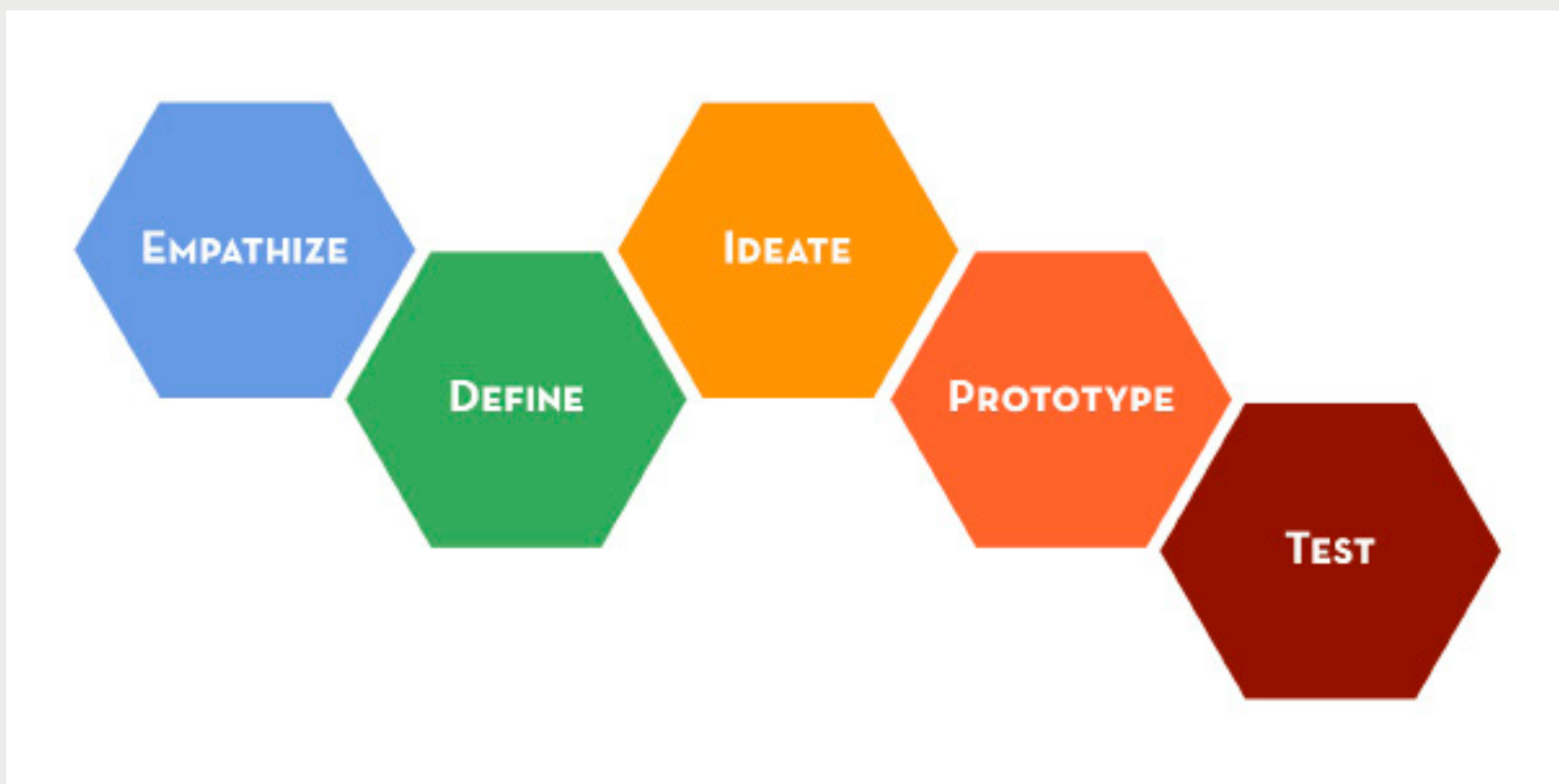


Sparking potential ideas of 'best-fit' for design-work: a conceptual framework for research

Sunshine Coast, Queensland, Australia

Aims for the Study

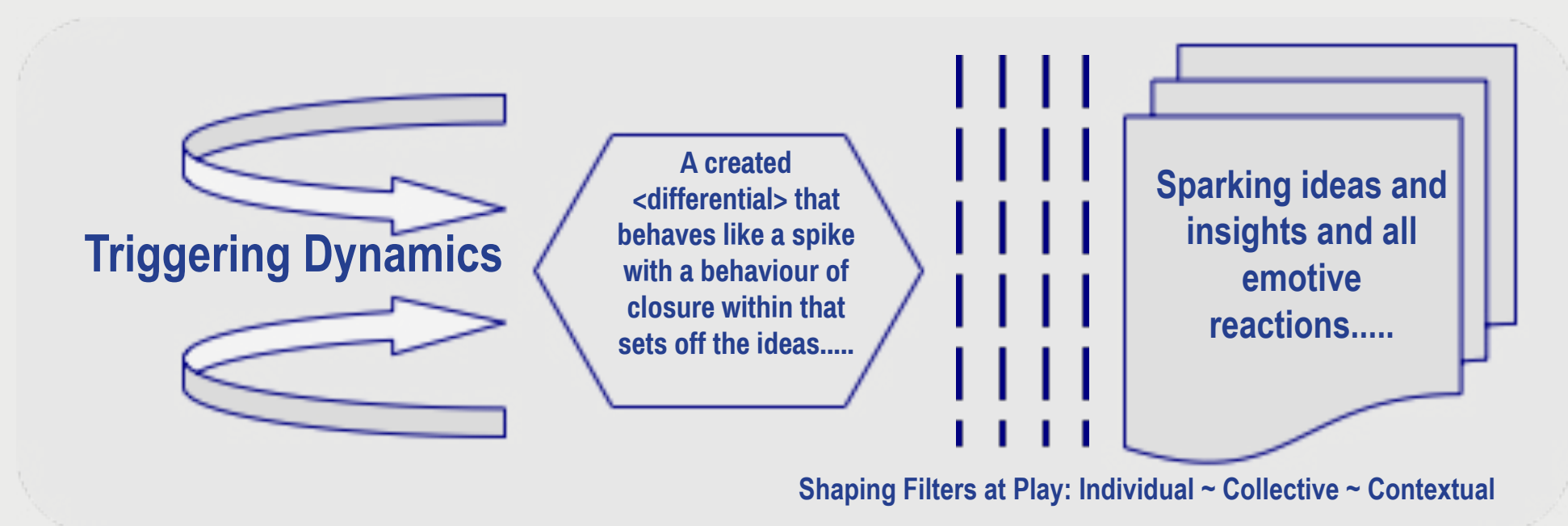
To develop a conceptual framework for testing through collaborative research that is to be focused on asking the question of whether there is a possible way of effectively sharpening and enhancing the creative and intuitive and/or judgmental activities, a practitioner enacts in their designwork activities.



Design Thinking in action: Stanford d.School concept

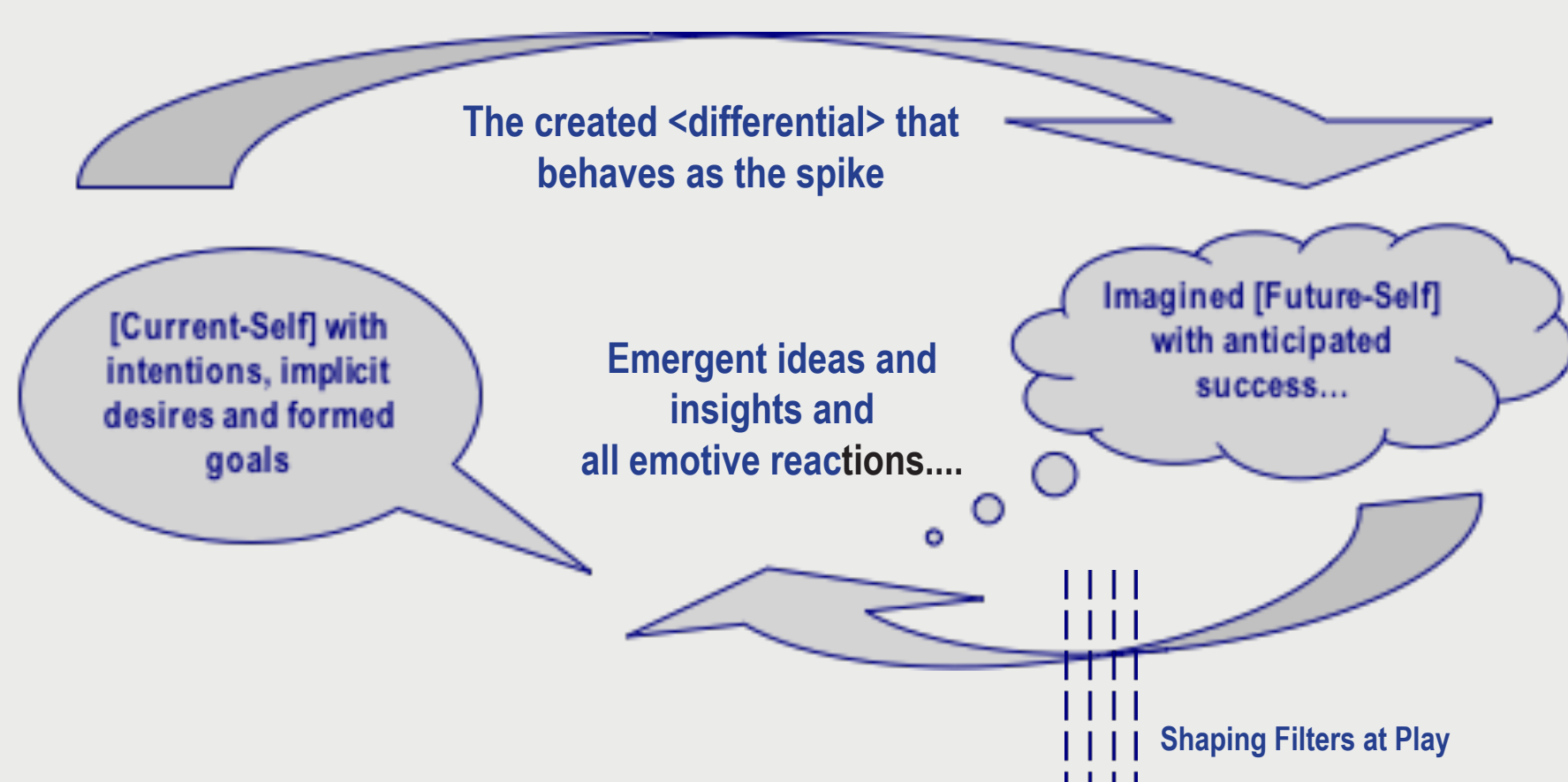
The conceptual framework is to be based on building a mental generative model for sparking ideas that draws on the potential activating role of a vision of the best possible self experiencing every preferable success as their designwork unfolds. Senge (1990) says, "It's not what the vision is, it's what it does..... Truly creative people use the gap between vision and current reality to generate energy for change."

Identifying the elements at play as ideations and hunches are sparked



This framework proposes that when some kind of a ideal [vision] is formed or a personal goal has been set, this then sets up a <created dynamic> that acts as a <differential> or spike. This triggering and sparking dynamic can actually be shaped to control and to order the emergent self-urging ideations and insights and further emotive reactions. The emergent gestalt that can be discerned as it forms, is also dependent on the shaped form and the presence of the set of contextual filters and factors that are also at play.

The <Generative Dynamics> in action



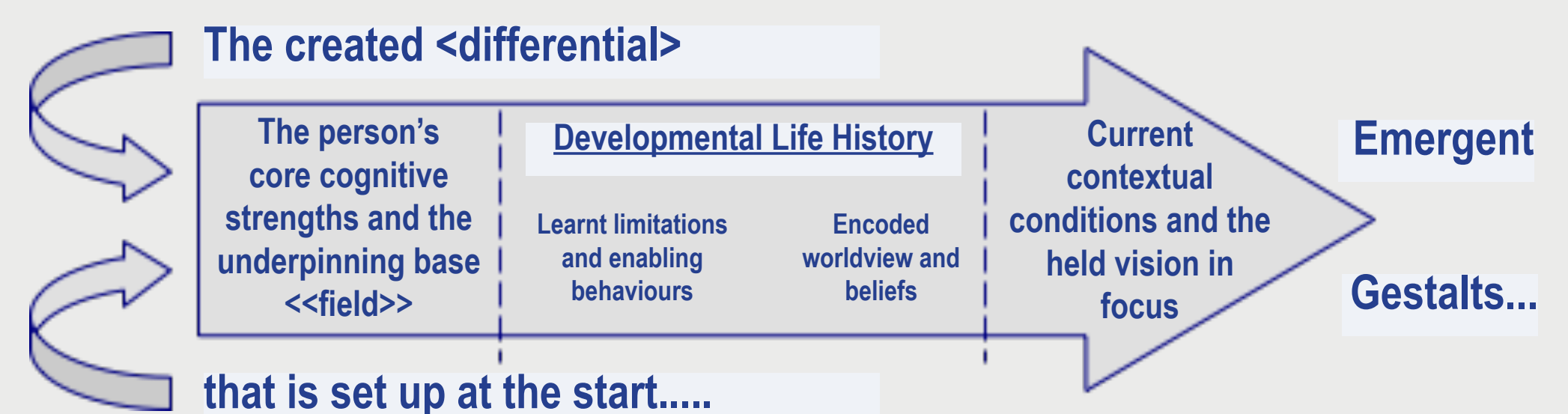
The way this created <dynamic> is sparked so that the ideations come forth in the best way to be possible, is through an imagined [Future-State] for the self that could be richly expressed and enjoyed. This [Could-Be] then acts like a meaningful 'hat' in De Bono's 'Six Thinking Hats' process (1985), where the distinct meaning assigned in this case is the imagined [Future-Self] with the knowledge of the best possible success they could bring forth as desired.....

A [Best-Possible-Self] as the Vision

The <generative dynamic> is set up to then spark through a clearly imagined [Best Possible Self] with success in the following ideals:
 (i) In eliciting the very best and most insightful ideas and insights at every stage of the design-work; and,
 (ii) In also bringing forth the very best action-decisions and choices for achieving all goals; plus,
 (iii) With any self-limiting beliefs or behaviours being fully prevented or stopped for the best then, of all.....



The range of the filtering factors and elements that could shape the results



Not only will the immediate effects of the imagined [Best Possible Self] in all its dimensions, be set off at this point, but the following further contextual conditions and factors will also then have an impact, on the emergent ideas and insights that can be discerned as they form:

- (i) The encoded worldview and beliefs in the individual concerned;
- (ii) The embodied and encoded effects from any learnt self-limitations or fears, as well as the enabling behaviours that have been also developed as the person's accessible depth of formed knowledge and the learnt skills they could use;
- (iii) All of the above will also be influenced by the person's encoded base <<field>> of core cognitive strengths and related behaviour <potentials>, upon which they are also very likely to draw on and use.....

Each person will need sufficient 'brain-stilling' time through each stage of the design-work at play, in order to suitably reflect on what happens and what it is they discern, using a causal layered analysis to pick up and consider, the particule emergent effects that these different factors might have.

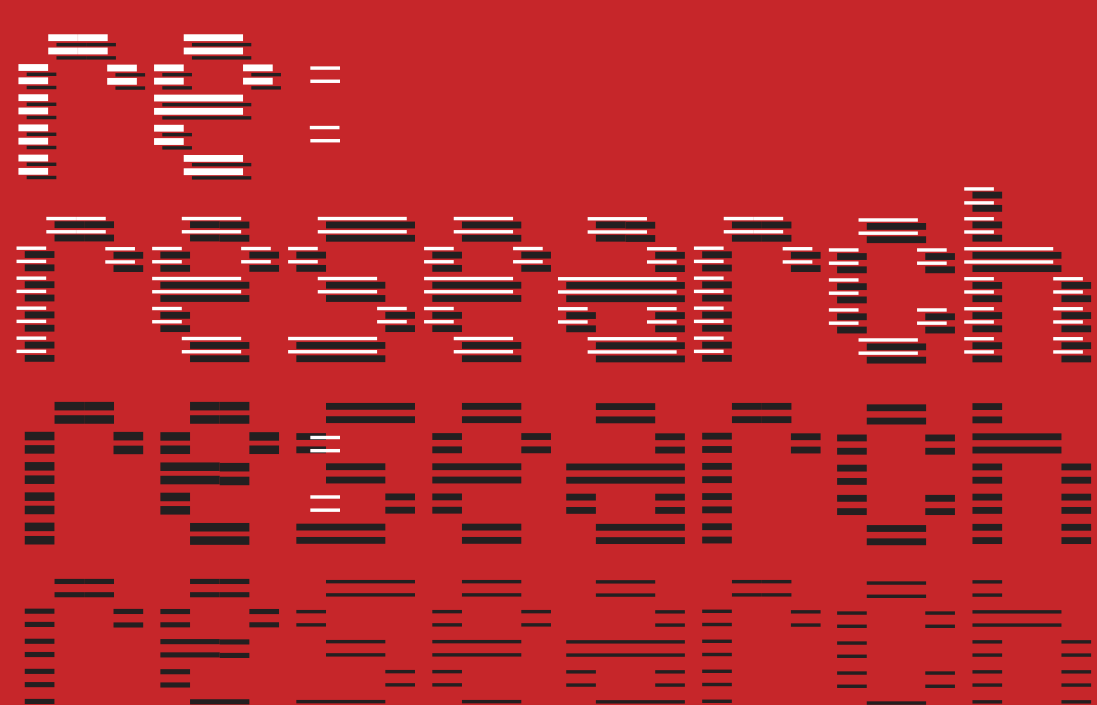
Testing the <Generative Dynamics> in different design-thinking contexts

The generative model can be applied at the start and at every stage of the strategic thinking and associated design-work, through both the so-called 'sense-making' and 'change-making', along with whatever prototype design and the testing could then be required.

The aim of this study is to establish the potential effects and utility of this <generative dynamic> in action, in as many different applications and fields where some kind of design-work is needed - included, perhaps, in the design of this project and the most suitable methodology that could be applied here as well..... It all depends on the participants and how well they are briefed

A possible research methodology?.....

To be negotiated with interested research collaborators: probably some kind of a pre- and post-intervention with volunteer co-creative participants..... Please contact marieka.easterley@research.usc.edu.au for further information and in submitting possible expressions of interest



Author(s)

Marieka Easterley

Organization

University of the Sunshine Coast, QLD, Australia