DISCOVERING DESIGN PROCESSES WITH MR. COTTON

Central States ASLA

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Agenda’s

8:05
- Agendas (The Sniff)
- Introductions (The Crouch and Flop)
- The Three P’s: People, Place and Process
  (Right Number and Type of Team Members)

8:15
- Thinking/Decision Making Tendencies
  (Motivations – treats and hugs)
- Rules of Creativity and the Design Dialogue
  (Encourage good behavior)
- Group Think and Potential Design Review Processes
  (The Dog Park)

8:30
- Designer Stereotypes (The Breed)
- Process of Exploration and Discovery (Trust)
- Getting Creativity Flowing (Play Time)

8:40
- Create a list of Evaluation (Judging Success)
- Delivery from concept to reality (Your tennis ball...?)

8:50
- Questions/Comments
Agendas

- Set expectations
- Focus activity
- Use time wisely
- Send out ahead
- Review
- Offer to modify
- On the wall for reference
- Check-in every 15 minutes

The Sniff

Town Center Neighborhood Master Plan Steering Committee
Ignition Meeting
September 11, 2013

Agenda
- Ignition meeting format and expectations

5:35: Get to Know Each Other
  - Introductions (unique perspective you bring to the team)
  - Thinking/decision making tendencies
  - Process of exploration and discovery

5:50: Project Review
  - Review Vision Plan with Q & A
  - Overview of Town Center Neighborhood Master Plan

6:20: Understanding of Goals
  - Sharing of project goals (words for success)
  - Describe your current initiatives. Understand what has been working and what needs to work better.
  - Begin to understand how we can integrate your goals and initiatives into the Town Center Neighborhood Master Plan.

6:40: Town Center Neighborhood Master Plan Schedule and Products

6:50: Next Steps

7:00: Done
Introductions

The Crouch and Flop
Introductions

- Start it light and fun...work toward the serious
- What do you bring that will help the group succeed?
- Three words or less
- Write it down for reference
Right Number and Type of Team Members (The Three P’s: People, Place and Process)
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- 2 – 6 Direct collaborators
- 5 – 15 Sharing ideas and information
- 15 – 100 Presentation, comments or Q&A
Thinking/Decision Making Tendencies

Motivations – treats and hugs
Thinking/Decision Making Tendencies

- The engineer: Linear
- The artists: Free-form
- The general: Action

Motivations – treats and hugs
Rules of Creativity and the Design Dialogue

Encourage good behavior
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• Everyone’s ideas count
• It’s all about the project (not the designer)
• Make one point
Rules of Creativity and the Design Dialogue

Encourage good behavior

• Everyone’s ideas count
• It’s all about the project (not the designer)
• Make one point
• Silently write first impressions without explanations
• One positive per one negative
• Don’t design for others (state the concern not the answer)
Rules of Creativity and the Design Dialogue

Encourage good behavior

• Everyone’s ideas count
• It’s all about the project (not the designer)
• Make one point
• Silently write first impressions without explanations
• One positive per one negative
• Don’t design for others (state the concern not the answer)
• Start by stating the facts, goals and needs
• Select the type of interaction that you want (ie: ID “Oh my goshs”, search for big ideas, refine concepts...)
• No lengthy sales pitches
• Vote with...“Who cares” “Nice idea” “Wow” “Let’s make it happen”
• Summarize the value and next steps
Group Think and Potential Design Review Processes

The Dog Park
Group Think and Potential Design Review Processes

• Weekly Single Project Reviews by a team of advisors
• Code Reds
• Cluster Reviews of multiple projects by a panel in a single setting
Group Think and Potential Design Review Processes

- Weekly Single Project Reviews by a team of advisors
- Code Reds
- Cluster Reviews of multiple projects by a panel in a single setting
- Brainstorming charrettes
- Duet/Trio
- Trusted Advisor
- Product Based – Reviewed at each pre-identified phase.
Designer Stereotypes

The Breed
Designer Stereotypes

• Behind closed doors..........I’ve got a big secret, the magician designer
• My way or else.....................I’m the expert, hard seller
• Fad chaser......................I saw something cool in a magazine last month
Designer Stereotypes

• Behind closed doors.............I’ve got a big secret, the magician designer
• My way or else......................I’m the expert, hard seller
• Fad chaser......................I saw something cool in a magazine last month
• Second guesser’s.............I told you so (but I don’t have a better idea)
• Ignore the client..........Non-listener, non-responder, inaccurate listener
• Blowing in the wind, tell me what you want.....short order cook
Designer Stereotypes

• Behind closed doors.............I’ve got a big secret, the magician designer
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• Ignore the client..........Non-listener, non-responder, inaccurate listener
• Blowing in the wind, tell me what you want.....short order cook
• The manipulator......I’m better than you
• Dogma preacher......stamp design
• Never ending processor.....no conclusions, no focus, so what
• Paralyzed with fear...stuck waiting for someone to tell them what to do

The Breed
Process of Exploration and Discovery

Trust

“I don’t understand all I know about that.”
Process of Exploration and Discovery

- Facts,
- Goals
- Needs
- Concepts
Getting Creativity Flowing
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- Keep your inspiration accessible (images, notes, people, books, experiences...)
- Talk it through with someone.
- Sleep
Getting Creativity Flowing

- Keep your inspiration accessible (images, notes, people, experiences...)
- Talk it through with someone.
- Sleep
  - Read/travel/experience life
  - Exercise your creativity and keep it in shape.
- Notes in the night.
- Do something physical.

Play Time
Getting Creativity Flowing

- Keep your inspiration accessible (images, notes, people, experiences...)
- Talk it through with someone.
- Sleep
- Read/travel/experience life
- Exercise your creativity and keep it in shape.
- Notes in the night.
- Do something physical.
  - Sketch with confidence, intuition and emotion. Don’t sweat “you can’t do that because”.
  - Ask and listen.
  - Accept the fact that terrific design takes intense effort. If it was easy...
Create a list of Evaluation Criteria

- Come
- Sit
- Shake
- Down
- Nap
- Around
- Stay
- Leave It
- ...
- ...

Judging Success
Create a list of Evaluation Criteria

- **Depth of meaning**
- **Relevance**
- **Narrative experience**
- **Craftsmanship**
- **Innovation**
- **Ethos**
- **Sustainability**
- ?  **Beauty**
- ?  **Quality of Life**
- ?  **Engaging**
- ?  **Occupied**
- ?  **On Time/On Budget**
Delivery from concept to reality

Consistently show them what’s acceptable and right with a supportive attitude of mutual respect and team work.
Identify your “tennis ball” and chase it with enthusiasm.

Delivery from concept to reality

Consistency   Persistence   Passion   Helping others succeed

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