

“Don’t put on  
clothes,  
wear **intelligence!**”

Research Tool

## Basics

Questions, observations and golden rules

For today

# 1. A magic turn of screw

I.1. Practice

I.2. Research

I.3. Practice of research

# 2. Andrew's adventures in research's Wonderland

[to play homage to Lewis Carroll: "The game of logic"]

2.1. Medium – a world in-between (1995-1998)

2.2. Matrix – **How Designers work** (1998-2001)

[with a link to the brilliant essay of Bryan Lawson: "How Designers think"]

2.3. Didactica/Didaktika (2002-2012)

Les bases de la creation en quatre volumes

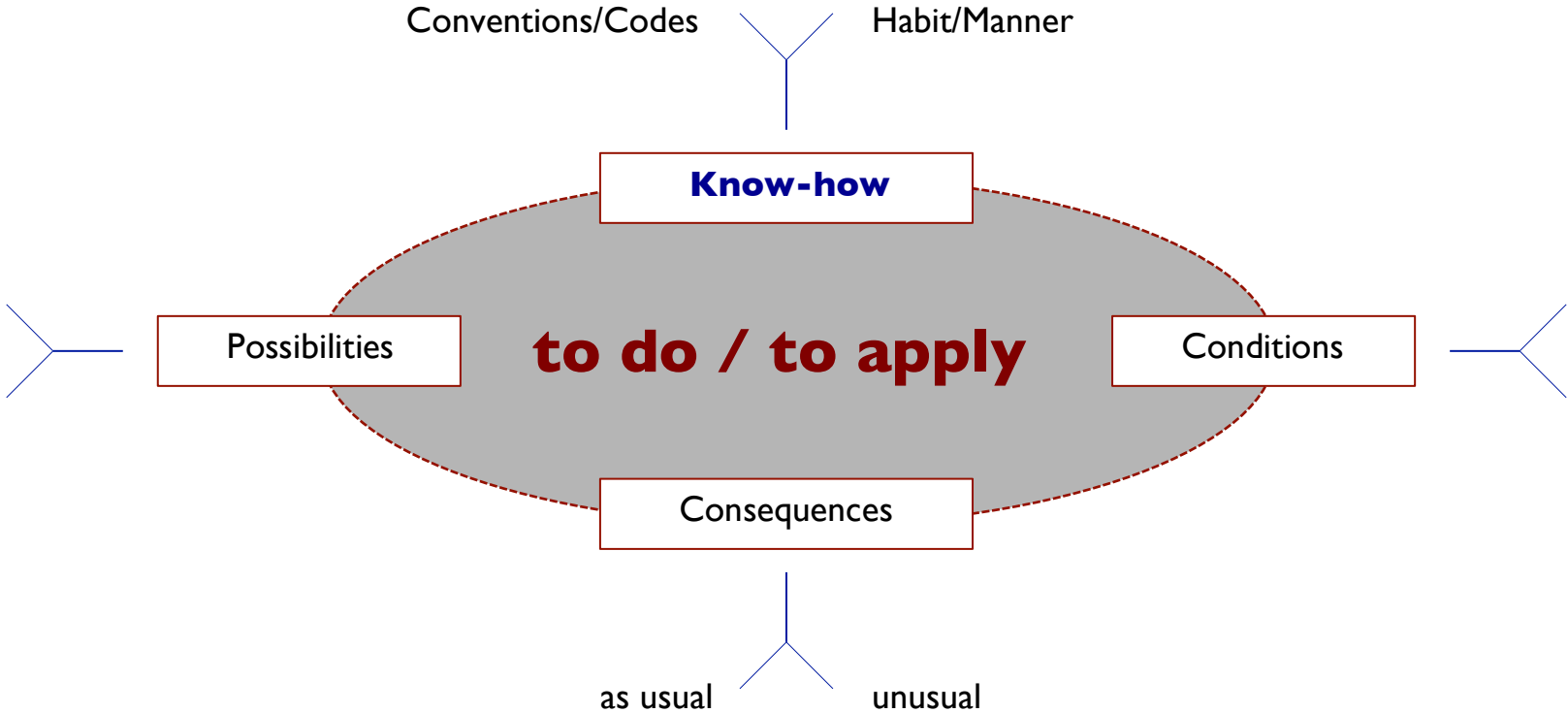
Grundlagen der Gestaltung in vier Bänden

Basics of creative Know-how in four volumes

Research Tool

# Basics

Questions, observations and golden rules



**The moment before**  
Prospective attitude

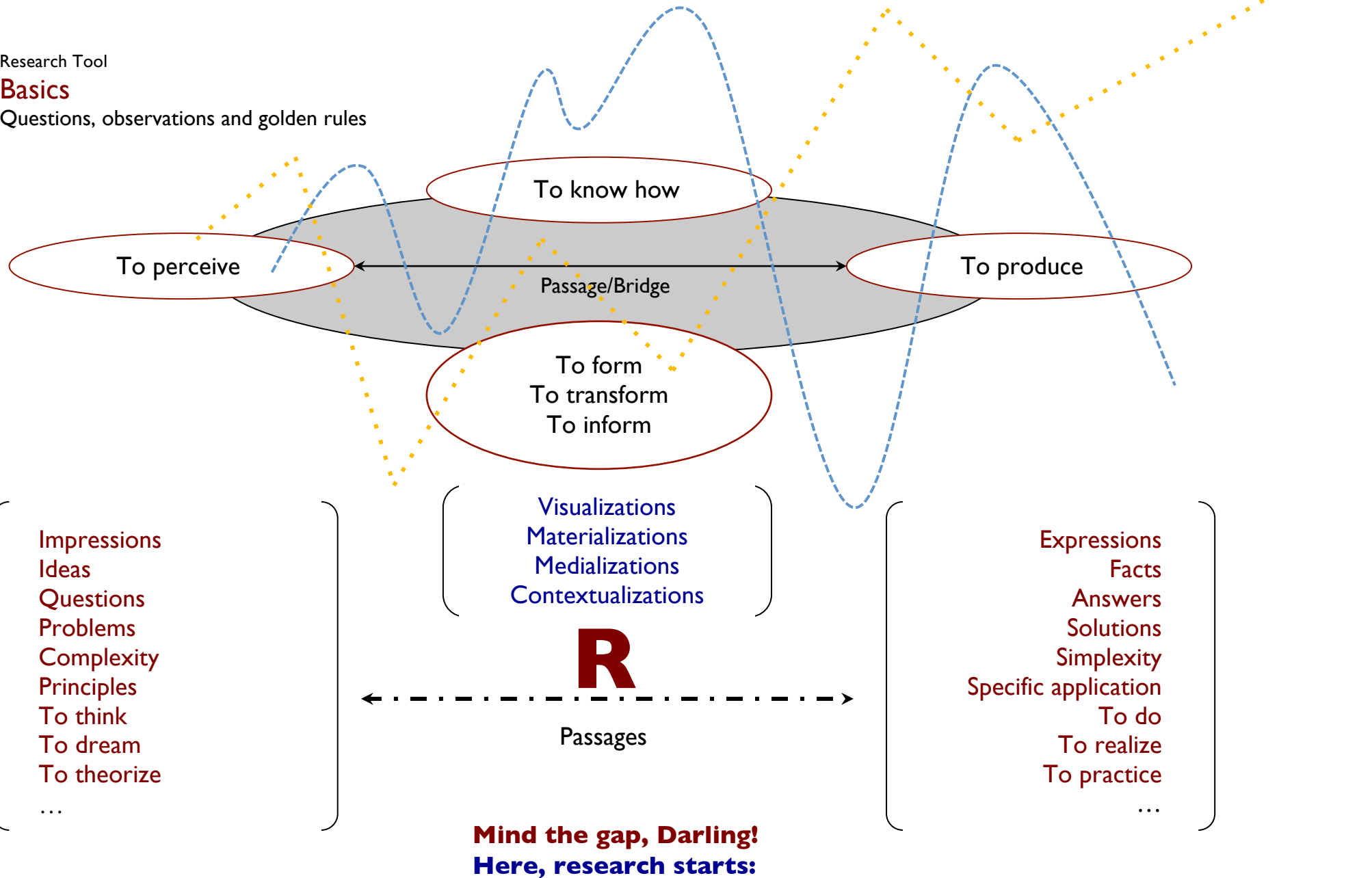
**The moment in action**  
Under way doing something

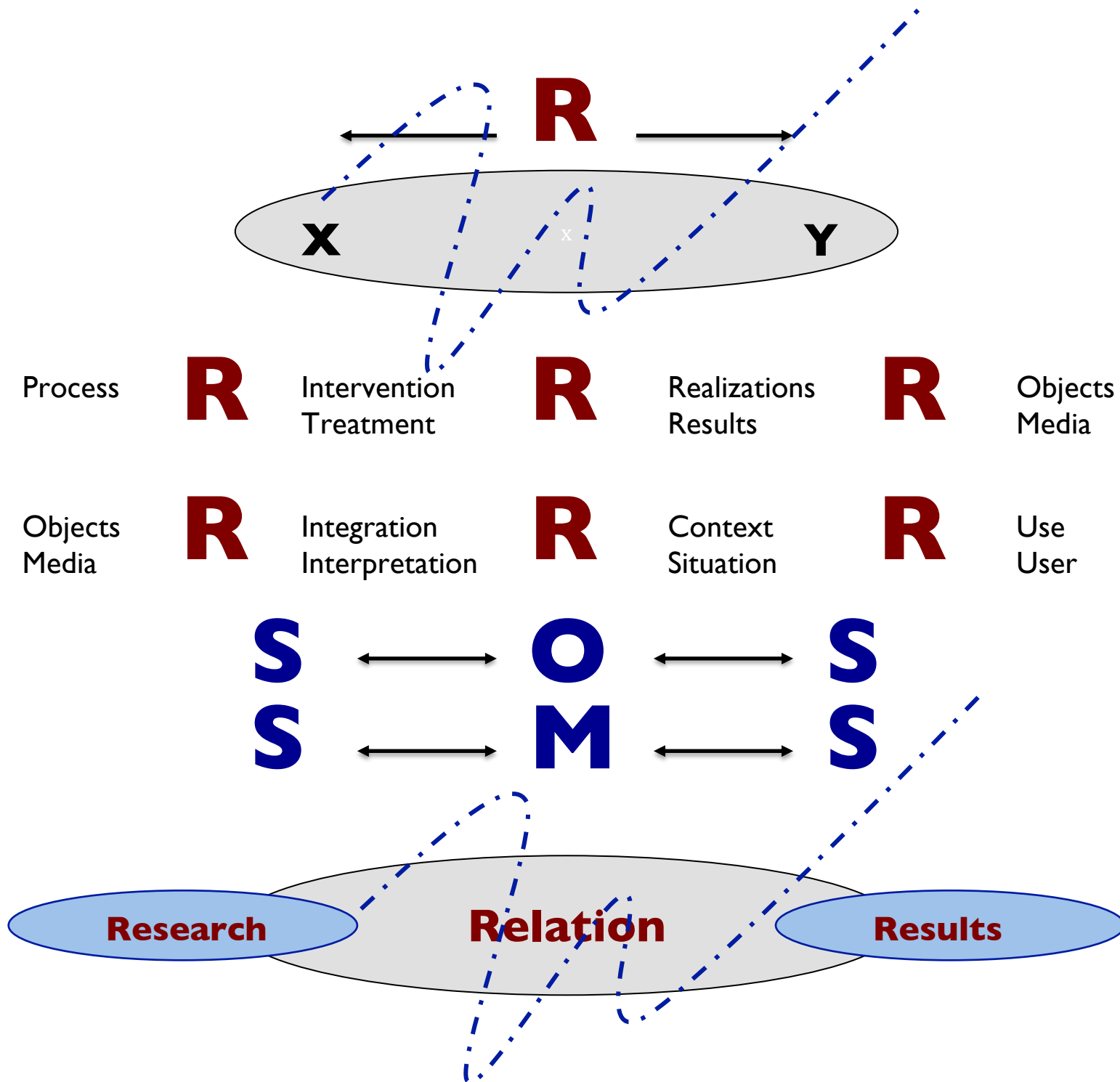
**The moment after**  
Retrospective attitude

Research Tool

## Basics

Questions, observations and golden rules

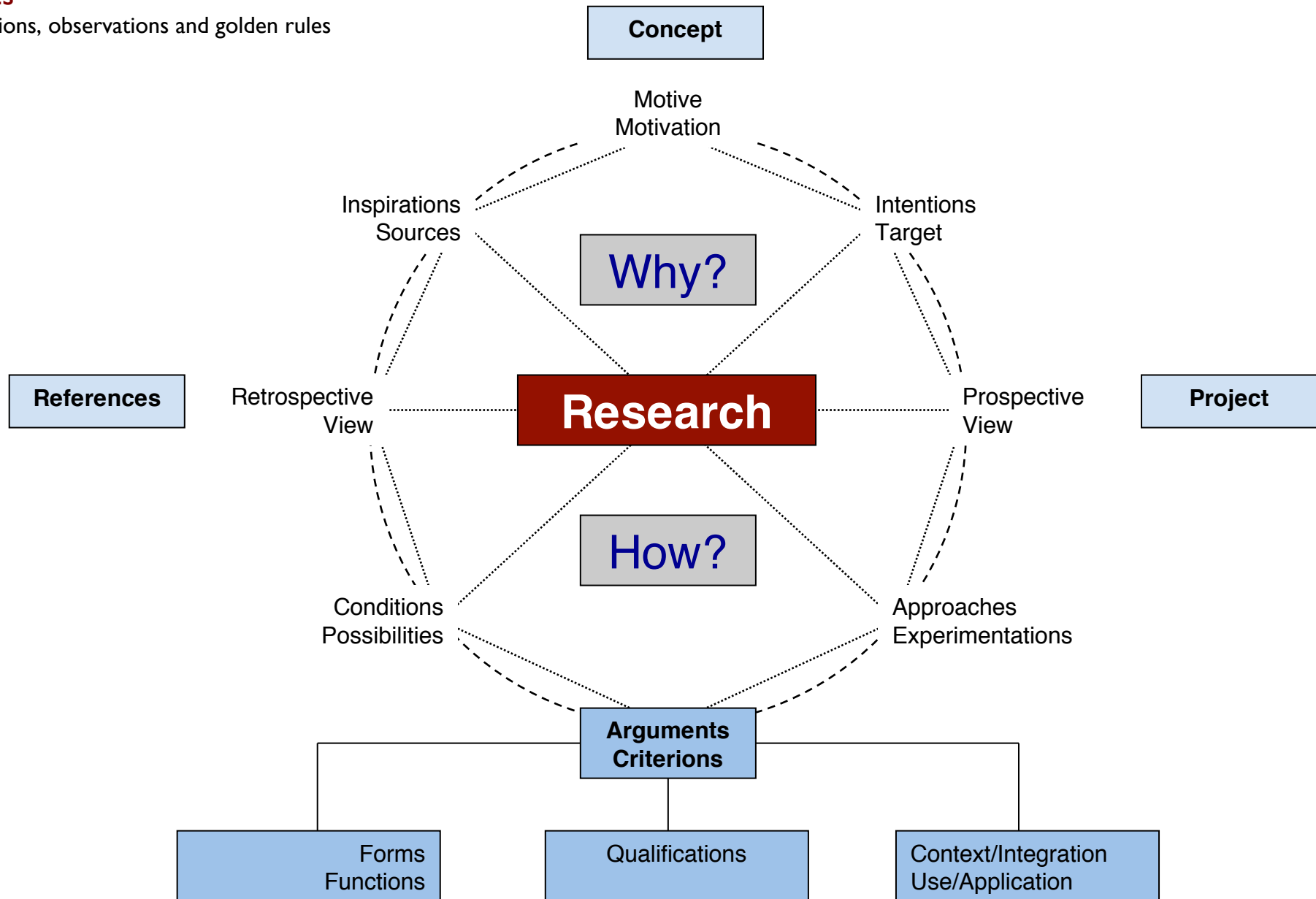




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## Basics

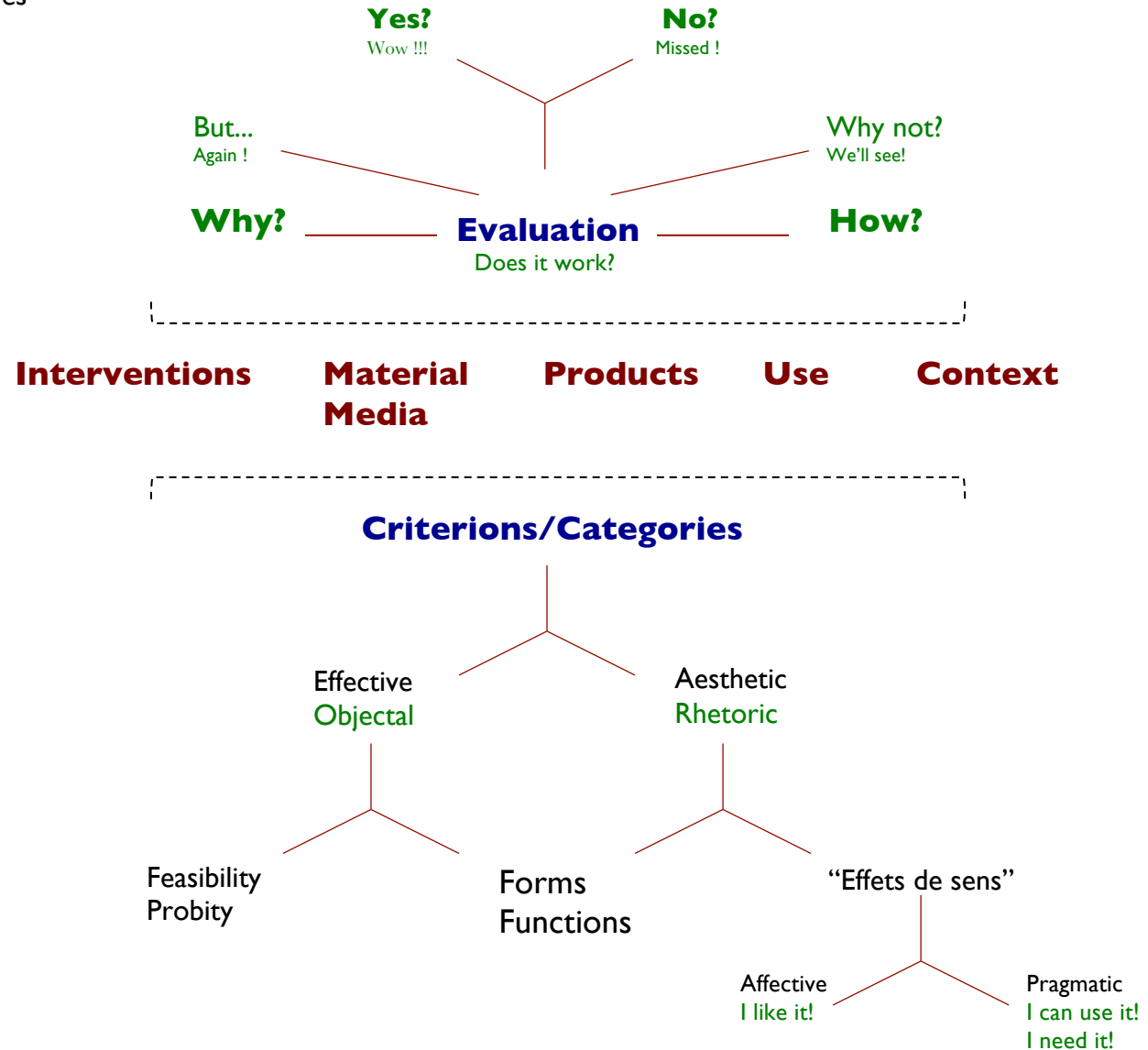
Questions, observations and golden rules



Research Tool

## Basics

Questions, observations and golden rules



Research Tool

## Basics

Questions, observations and golden rules

Before:

- Observations
- Questions
- Examples
- Suppositions
- Speculations
- Thesis
- ...

In action:

- Domain of intervention
- Site of building
- **“Central place”**
- Outline
- Experimentations
- Thesis
- Undertaking – running - hold
- ...

After:

- Review
- Results
- Put on test
- Evaluation
- Usability
- ...

## Research with rhyme and reason

**Concept**

Request

...

Drafts

Mock-ups, dummies

**Prototypes**

...

Presentation

Representation

**Research report**

...

Research Tool

**Basics**

Questions, observations and golden rules

**“Don’t put on  
your ego,  
wear **research!**”**

**unifaire.n-n.ch / tatwerk.n-n.ch**

**Ars semiotica on the road / n-n.ch**

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