ONE SIZE DOES NOT FIT ALL.
DESIGN COMPETENCIES IN COLLABORATION
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ACTIVITIES & TOOLS
ACTIVITY: SELF IDENTIFY
ACTIVITY: SELF IDENTIFY
DESIGN DUALITIES

REASON

INTUITION

EMPATHY

PRAGMATISM

CONCRETE

ABSTRACT

INTERNAL

EXTERNAL
ACTIVITY: CARD SORT

PRAGMATISM

Concrete designers tend to be analytical, and rely on facts and experience to make decisions. They are quick to shut down ideas that seem illogical, far-fetched or unrealistic and prefer to carefully plan and structure projects. Designers who are more pragmatic tend to approach design decisions from a detached standpoint using logic and reason to come to a conclusion. When collaborating with others they prefer to be honest rather than tactful or diplomatic.

INTUITION

Intuition-based designers do not accept the status quo and often think about the possibilities. They tend to be imaginative and discover opportunities for improvement by establishing new design trends and patterns. They normally prefer to ‘feel-out’ new territory and tend to avoid step-by-step instructions. Intuitive designers often consider the future and new solutions.
ACTIVITY: CARD SORT
ACTIVITY: QUESTIONNAIRE
SAMPLE QUESTIONS

Q. You are obsessive about checking Rotten Tomatoes for ratings before you see a movie.

Q. Your friend fell and broke her leg, the first thing you ask is “How?” rather than “Are you OK?”

Q. You think that everyone’s views should be respected regardless of whether they are supported by facts or not.

Q. You like to read and follow instructions before trying to put a new piece of furniture together.
WHAT IS YOUR DESIGN POWER?
#DESIGNPOWERS

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