

# The key aspects of project and research activities

[Business](#), [Strategic Management](#)



Summarises key aspects of the: 1- project, research activities undertaken 2- ideal generation activities 3- decisions made 4- development stages 5- prototyping 6- final proposal (a summary of the group based presentation) ... etc. 1. Topic choose: 2. 1 Which topic we choose: We choose “ the most handmade elements in an art-work” as our topic. 2. 2 Why/how to choose this topic: a) Find something we all interested b) We can easy to control (familiar)-and think about as a designer what kinds of things that we can do in the project.

Practice, integrate the module we have learned. c) easy to rise target people’s interests d) positive outcomes (value for society) 2. 3 What the key design management knowledge we want to use and practice in this project: A. Design research — gather the relevant resources to analysis the background, current situation and future trend of the project. Based on which, to find out the existing gaps and opportunities, so that to position the project more properly. B. Design management — how to organize a team to achieve the goal. E. g. ime management, communicationskill, teamwork etc. C. Design in business — (a) In strategic level: refine core value, target the audiences; (b) In tactical level: choose and develop the strategy of spread the information of the event and gather enough people to involve in, gain financial outcome...etc. D. Design manifestation in visual way — (a) How to make the strategic planning more tangible using visual communication in the way of gathering people. (b) How to using visual as a tool to introduce the project more easily in the presentation.

E. Design brief — how to present the project in a clear and easy way. 2. 4 Challenge/difficulty of the topic: (a) This is the second time to using design

research skill to go through a whole project (b) To use different language to communicate with members (c) Finish the work in only 5 days (d) Separated the task of the project into small piece in a small team (e) Have less experience on practicing the marketing and branding theory in a practical way (f) How to visualize the idea effectively g) Find evidence to convince audience (h) Do not familiar with Guinness record

2. How to face and conquer the challenge:

3. 5 Schedule of the project process Explain the process, highlight A. We make a schedule based on the module timetable. Because we not only want to follow the module needs but also want to practice what we have learn in a more real situation. B. We did the desk research in order to gain more information about what have already done and its pros and cons. This will help us to develop our own project.

Since we have less experience in the topic. C. We use code (e. g. 4 key points and 5W1H) to help us to go through the whole project. D. Based on our background we planning to take more times on research and find evidence rather than do the visualization.

3. The gap we have not fulfill: A. Research coding and feasible analysis has not done enough so that which leads the project of the topic we choose is too large that we actually cannot control it properly. B. It is hard to negotiate members' opinions and choose one topic C.

Hard to consider each point without missing, and to find the critical point to highlight and manifested as a good idea to show. D. Oral communication and presentation

4. What we have learned: A. More professional way of design thinking in which gathers idea and narrows it, and also not make us fellstressand be lost from the question. B. Storytelling and keywords can

make the presentation more attractive and explain more effectively. C. Divided things into small part, it will become easier to control and conquer.

For instance, we divided the whole project into three steps: prepare, launch, exhibition. It really helps us to keep our developing process the case more rational. D. Pay much attention on research and design prototyping is really important. Other wise, we have to face too much-unexpected problems. (e. g. The most error happened on the topic choosing part, by less consider our own ability and deepen research about Ai Weiwei's project. We doing some real seeds that really help us to communicate the idea to others and presentation).