

IDEAS

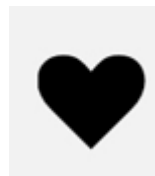


DESIGN ENTREPRENEUR

week 1



GO GLOBAL



LOVE WHAT YOU DO



TEST YOUR IDEAS



RESEARCH AND TEST



IDENTIFY OPPORTUNITIES



BRAND AND MARKET



MAKE MONEY



CELEBRATE YOUR SUCCESS



WHAT IS A DESIGN ENTREPRENEUR?

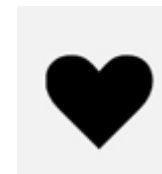
WHAT IS DESIGN THINKING?

WHY SHOULD I CARE?



WHAT IS A DESIGN ENTREPRENEUR?

A DESIGNER WHO CONCEIVES MARKET-DRIVEN CONCEPTS AS AN ANSWER TO THEIR OWN ENTREPRENEURIAL NEED. THESE DESIGNERS CAN DO THIS ON A PART-TIME BASIS OR SEEK OUT A FULL-TIME ROLE AS AN ENTREPRENEUR. IF ALL GOES WELL, PART-TIME TURNS INTO FULL-TIME AND PASSION BECOMES PROFESSION. BUT EITHER WAY, SELLING ONE PRINT DOESN'T MAKE YOU AN ENTREPRENEUR. THESE DESIGNERS ARE DEDICATED TO TRANSFORMING THEIR IDEA INTO A PRODUCT. A PRODUCT THAT WAS SELF-INITIATED TO FILL AN IDENTIFIED MARKET NEED.





WHAT IS DESIGN THINKING?

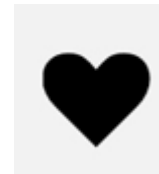
DESIGN THINKING IS A PROCESS FOR PRACTICAL, CREATIVE RESOLUTION OF PROBLEMS OR ISSUES THAT LOOKS FOR AN IMPROVED FUTURE RESULT.



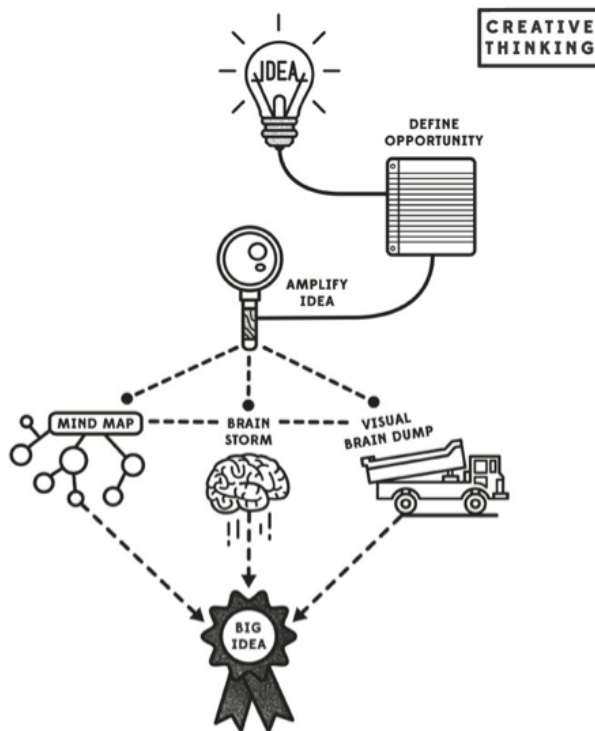
IDEAS



WHY SHOULD I CARE?



IDEAS



COMING UP WITH AN IDEA



“MY BEST IDEAS USUALLY COME FROM A PERCEIVED GAP IN THE MARKET INTERSECTING WITH MY ABILITIES AND INTEREST.” I READ IT IN STEVEN HELLER’S FIRST BOOK ABOUT DESIGN ENTREPRENEURSHIP (EDUCATION OF A DESIGN ENTREPRENEUR) AND IMMEDIATELY FELL IN LOVE WITH IT.





COMING UP WITH AN IDEA



“INTERSECTING MY ABILITIES AND INTEREST.” RING A BELL? DOES THE “DESIGNER AS _____” PARADIGM SOUND FAMILIAR? WHEN YOU’RE SEARCHING FOR THAT IDEA, MAKE SURE YOU’RE LOOKING IN TWO AREAS; GRAPHIC DESIGN AND AN AREA THAT HOLDS PASSION TO YOU. SOMETHING THAT YOU HAVE ALWAYS LOVED, AND THEREFORE, ARE AN EXPERT OF.



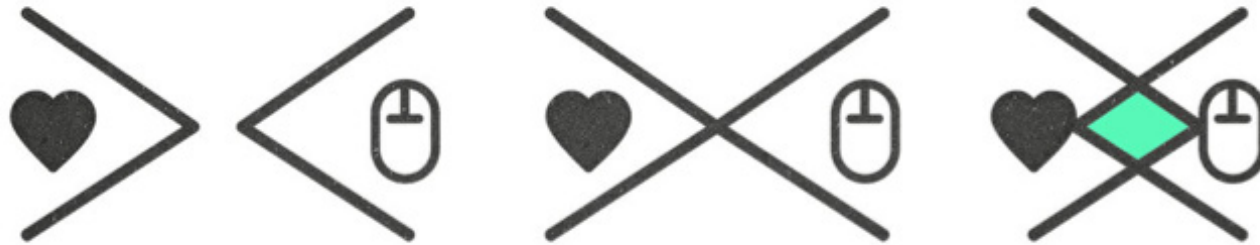


COMING UP WITH AN IDEA



“PERCEIVED GAP IN THE MARKET.” NOW THAT YOU HAVE DEFINED THE AREA OF INTEREST (OTHERWISE KNOW AS YOUR TARGET AUDIENCE), START SEARCHING FOR A NEED.





LIZ SANDERS AND PATRICK MOORE PUT TOGETHER THIS DIAGRAM TO HELP FILTER YOUR IDEAS (THE HEART = INTERESTS & MOUSE = ABILITIES.) GAUGE COMPETING IDEAS BY DETERMINING HOW MUCH THEY OVERLAP. THE MORE YOUR INTERESTS AND ABILITIES OVERLAP, THE BETTER. VOGLER EXPLAINS THIS AS SIMPLY, OBSERVING A SITUATION AND SAYING, “GEE, WOULDN’T IT BE COOL IF I COULD MAKE SOMETHING THAT DOES [FILL IN THE BLANK].”



THE PROCESS WE WILL FOLLOW:

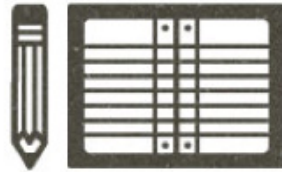


Come Up with an Idea:

All things start and evolve around your vision. Your big idea. Brainstorming, mind mapping, and sketching help designers arrive at their best concepts. By being open ended and then narrowing in, you will amplify the best features of your concept.



THE PROCESS WE WILL FOLLOW:



Define It:

By define it, I mean constructing a proposal made of writings, sketches, mock-ups, and concept development work. It's a final definition for what you're creating. You're prepping to test this thing out, then pitch it.



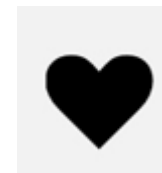


THE PROCESS WE WILL FOLLOW:



Design It:

Our fluency in graphic design helps us solve, engage, communicate, and create visual appeal. Beyond being a means to the end, it's a main feature in any designer's final project. As designer's, we have our own personal styles that distinguish us from one and another. So highlight this, but understand that the public is now judge and jury. I'm not going to tell you how to design. That's your job.

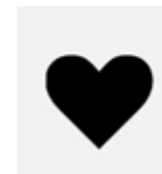


THE PROCESS WE WILL FOLLOW:



Brand It:

Branding is used to develop a clear identity for a company and product. This tool is used to express the key attributes of a company and helps the brand reach its customers. As design entrepreneurs with new companies, the branding process is one of the most important phases because it helps to convert the characteristics of your company into a strategy and visual language. Plus it's always the funnest part of any project.



THE PROCESS WE WILL FOLLOW:

**Fund It, Protect It:**

Funding, protecting, and licensing. Sounds important right? It is. Understanding the basics of intellectual property laws, legal structures, and when to get a good accountant are all things a design entrepreneur should know. These and other general business principals are covered here.



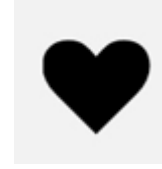


THE PROCESS WE WILL FOLLOW:



Make It:

Production and distribution all depends on your project (material, size, and direction). If you can't take care of this yourself, you're gonna have to find a partner or someone else who can. With the rise of online resources and marketplaces, you're in a better position then ever.





THE PROCESS WE WILL FOLLOW:



Evaluate It:

When all's said and done, you have to set up a system to evaluate the outcome of your product. And after this system is in place, you have to evaluate. No need to worry, we both know it's gonna do fine and dandy. And besides, whatever the outcome it will be a heck of a ride and you will know how to do it on your own.

Email/Postcards

Questionnaires

Surveys (Good)

Phone Calls (Better)

Video Chat (Even Better)

Face to Face Sit Downs (Best)

(Venue Method) Google Analytics

Social Media



OH AND ONE LAST THING...



WE WON'T FORGET TO CELEBRATE!

