

## Idea Log

Idea logs are a sequential visual record of your design insights to free up your short-term memory and to increase the utility of your insights via ongoing personal reflection. Owing to the personal nature of this task, we allow flexibility in the medium and format. But, they must contain the following:

1. **Functional Sketching** of your insights

Visual representation is a foundation of design in general, and interaction design in particular. However, it is important to record and express your conceptions visually, not to make fine art. If skilled drawing is a goal or talent of yours, you are welcome to do so in your idea log, but it is not the goal of this project. If you have trouble clearly expressing your ideas visually, you'll need to focus on this. You're free to use other visual media (photos, videos, etc) as well, but your idea log must, at a minimum, include functional sketching.

2. **High Volume** of entries

The teaching staff expects approximately 150 – 200 distinct entries in your idea log over the course of the quarter. We specifically allow flexibility so that your "idea log" can be tailored to your work and life-style. You are encouraged to develop an artifacting mechanism that works for you and habitually make use of it throughout the quarter.

### Format:

We expect to most students to use either a **paper or online** idea log (examples below). Students interested in an online log should consider participating in the Butterfly Net project (which also counts for the 4 hours of experimental credit).

Resources and tools can include: SMS messages to yourself, photos (from your phone, Flickr, etc), videos, cocktail napkin drawings, **anything** that helps you illustrate your ideas!

The goal is to **generate new designs wherever you are** and bring them back into a single repository.

When working in a team, it is sometimes cumbersome for each member to record their designs independently. In these situations it is appropriate to have one "scribe" and share notes/pictures/etc for everyone's idea logs. If you feel like your idea log is a burden for group design interaction, come talk with the teaching staff and we'll try to help (this is a fairly active area of HCI research)

We don't want the fact that you are turning in the idea logs to hamper your brainstorming or idea generation. But we do want to get a good idea that you record the ideas you have for future reference, and so we know that you are thinking like a designer.

Furthermore, record your ideas even if you don't have your idea log around – snap a pic with a camera phone if you see a design problem in the wild, for instance, and put it in your idea log later.

At the end of the quarter, you will turn in either a set of physical logs or a url. Even if the way in which you captured your ideas varied in their mediums, you should convert them all to one total idea log (print them out if you decide on a paper log, or scan them in if electronic). We will have at least one checkpoint during the quarter, but if you have any questions about the format or medium of your personal idea log, ask the TA's or professors. This is the first year with flexible formats and mediums and we're excited to see you what you come up with!

### Grading:

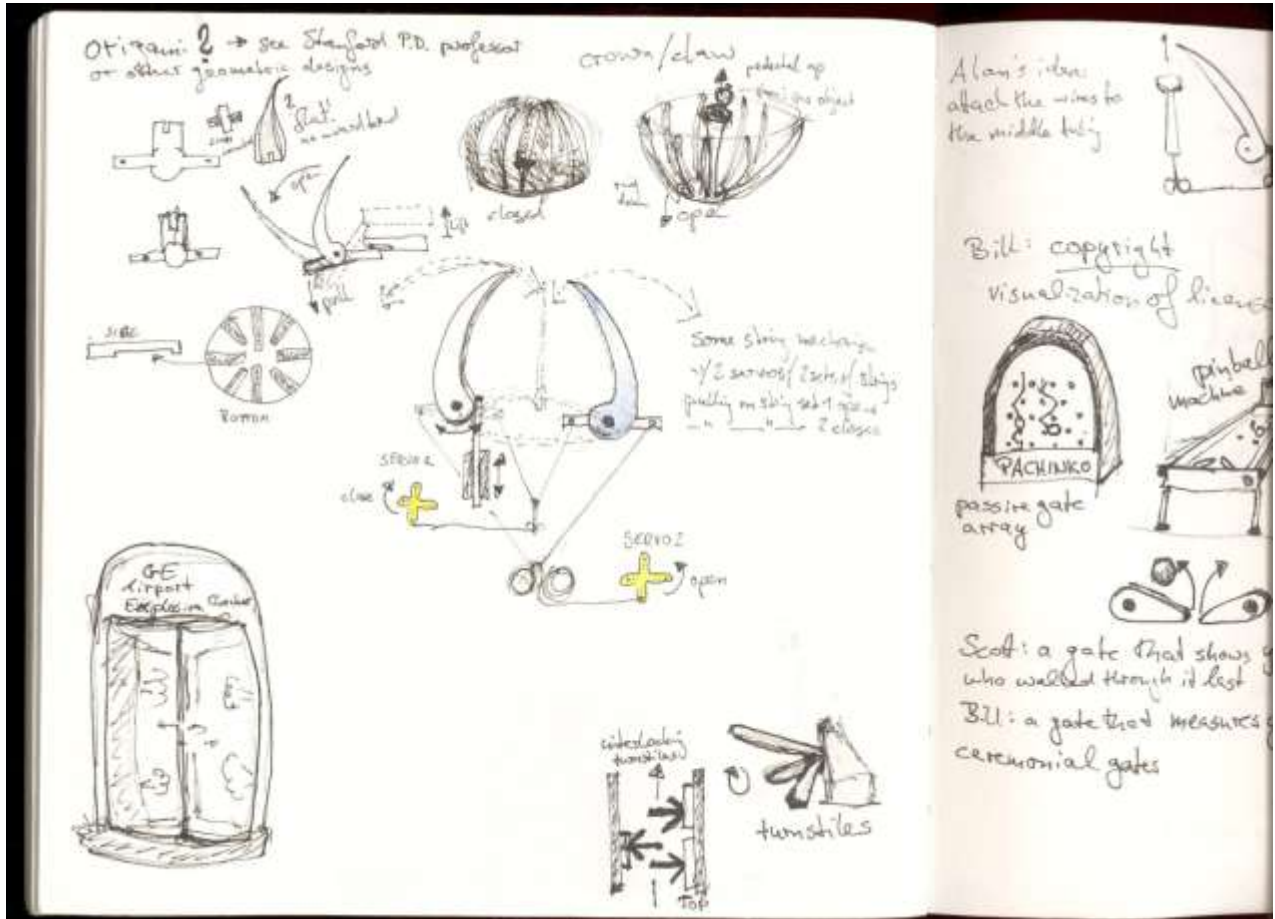
50% **Volume of Entries:** The number of distinct and clear entries over the course of the quarter.

25% **Functional Visual Representation:** Again, this is not an art critique, it is a measure of your entries functional clarity. You can use text, but it should be sparing and in conjunction with visual representation.

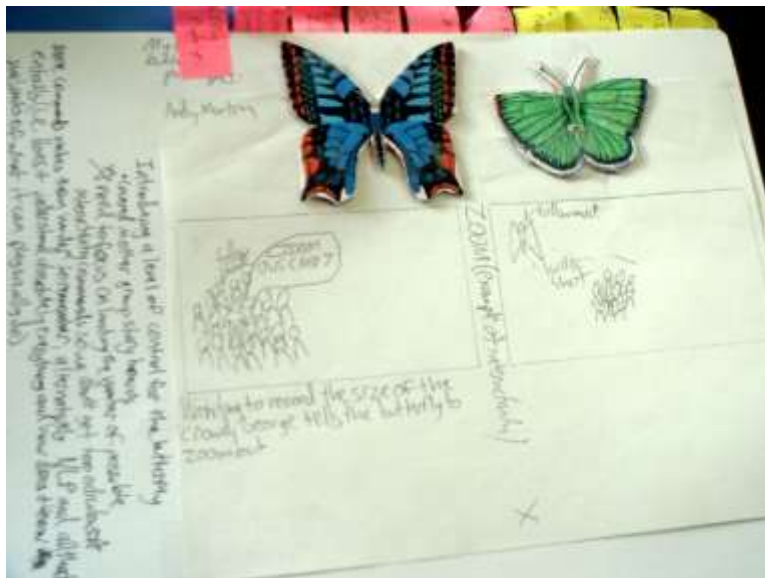
25% **Novelty of Insights:** The breadth and depth of your insights.

Examples:

Detailed sketches of gate mechanisms



Sketch utilizing outside artifacts



Team brainstorm artifact





Kevin Collins' "idea blog" for part of last year's course. He didn't sketch because he had two broken hands, but you can see the topics range from very specific course-project related entries to user breakdowns in general to graphic and auditory design observations at large.

<http://kideation.blogspot.com/>