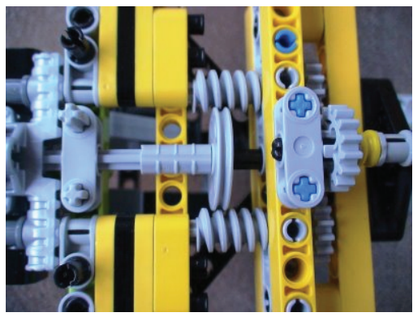
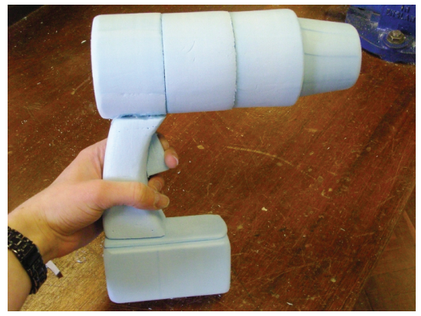
Brief

> Design an object, tool, kit of parts, game or set of instructions to sustain teenagers' interest in the system of 3D products in which they live and give them a sense of agency and control over it.
>
> *RSA Brief 'In the Round', 2011/12*

- Design Craft: Does the solution look and feel the best it can?
- Ingenuity: Is it frugal, surprising and practical?
- Insight: What need, gap or opportunity have you discovered and how?
- Communication: Is it easy to understand, and does it inspire people?
- Social Benefit: How does it help society as a whole?



Seeing and understanding how things work

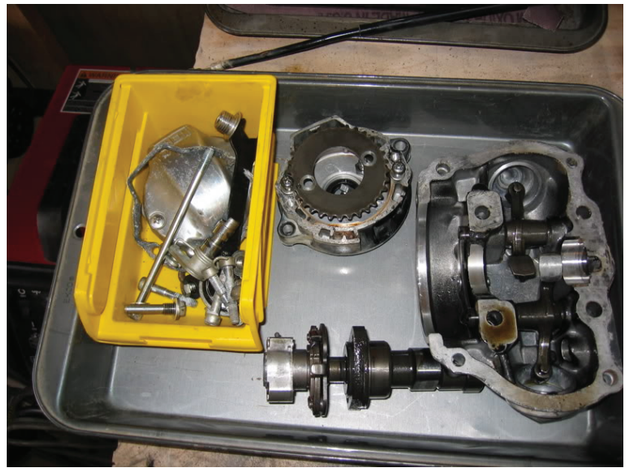


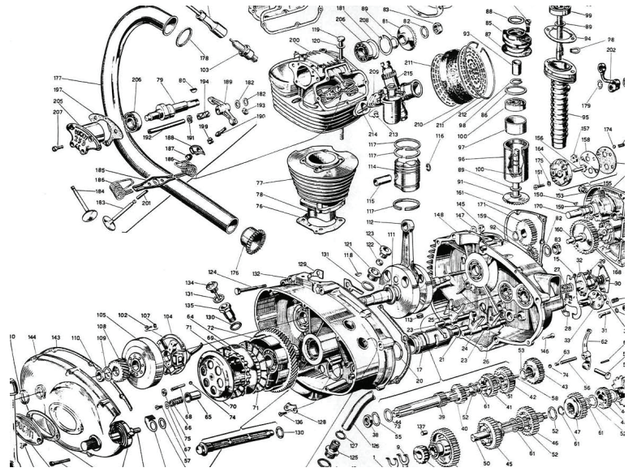
Making and producing things for yourself

Seeing the internal workings of an object

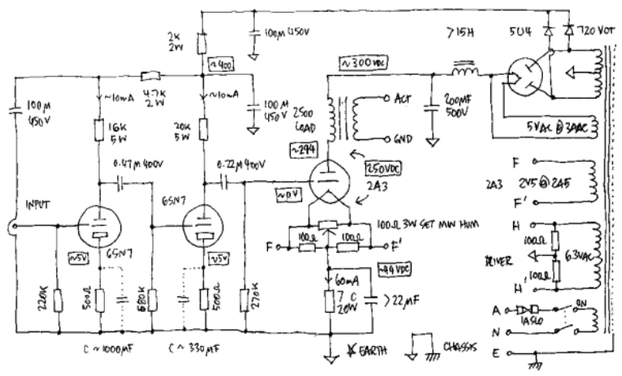
Being encouraged to experiment with shape and form

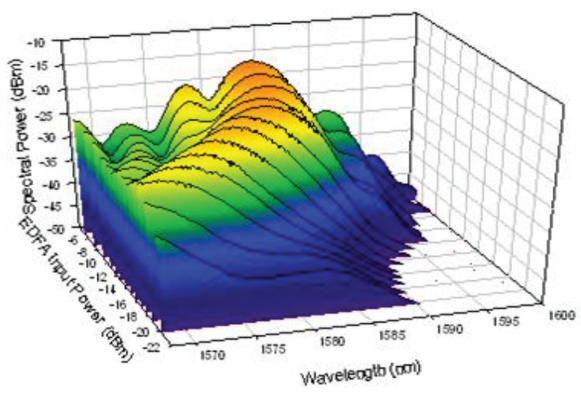
Personal Experience





One of the most memorable labs in second year was taking apart and reassembling an engine. It helped you to grasp how it worked far better than a schematic could. Could our product operate on the same principal?





The same applies to circuit diagrams, 3D graphs, and other 2D representations of 3D products. This is a particular problem in schools. Could this be the target audience to aim our product at?

Next Steps: Brainstorm around the brief for problems, initial ideas, audience and concepts.