

design[*human*]design Creative Prompt Card Deck

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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[*human*]design

design[*human*]design

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.

design[*human*]design

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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

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Design
an object

Inspired by
circles

That is
trusting

Through
forms

Using
fabric

For
5 minutes

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[*human*]design

design[*human*]design

design[*human*]design

design[*human*]design

design[*human*]design

design[*human*]design

Design
a website

Inspired by
squares

That is
approachable

Through
patterns

Using
paint

For
1 hour

design[*human*]design

design[*human*]design

design[*human*]design

design[*human*]design

design[*human*]design

design[*human*]design

Design
a service

Inspired by
dots

That is
discrete

Through
wireframes

Using
collage

For
2 hours

design[*human*]design

design[*human*]design

design[*human*]design

design[*human*]design

design[*human*]design

design[*human*]design

Design
an image

Inspired by
furniture

That is
tactical

Through
textures

Using
video

For
a morning

design[*human*]design

design[*human*]design

design[*human*]design

design[*human*]design

design[*human*]design

design[*human*]design

Design
an app

Inspired by
cameras

That is
collaborative

Through
materials

Using
code

For
an afternoon

design[*human*]design

design[*human*]design

design[*human*]design

design[*human*]design

design[*human*]design

design[*human*]design

Design
an
experience

Inspired by
natural
materials

That is
immersive

Through
VR
simulations

Using
card & tape

For
an evening

design[*human*]design

design[*human*]design

design[*human*]design

design[*human*]design

design[*human*]design

design[*human*]design

Design
an
installation

Inspired by
senior
citizens

That is
a family

Through
hardware
hacks

Using
foam

For
a week

design[*human*]design

design[*human*]design

design[*human*]design

design[*human*]design

design[*human*]design

design[*human*]design

Design
a
technology

Inspired by
Eastern
medicine

That is
paradigm
shifting

Through
concept
sketches

Using
existing
objects

For
a month

design[*human*]design

design[*human*]design

design[*human*]design

design[*human*]design

design[*human*]design

design[*human*]design

Design
a brand

Inspired by
security

That is
overlapping

Through
personas

Using
CAD

For
5 minutes
every day

design[*human*]design

design[*human*]design

design[*human*]design

design[*human*]design

design[*human*]design

design[*human*]design

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

design[*human*]design

design[*human*]design

design[*human*]design

design[*human*]design

design[*human*]design

design[*human*]design

Design
packaging

Inspired by
edges

That is
technical

Through
booklets

Using
3D printing

For
as fast as you
can

design[*human*]design

design[*human*]design

design[*human*]design

design[*human*]design

design[*human*]design

design[*human*]design

Design

Inspired by

That is

Through

Using

For

design[*human*]design

design[*human*]design

design[*human*]design

design[*human*]design

design[*human*]design

design[*human*]design