
Dream but find
Materials and approach



Camp Invent!

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- Invention
 - Things are made of other things by us
- Mechanical
 - Visible and understandable
- Electricity,
 - Invisible things can be understood
- Other things,
 - Taking apart, fixing and salvaging to learn
- Inventing
 - Defining problems,
 - Finding the things to realize them
 - modifying with what you find and learn



FREE THINKER TED SELKER HAS A
SIMPLE PHILOSOPHY FOR INNOVATION:
IT'S OK TO BEND THE RULES.

Invention: things are made from other things

- Wizard of oz?
 - Imagine It exists
 - Make it a skit with props
 - Savor when the skit doesn't work
 - Gradually make the props more sophisticated
 - Even real products have props



Build and fix?!

The world is tools



- Bike tire is leaking ... no pump...
 - Cover it
- Steering wheel comes off on curved freeway
 - Put it on
- Steering ball joint pops, drive shaft come out
 - Pop it back in
- Power supply in computer “blows up”

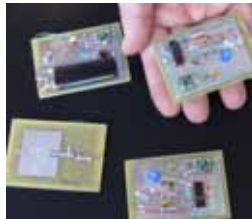
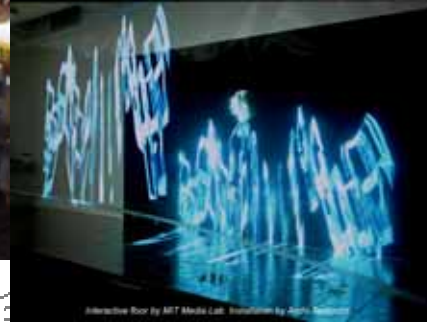
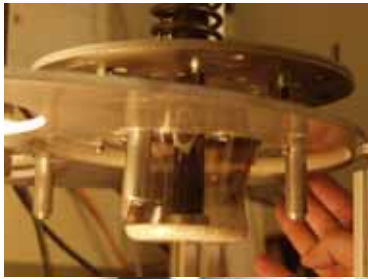
Adventure Movies

1. Have a problem
 1. Your ambition
 2. Someone or things intrusion on your space
2. Have a bunch of possible ways out
 1. keep thinking about it
3. Try the best one –or- set up many possible solutions
 1. Each time you try you see something else
 2. The way it doesn't work sometimes tells you so much

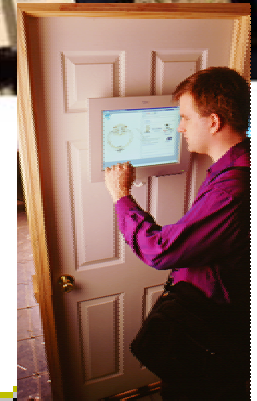


provocative prototype

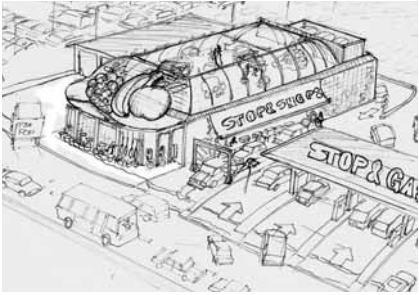
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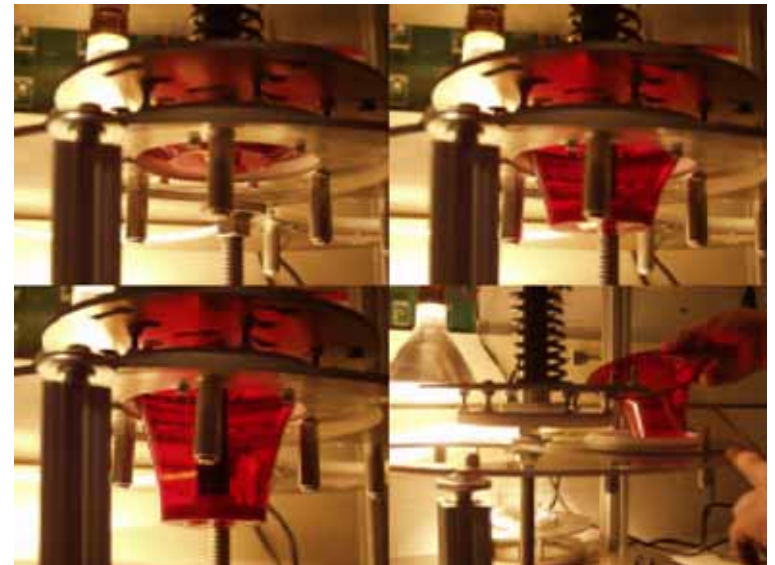
- Robot seeks work as fuel tank inspector



Design Intelligence Workshop ++ Design to Expose Value in Technology

October 22, 2004, 11:00 AM to 7:30 PM Bartos Auditorium

- 11:00- 11:25 *Introduction to Design Intelligence,*
Ted Selker
- 11:25- 12:00 *Current Counter Intelligence Projects,*
Leonardo Bonanni, Jackie Lee
- 12:00- 1:00 *The Product is More Than the Product,*
Don Norman
- 1:00- 2:00 Lunch in atrium
- 2:00- 3:30 *5 Media design approaches:*
Hiroshi Ishii, William Mitchell, John Maeda, Nicholas Negroponte, Ted Selker
- 3:30- 4:00 Break
- 4:00- 5:30 *Commercial design approaches:*
Kazuhiko Yamazaki, Harry West, Marco Susani, Franco Lodato
- 5:30- 6:00 Drinks
- 6:00- 7:30 Dinner and "The Thing I Brought" charette



Travel Tools

- Leatherman multi-blade tool (5000 Y)
- Pocket volt meter (2000 Y)
- Butane Soldering Iron (2000 Y)
- Handheld grinding tool (dremel) (4000)
- Wire stripper (500)
- Materials
 - Solder, wire, Packing tape, Duck tape, tiwrap, superglue, 5min epoxy, contact cement, plastic

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