





CAN YOU DEFINE AN IDEA?



NO.



IDEA

**Any conception existing in the mind
as a result of mental understanding,
awareness, or activity.**



CONCEPT

A general notion or idea



BUT YOU CAN DESCRIBE IT.



WE KNOW IT.

WE SENSE IT.

WE FEEL IT.



IDEA: A DESCRIPTION

**An idea synthesizes the complex
into the startlingly simple.**



**Only in logic and mathematics do
definitions ever capture things perfectly.**



WHAT IS AN IDEA?

“A feat of association.”

Robert Frost



WHAT IS AN IDEA?

**An idea is nothing more nor
less than a new combination
of old things.**




**The basis of humor is also the
basis of creativity.**



HUMOR = CREATIVITY

FUN = IDEAS

ENJOYMENT = PERFORMANCE



**“Necessity may be the mother of
invention, but play is certainly the father.”**

Roger von Oech

Emotional Design

"The book pops with fresh paradigms, applying scientific rigor to our romance with the inanimate. You'll never see housewares the same again." -WIRED

Donald A. Norman



Why we
love
(or hate)
everyday
things

By the author of *The Design of Everyday Things*

EMOTION

Hot, animalistic, irrational

COGNITION

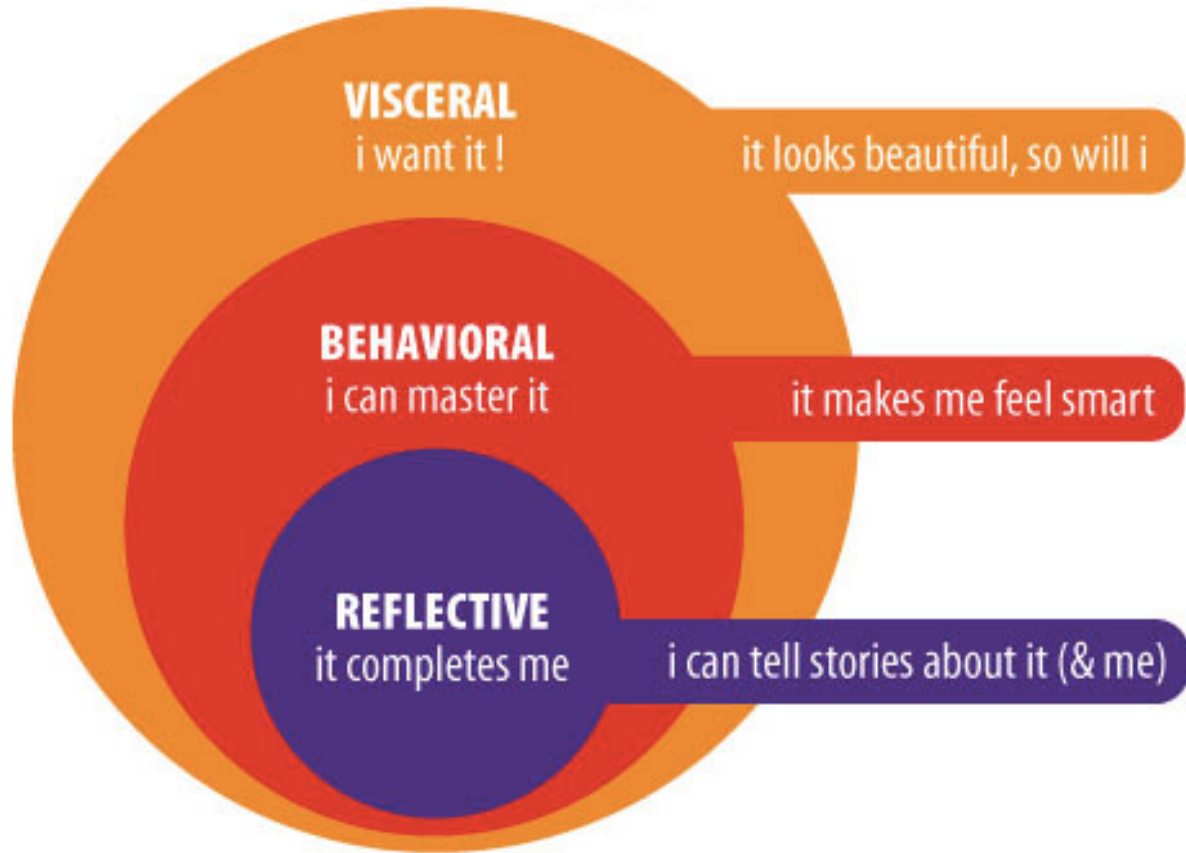
Cool, human, logical

THREE ASPECTS OF DESIGN

VISCERAL DESIGN

BEHAVIORAL DESIGN

REFLECTIVE DESIGN



DESIGN ASPECT #1

**VISCERAL
DESIGN**

Concerns itself with appearances.

Fast; it makes rapid judgements.

The start of affective processing.

Can be enhanced or inhibited by the reflective layer.

DESIGN ASPECT #2

**BEHAVIORAL
DESIGN**

Has to do with pleasure and the effectiveness of use.

The start of the most human behavior.

Can be enhanced or inhibited by the reflective layer.

DESIGN ASPECT #3

REFLECTIVE
DESIGN

Considers the rationalization and intellectualization of a product.

It does not have access either to sensory input or to the control of behavior.

It watches over, reflects upon and tries to bias the behavioral level.

FOCUS & CREATIVITY

**POSITIVE
EFFECT**

vs.

**NEGATIVE
EFFECT**

POSITIVE EFFECT

Muscles relax and the brain can attend to opportunities offered by the positive affect.

NEGATIVE EFFECT

**Muscles tense and the brain
narrows its focus, limiting the
opportunities.**

Emotion makes you smart.

**Aesthetically pleasing objects
enable you to work better.**

Human behavior is unconscious.

**Many judgements have already
been made before they reach
consciousness.**

**AFFECTIVE
SYSTEM**

vs.

**COGNITIVE
SYSTEM**

AFFECTIVE SYSTEM

Makes judgements.

**Quickly helps a person determine
which things in the environment are
dangerous or safe, good or bad.**

AFFECTIVE SYSTEM

**General term for the judgmental system,
whether conscious or unconscious.**

Emotion is the conscious experience of affect.

COGNITIVE SYSTEM

**It interprets.
Makes sense of the world.**

COGNITIVE SYSTEM

**General term for the judgmental system
whether conscious or unconscious.**

**People without emotions are often
unable to choose between alternatives.
Especially if they appear equally valid.**

Rice or potatoes?

Beans or carrots?

I'm in the mood for...