design( *human* )design Creative Prompt Card Deck
by Pip Mothersill, MIT Media Lab

Inspired by real world design case studies and Dadaist chance art, design(human)design is a physical and digital creative prompt tool that uses a computational understanding of structure and serendipity in the design process to present designers with a recombined selection of variables related to their project to provoke unexpected juxtapositions and inspire creative design ideas.

The physical instantiation of design(human)design is a deck of cards for designers to use as a creative game to prompt new design ideas. Designers can randomly select a series of cards that form a design prompt sentence that can provoke new design ideas. Print this file double sided and cut out the cards along the lines marked by ‘+’

For more information, please contact: pip@mit.edu

Design { *an artifact* }
Inspired by { *primitive(s)* }
That is { *adjectives(s)* }
Through { *attribute(s)* }
Using { *a medium* }

Shuffle { *the cards* }
Select { *a card for each variable* }
Create { *your design* }
Write { *new variables in the blanks* }
Design

These variables are examples of the many artifacts that we create as our final design. Sometimes it is an object or an image, sometimes it is a service or an entirely new technology, and sometimes it is something completely unexpected.

Inspired by

These variables are some of the many things that inspire us during the design process. It can be the user we are designing for, the theme we are immersing ourselves in, and sometimes it can even just be a shape that we’re fascinated by.

That is

These variables are the ‘adjectives’ that describe our designs. They can be as abstract as the feelings evoked by a brand or as detailed as the type of interaction different design elements will have in the overall objects or images.
Through

These variables are the various design attributes that contribute to the execution of the overall artifact. For example, the patterns that make a selection of shapes into an image or the forms and materials that build an object.

Using

These variables are the different media that we experiment with during our process. We all have our go-to's, but mixing it up - using code instead of paint, or vice versa - can help us find new inspiration and creativity for our designs.

For

These optional variables are time periods in which to complete your design. From 5 minutes to a month, you can choose how long and intensely you want to dive into your design challenge for.
design( human ) design
<table>
<thead>
<tr>
<th>Design</th>
<th>Inspired by</th>
<th>That is</th>
</tr>
</thead>
<tbody>
<tr>
<td>an object</td>
<td>circles</td>
<td>trusting</td>
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<table>
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<tr>
<th>Through</th>
<th>Using</th>
<th>For</th>
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<tr>
<td>forms</td>
<td>fabric</td>
<td>5 minutes</td>
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design[human]design  design[human]design  design[human]design

design[human]design  design[human]design  design[human]design
Design an interaction
Inspired by African fashion
That is chaotic

Through brand touchpoints
Using pen & paper
For 30 minutes
Design a website
Inspired by squares
That is approachable

Through patterns
Using paint
For 1 hour
Design a service

Inspired by dots

That is discrete

Through wireframes

Using collage

For 2 hours
Design an image Inspired by furniture That is tactical

Through textures Using video For a morning
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<th>design(\textit{human})design</th>
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Design an app

Inspired by cameras

That is collaborative

Through materials

Using code

For an afternoon
design human design

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<tr>
<th>Design an experience</th>
<th>Inspired by natural materials</th>
<th>That is immersive</th>
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<tbody>
<tr>
<td>Through VR simulations</td>
<td>Using card &amp; tape</td>
<td>For an evening</td>
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Design an installation

Inspired by senior citizens

That is a family

Through hardware hacks

Using foam

For a week
design (human) design
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Design a technology Inspired by Eastern medicine That is paradigm shifting

Through concept sketches Using existing objects For a month
Design a brand
Inspired by security
That is overlapping

Through personas
Using CAD
For 5 minutes every day
Design a concept. Inspired by healthcare. That is contrasting.

Through buttons. Using Photoshop. For 30 minutes every week.
design[human]design  design[human]design  design[human]design

design[human]design  design[human]design  design[human]design
Design a book inspired by curves that is responsive through layouts using spreadsheets for 1 hour every month.
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packaging
Design
Inspired by
technical
That is
For
3D printing
Using
books
Through
edges
Inspired by
packaging
Design
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