What is a concept?

- Draft

- Category (käsite)

- Idea

- Collection of ideas, a logical entity

Concept design

Idea -> concept -> concept plan

Concept design in different fields of design

1) digital media

2) industrial design

3) game design

4. film and tv-production

5) advertisement and marketing

6) spatial design

1. Concept plan

2. Prototypes

3. Plan for production

4. An idea of a production

5. Presenting a product for sale

6. An idea of a new construction

Concept design project

1. Definition: goals, strategy, resources

2. Background information: use, history, benchmarking etc

3. Ideation: brainstorming

4. Planning the structure: information architecture, usability

5. Concretization

6. Realization

7. Feedback, iteration

Concept design is the most important stage

Concept design launches the project

Concept design is the most important stage for the success of a project, realization in theory: thinking it out beforehand

If later realization does not "work" even if it is carried out with care, it is the concept that is a failure

Importance of testing the concept: user-centered approach, scenarios

Good concept design

Is sufficiently broad in scope:
   - employ all potentialities, broad knowledge is vital
   - also strategic planning in view
   - god concept designer knows a little about
everything/ works in a team

Is well documented and articulated

Is unprejudiced and innovative

A concept plan

Definition
- strategic plan
- goal
- target
- promise
- challenges
- resources
- accessibility
- basic idea

Background
- benchmarking
- social context
- user research

Content
- message
- realization
- iterations where possible

Note!

Idea -> concept -> concept plan

Iteration does not mean you ideate for ever: when you've moved on, stop ideating!