

Creative Idea Generation Techniques in designing innovative Package

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Preamble

Creative idea generation techniques help designers to explore and experiment with out-of-the-box concepts and ideologies. They help establish a unique USP for final design solutions. There are lots of techniques that designers use in order to create an innovative design solution for commercial brands and product designs. Among these, FMCG packages posit a challenge. Indian market is full of all kinds, makes, sizes etc. of packaging. We will focus on knowing about three commercially well-known techniques to arrive at relevant and novel solutions in commercial designs, they being:

1) SCAMPER: It is an idea generation technique that utilizes action verbs as stimuli. It is a well-known kind of checklist developed by Bob Eberie that assists the person in coming up with ideas either for modifications that can be made on an existing product or for making a new product. SCAMPER is an acronym with each letter standing for an action verb which in turn stands for a prompt for creative ideas.

S – Substitute

C – Combine

A – Adapt

M – Modify

P – Put to another use

E – Eliminate

R – Reverse

2) VISUALIZATION and PICTURE PROMPTS

Visualization is about thinking of challenges visually so as to better comprehend the issue. It is a process of incubation and illumination where the participant takes a break from the problem at hand and concentrates on something wholly different while his mind subconsciously continues to work on the idea. This grows into a phase of illumination where the participant suddenly gets a diversity of solutions and he rapidly writes them down, thereby creating fresh parallel lines of thought. Picture prompts help a lot when it comes to enabling one's brain to establish connections. These prompts can help to surface emotions, feelings and intuitions. This makes them particularly useful for brainstorming solutions to innovative challenges involving people, and issues with a deep psychological or emotional root cause. To get started with using picture prompts, the facilitator distributes a set of pre-selected images – each participant gets one. He also asks the participants to write down whatever ideas come to their mind when they look at the image in their possession. According to Bryan Mattimore (presently co-founder of The Growth Engine Company), the images should be visually interesting, portraying a multiplicity of subject matter and must depict people in lots of varied kinds of relationships and interactions with other people.

3) FORCED RELATIONSHIPS

It is an easy technique involving the joining of totally different ideas to come up with a fresh idea. Though the solution may not be strictly unique, it frequently results in an assortment of combinations that are often useful. A lot of products we see today are the output of forced relationships (such as a digital watch that also has a calculator, musical birthday cards and Swiss army knife). Most of these ideas may not be revolutionary discoveries but they are still advantageous products and usually have a prospective market in society. Robert Olson provided an example for forced analogy in his book 'The Art of Creative Thinking.' He compares different aspects of a corporate organization structure to the structure of a matchbox.

There will be a quick orientation on the three well known creative idea generation methods explained above to the participants (duration: 15-20 mins).

ACTIVITY:

Post the orientation phase, 2-3 participants' groups would be designed as per the chit play method. Each group would be assigned pictures of a bad packaging among Indian FMCG products. The groups will have to use either one or more from the discussed idea generation techniques above.

Finally, each group would present the designs illustrated on sheets with colour materials that would be provided to them.