

Creativity
and
design



Creativity
is the destination
but **COURAGE**
is the journey!

CREATIVITY
is about **CURIOSITY**
and the joy
of doing something
new!



"Those who
do not want to
imitate anything.
produce nothing"

SALVADOR DALI

trust
the
unexpected!

Limitations
encourage
creativity!

Creativity

Things I've collected over
time always have relevance
at some point later on



Design
is the process from
the birth of an idea
to its finalisation
as a product or service

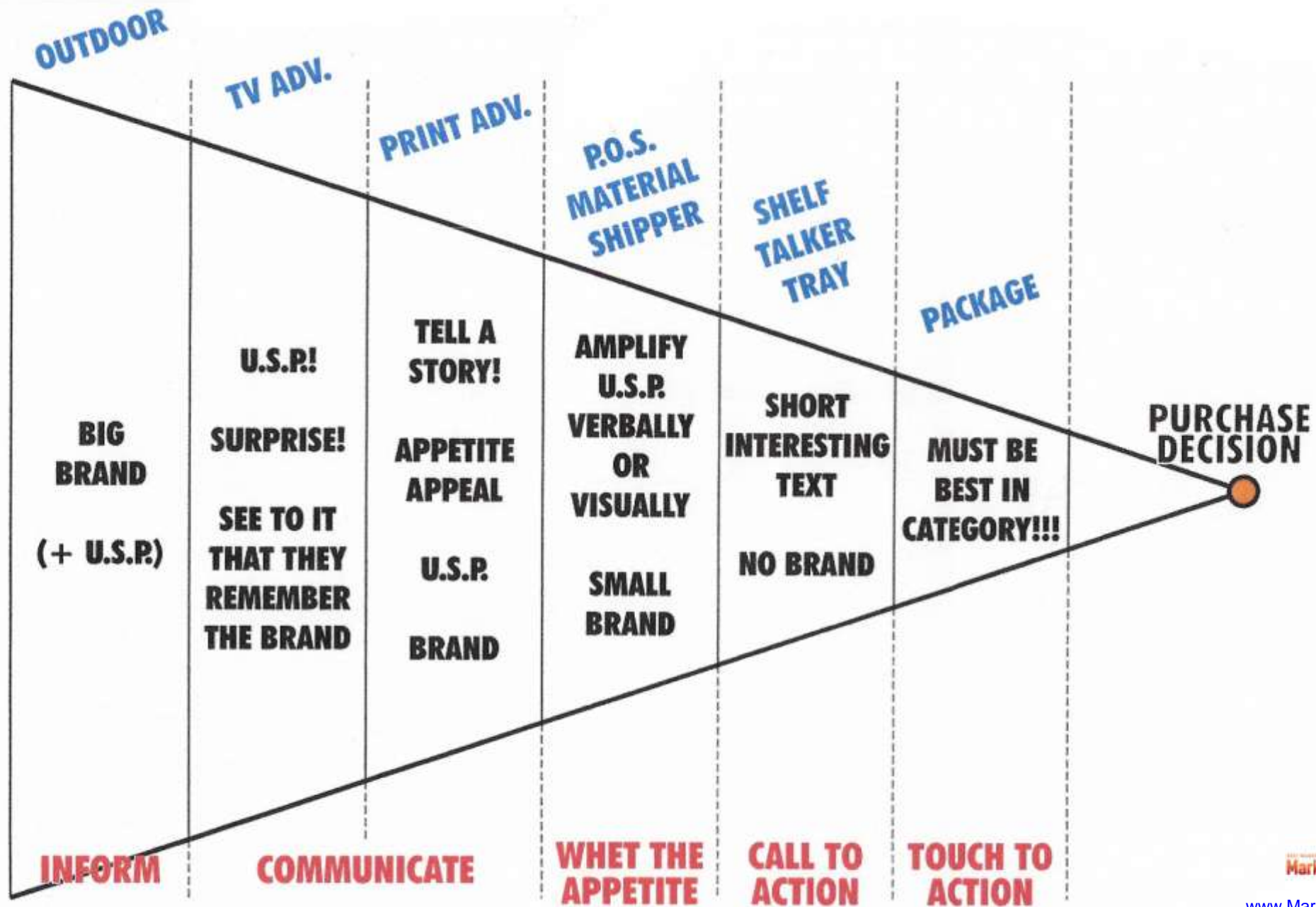
People
see the past
Artists
see the present
Designers
see the future



KARIM RASHID

You can analyse
the past but you
have to **design**
the future.

We like to be
Rational/and logical
but (design is
an emotional business.



DESIGN

MARKETING

CORE METAPHOR

SHAPE

FIT

THE ENVIRONMENT IS...

MUTABLE

FIXED

CHANGE IS...

RADICAL

INCREMENTAL

CONSTANT

IRREGULAR

AN OPPORTUNITY

PROBLEMATIC

KNOWLEDGE IS...

INTUITED

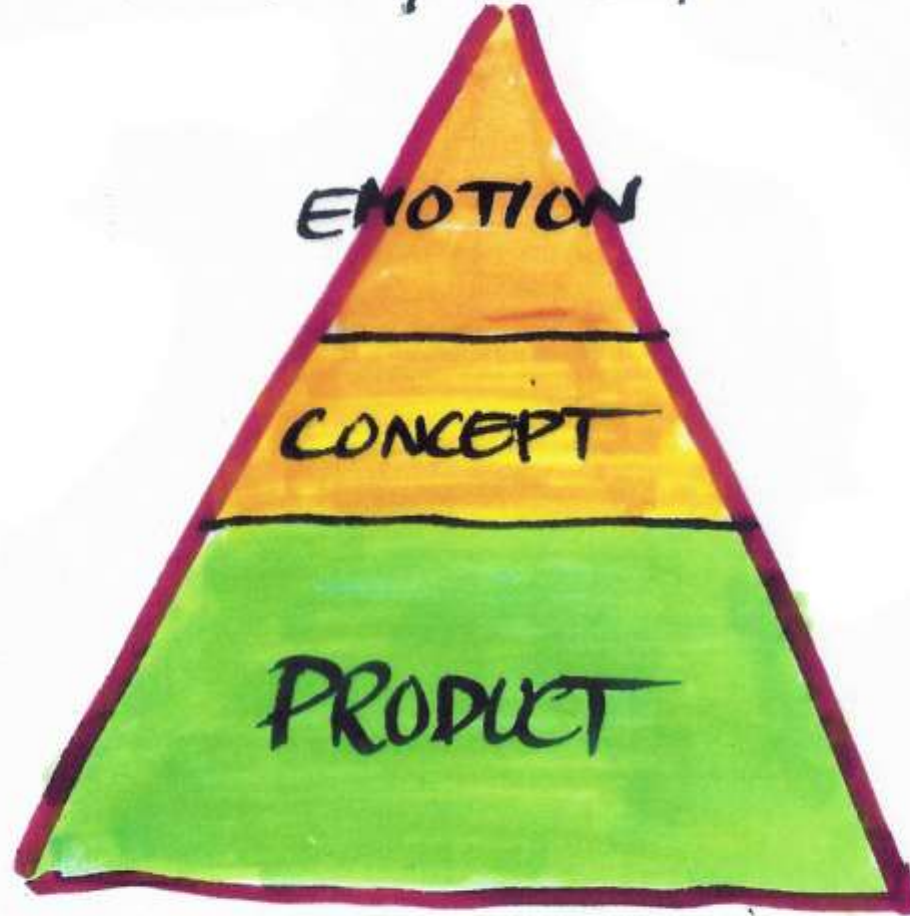
MEASURABLE

TIME ORIENTATION

FUTURE GUIDES PRESENT

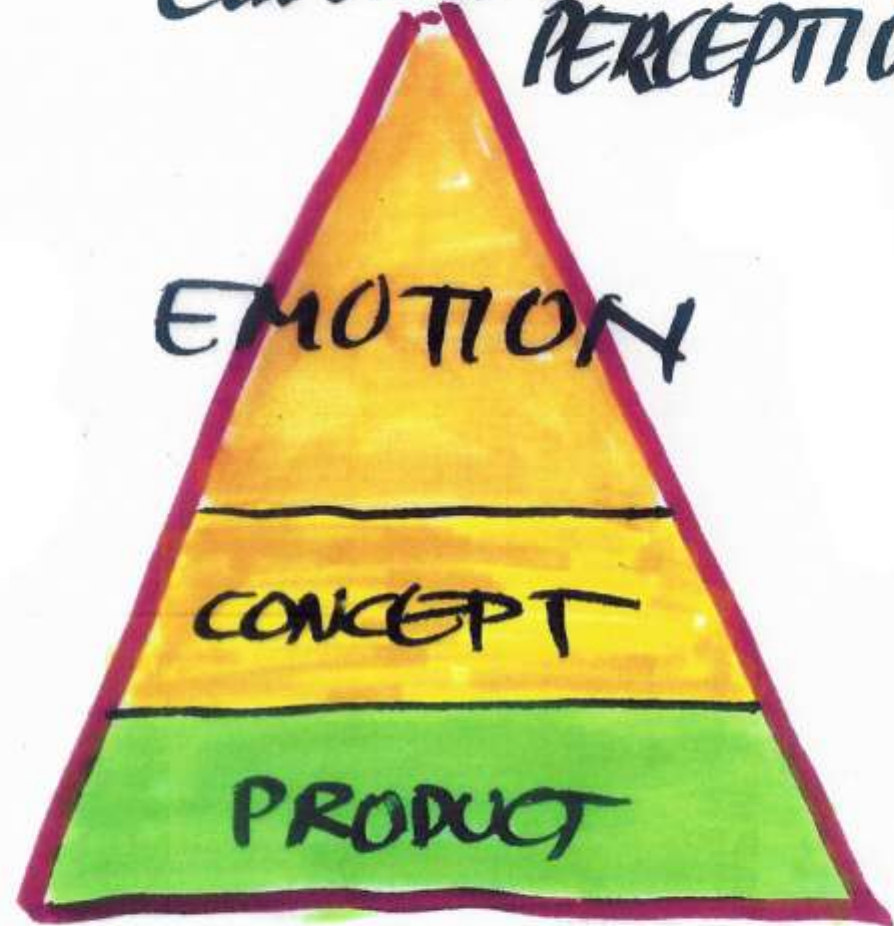
PAST GUIDES PRESENT

COMPANY PERCEPTION



PRODUCT

CONSUMER PERCEPTION



IMAGE

Marketing
is not about setting more,
it is about adding value.

Selling more is a by-product
of adding value !

Never stand
so high upon a
principle that
you can not lower
it to suit the circumstances

W. CHURCHILL

YOUR ORGANISATION'S
most valuable
assets: people's
intuition

Tim Brown (IDEO)

Principles are
eternal, guide-
lines are
temporary!