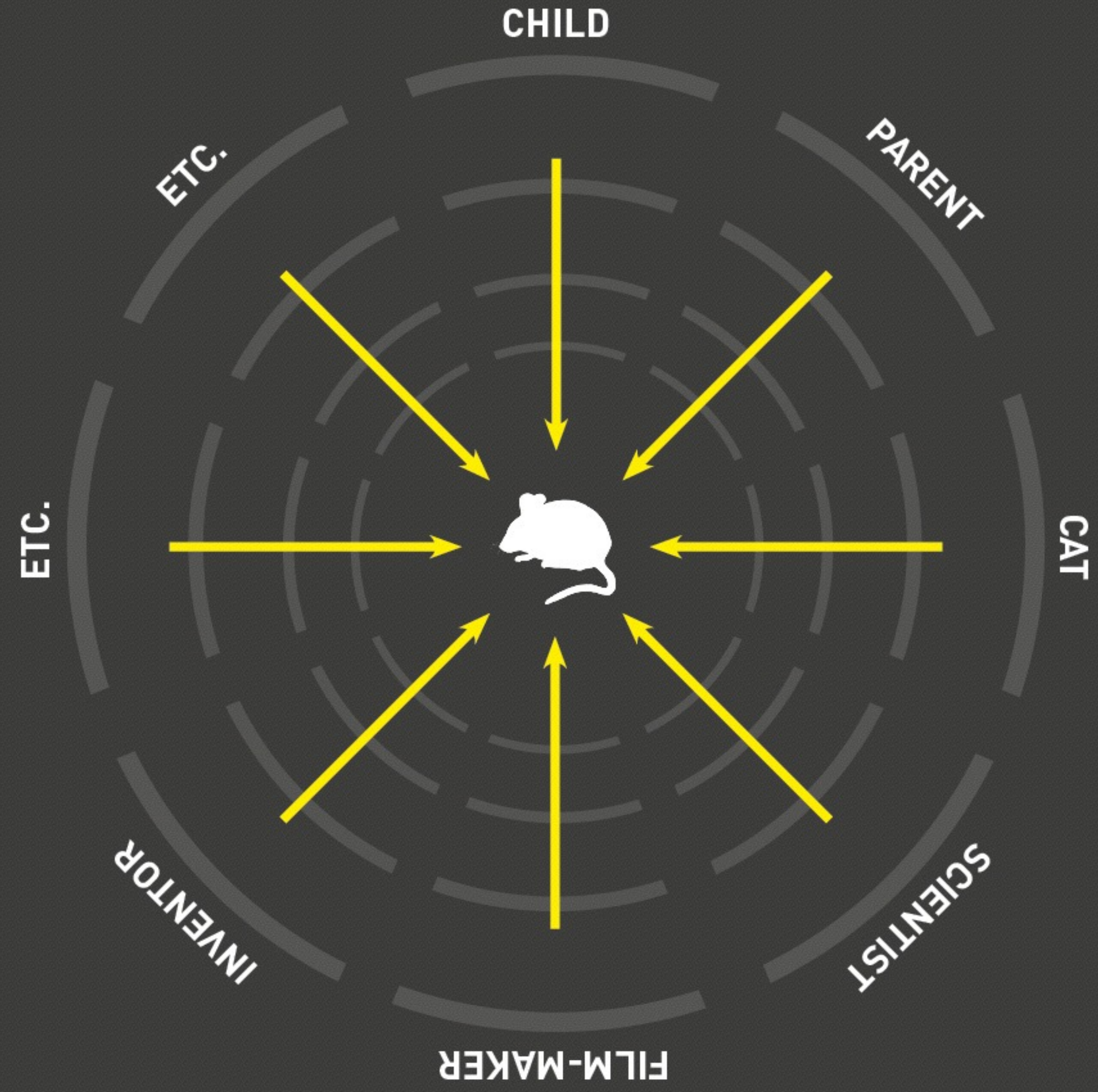
Walt Disney drawing Mickey Mouse.  
Image removed for copyright purposes.

© Disney.

Source; <http://drawingzoro.com/walt-disney-drawings/>

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# Perspective

Not just a student issue

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Curiosity (what if...?)

Wonder (possibility)

Breadth (potential)

Depth (insight)

Risk (unpredictability)

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BRIEF

or

THEME

or

ISSUES

CASE STUDIES

MANAGEMENT

PROFESSIONAL RESEARCH

RESEARCH METHODOLOGIES

INFO

FACTS

EG'S

PROBLEM DEF.

MOOD BOARDS

METHODS

RATIONALE

BACKGROUND CONTEXT

INITIAL IDEAS

BAD IDEAS

GOOD IDEAS

SUMMARY

ENQUIRY

TIME



STRATEGY (PROBLEM)

EVOLVED IDEAS

RISKY IDEAS

IMPRACICAL IDEAS

CRITIQUE

STRATEGY (PERSONAL)

AMBITION IDEAS







UNGERADE

il  
elle

THROUGH  
BALL TO  
GREEN



Amanda

5

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Dice;

Clever thinking.

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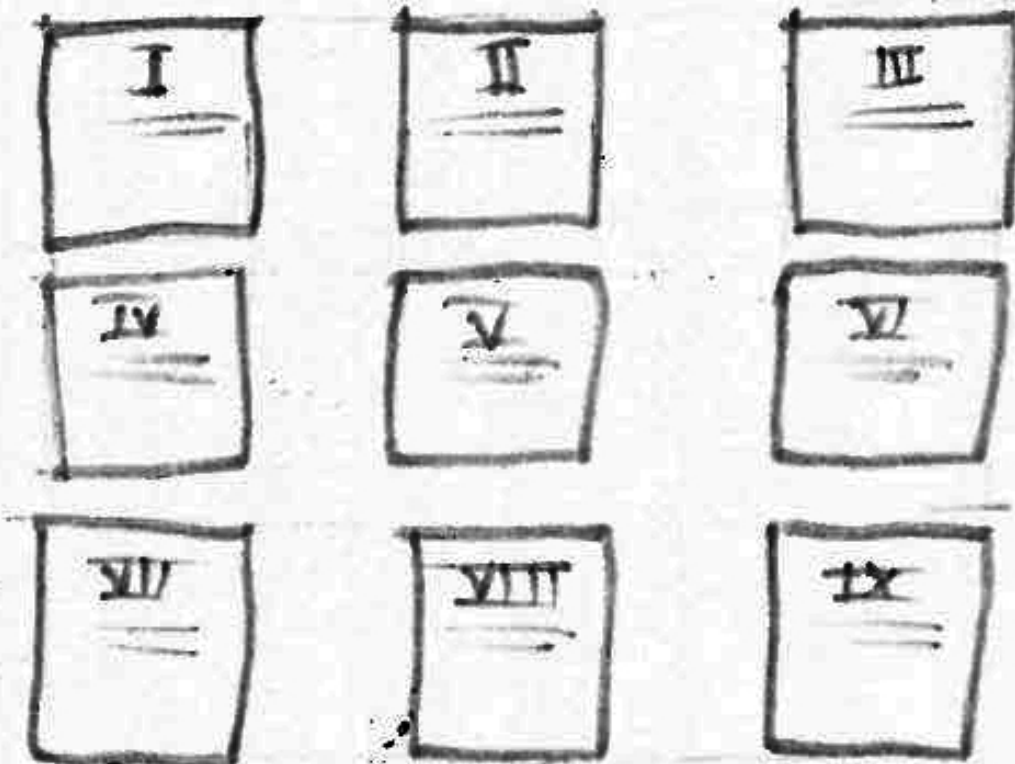
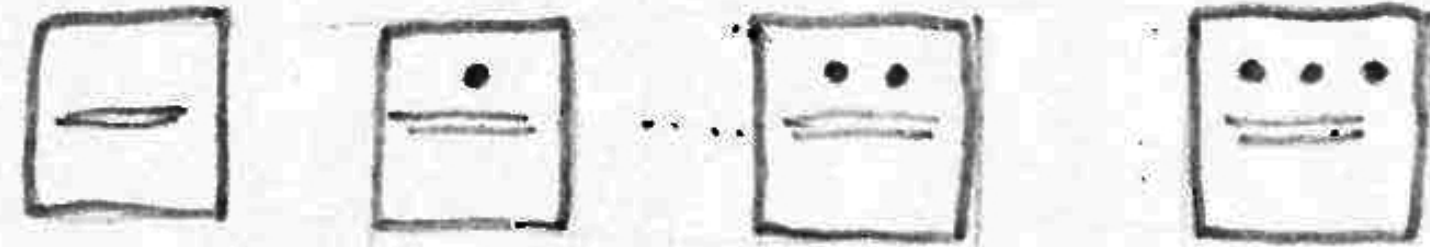
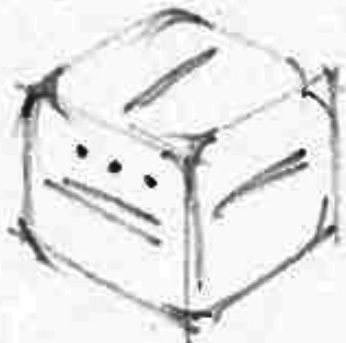
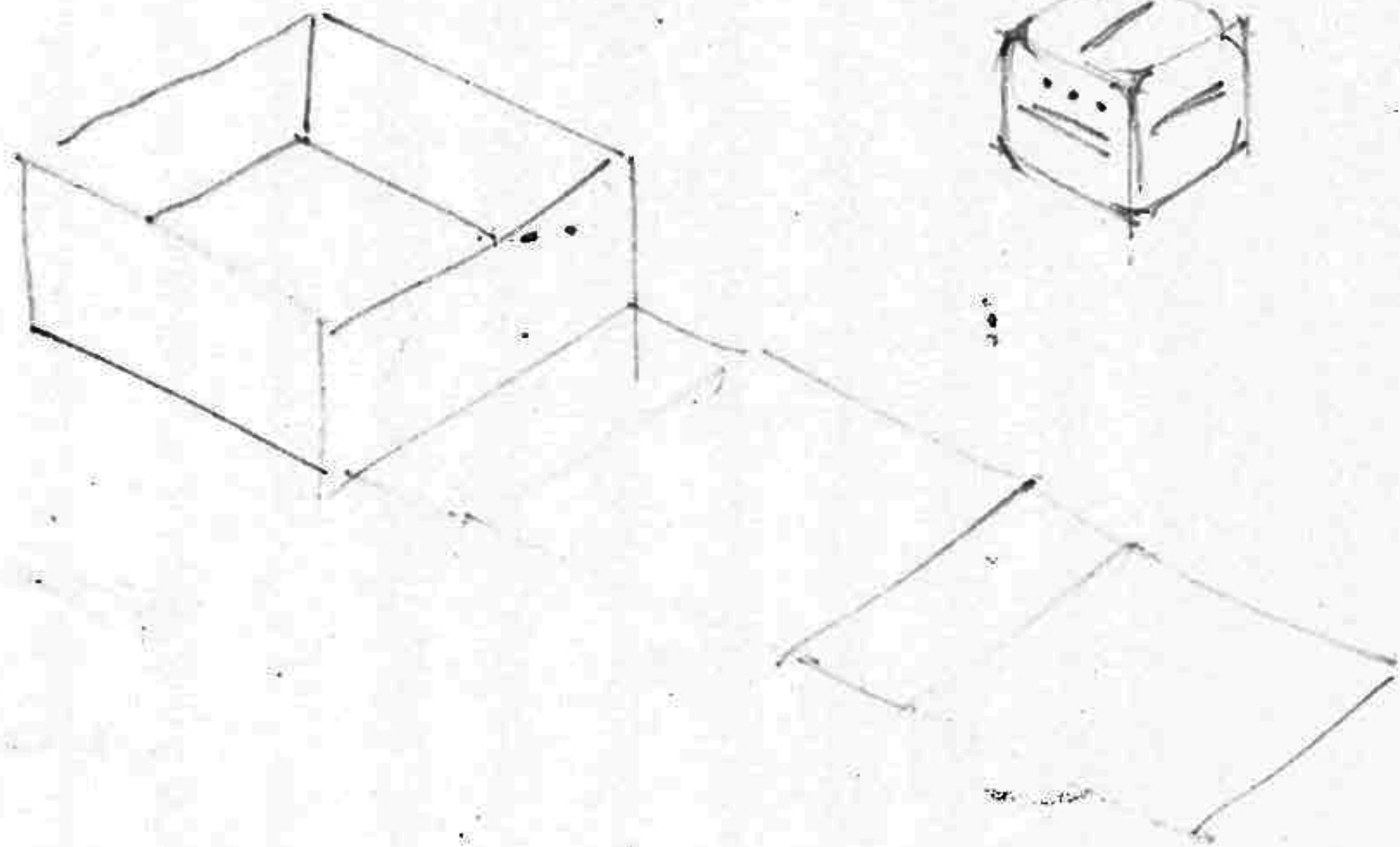
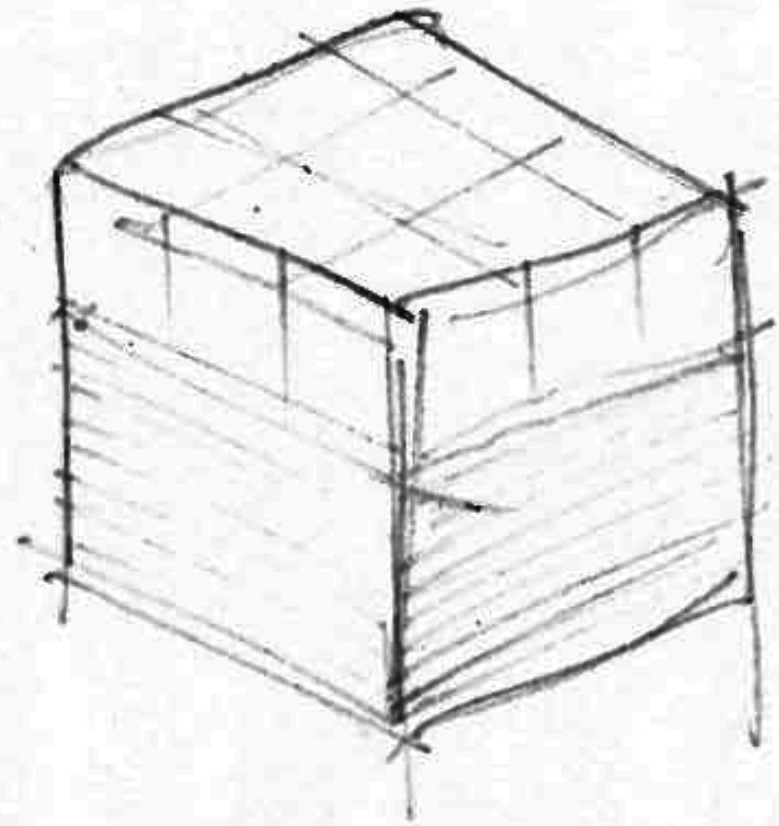
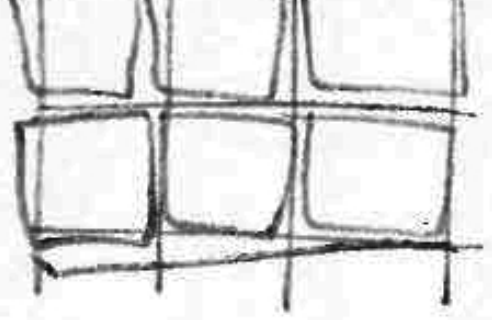
**IDEAS#1**

~~Invert~~

~~Draw~~

~~Program~~

~~EM~~

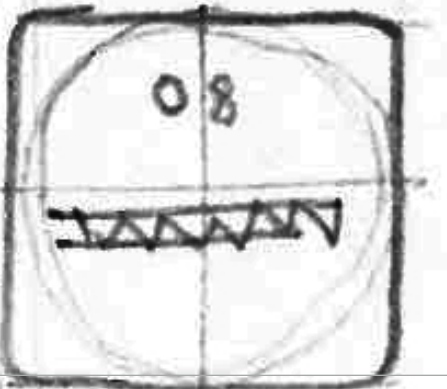


YELLOW  
ORANGE (LT)  
ORANGE (DK)  
RED

LT GRN  
DK GRN

BLUE

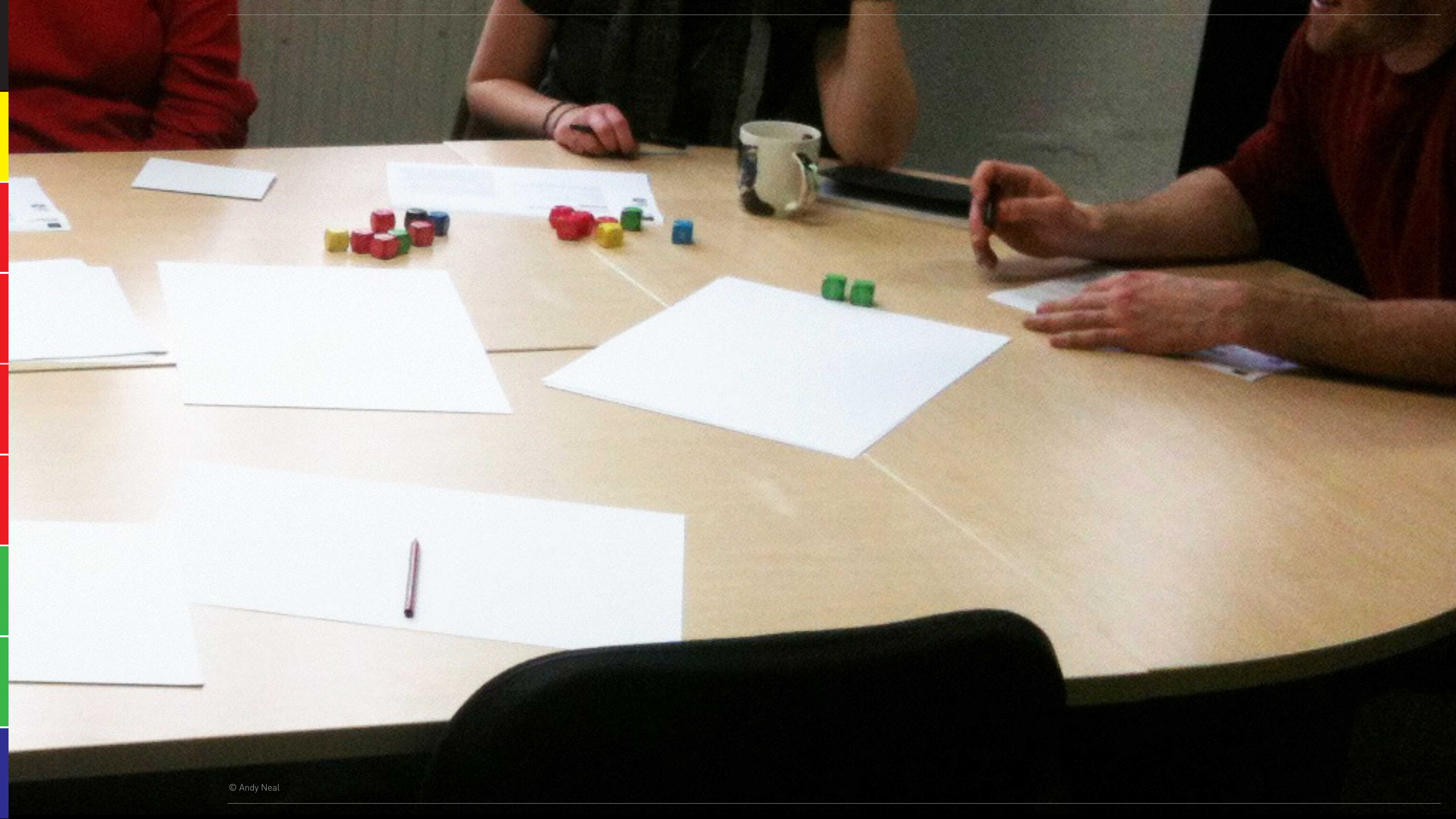
BLACK





Tension

Volume





Problem

SO

Edges  
Heart

Map

Invert  
Tension

Where  
WHO

Honesty







DESIGN DICE™

CLEVER THINKING

START

STRATEGY

RESEARCH

CRITIQUE

GENERATE

DEVELOP

CRAFT

TIME

History

Map





designdice™

Easy-to-use & infinitely adaptable, **designdice™** is a simple framework of conceptual triggers that will help you plan a project, broaden your research, stretch your ideas and refine your final outcome. **cleverthinking™**





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Message

10

8





**Risk**

05

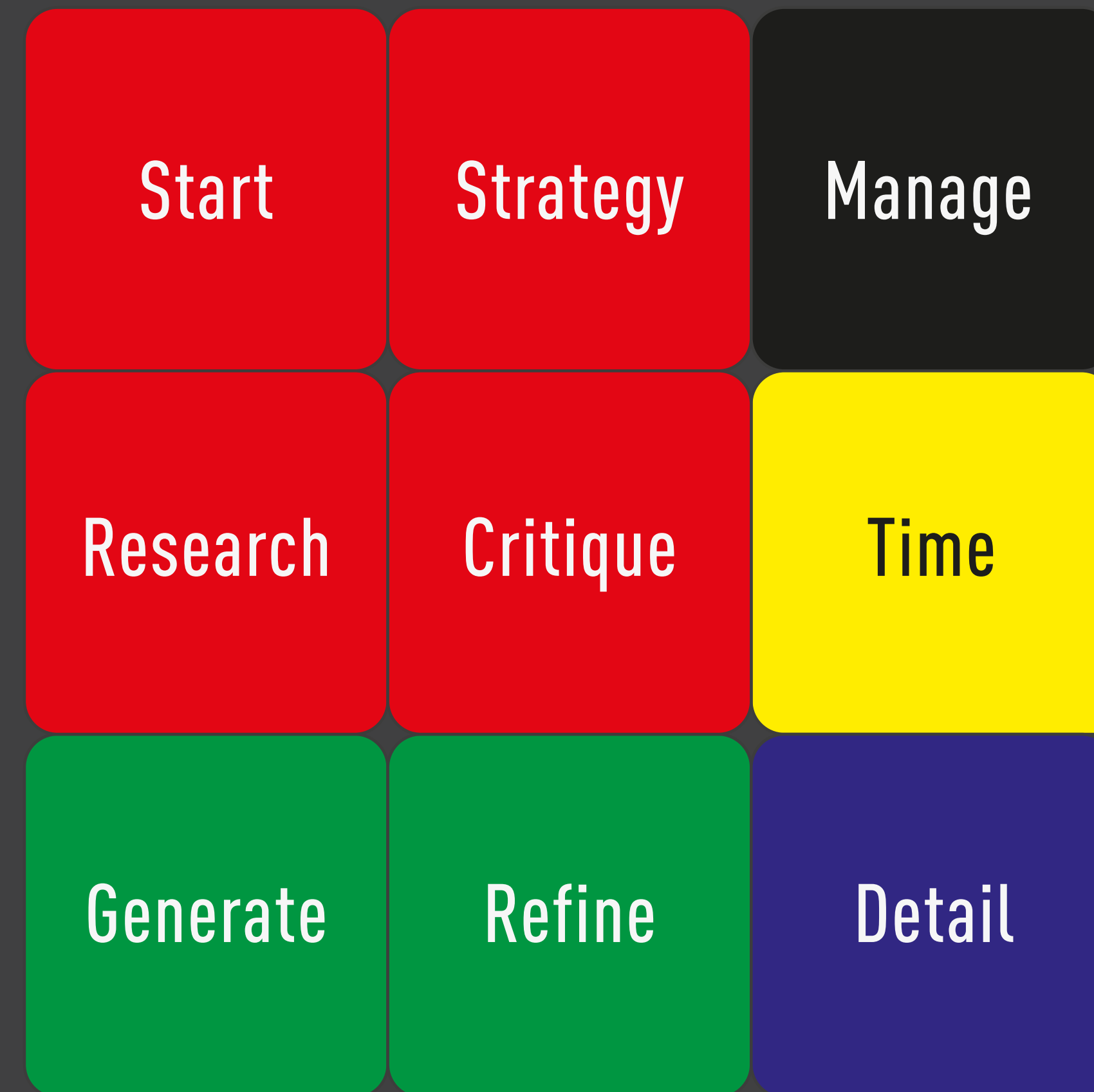
10



Balance

Order

Sales





3000+ combinations.

Edges

Meaning

Now shipping worldwide.

Order your set

New batch now available! Shipping from mid-July 2018.



Production Set

£40.00



Studio Pack (5 sets)

£185.00



Education Pack (10 sets)

£360.00

**designdice™**

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One graphic designer.

One best friend, wife, muse & most-honest critic.

4 kids.

Five designers at work.

200+ students (general).

58 students (focused).

5 students (detailed).

One product designer.

One plastics specialist.

184 backers on Kickstarter.

One commercial printer.

One paper manufacturer (thanks GF Smith!).

Two dice manufacturers.

Four packaging suppliers.

2 technicians...



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‘...The dice challenge the way you think about developing ideas...’

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‘...The dice challenge the way you think about developing ideas...’

‘...They help step outside your normal way of working and see your process from another perspective...’

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‘...The dice challenge the way you think about developing ideas...’

‘...They help step outside your normal way of working and see your process from another perspective...’

‘...Worked well with pushing design projects, and also for encouraging group discussion & debate...’

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‘...They were ok...’

‘...They help step outside your normal way of working and see your process from another perspective...’

‘...Worked well with pushing design projects, and also for encouraging group discussion & debate...’

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Curiosity (what if...?)

Wonder (possibility)

Breadth (potential)

Depth (insight)

Risk (unpredictability)

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Tangible benefits;

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Tangible benefits;

**Anecdotal observation**

(100% are more confident with their ideas and have greater breadth & depth to their work).

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Tangible benefits;

Anecdotal observation

**Formal assessment processes**

(Tracking average grades, which have risen significantly in over 75% of the students trialled).

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#designdice

GDEN2018