

# Smart sourcing for creatives

UCA Creative Challenge 2012



# Outline

**By the end of this session, you will be able to:**

- Discuss information sources used in creative and entrepreneurial activities.
- To illustrate key processes in critically sourcing and evaluating information for entrepreneurial activities.
- To contrast the varying sources of information for entrepreneurial and creative activities

‘For many designers, research is a necessary process in exploring how best to arrive at a meaningful and effective solution to the needs of a client or user and the demands of the brief.’

(Bestley & Noble: 2011: 09)

**What is the worst way to  
do research?**

**What is the best way?  
Why?**



**Market analysis**

**Company research**

**Demographic Research**

**Trend research**

**Observational research**

# Market Analysis



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## Apple Inc.: The Steve Jobs Effect

CASE STUDIES | Case Studies published by MarketLine on 29 February 2012

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### OVERVIEW

#### Catalyst

In 2009, Steve Jobs, co-founder of Apple, was named CEO of the decade by Fortune Magazine. This case study will examine the effect that Steve Jobs had on the company and, following his death in October 2011, will question how the company will cope with the loss going forward.

#### Summary

- ▶ Steve Jobs and Steve Wozniak founded Apple Computer in April 1976 with the creation and release of Apple I. The company became incorporated in January 1977.

### Table Of Contents

◀ OVERVIEW

Extract to:

◀ ANALYSIS






◀ CONCLUSIONS



# Company research

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## Actions

-  [Wiki Home](#)
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- [Home](#)
- [Sitemap](#)

## Company data

 Edit  0  0  39 ...

### Company data

Company data is invaluable when you're looking to research competitors and potential suppliers. Amongst other things, you can find contact details as well as financial information.

#### Annual Reports.co.uk

Website bringing together UK company annual reports.

<http://www.annualreports.co.uk/>

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# Demographic research



Jul 27, 2012

## Privacy: From data to people

Media & Tech



Jul 25, 2012

## Aging consumers

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[Overview](#)

[Design](#)

[Data](#)

[Research](#)

[Events](#)

[News](#)



Providing new insights into our lives

### New data from the Innovation Panel offer exciting research opportunities

Data from waves 3 and 4 of the Understanding Society/Innovation Panel are now available to download.

*Understanding Society* is a world leading study of the socio-economic circumstances and attitudes of 100,000 individuals in 40,000 British households.

It is funded by the Economic and Social Research Council (ESRC) and run by the Institute for Social and Economic Research (ISER). The study allows for deeper analysis of a wide range of sections of the population as they respond to regional, national and international change. *Understanding Society* will greatly enhance our insight into the pathways that influence peoples longer term occupational trajectories; their health and well-being, their financial circumstances and personal relationships.

*Understanding Society* also breaks new ground with its interdisciplinary focus. The study will capture biomedical data on 20,000 participants and place this

### Taking Part?

If you have received an invitation to take part in the study or have already been interviewed further information can be found in the [participants section](#).

# Trend Research



The lifestyle news network

# TRENDS



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TRENDS ▾

INSIGHT ▾

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VIVA MEXICO  
03 : 12 : 2012



## MACRO TRENDS

NEW EMERGING AFFLUENTS  
09 : 10 : 2012



## TREND MAPS

TREND MAP: SYMBIOTIC BRANDING  
09 : 10 : 2012



Dec 04, 2012 Consumers | Media & Tech

## 10 trends in mobile

A top-line look at the key behaviours, motivations and priorities of mobile phone users



More:





## FACT FILE

### WHAT IS TPX?

TPX is the Pantone TPX (Textile Paper eXtended) Matrix, which uses the Pantone Fashion + Home system for textiles and fashion.

Any colours denoted by a blue dot on the colour matrix are taken from the additional Pantone Fashion + Home system book of 175 colours.

### KEY COLOURS

We have chosen eight colours from the 43 on the TPX matrix. These are a balance of directional core colours and inspirational fashion shades, which we see as the important seasonal drivers across the product groups.

### MATRIX-COATED

New for this season, we have added a coated version of the seasonal colour palette, using the Pantone SOLID CHIPS Coated system for interiors, footwear & accessories.

### NEONS & METALLICS

We have also included separate directional neon and metallic palettes for spring/summer 2014. We see neons and metallics continue to develop and their importance grow, this has informed how we see them evolving and fitting into our seasonal



# Observational Research



# iPad mini

Every inch an iPad.



Watch the keynote



Watch the video



Watch the TV ads



## **Key questions:**

1. What do the resources cover?
2. To what level?
3. Do you trust the information provided, why?
4. How could it/does it help you to develop your design idea?
5. Does it cover market information, technology development or identify a potential design opportunity.
6. Does it identify key players in the market?

**Feedback:**  
**Strengths**  
**Weaknesses**  
**Opportunities**  
**Threats**



**Why is it important to  
critically source and  
evaluate information?**

# Case study, design challenge and how research informs the process.

<p><b>RSA</b> Projects</p> <p><b>Student Design Awards 2012/13</b></p> <p><b>Change Makers</b></p> <p><i>Use design to eliminate waste, over-production or excessive consumption</i></p> <p><b>Brief</b> Create and produce a design solution that persuades people to consume less, reduce waste and to be more efficient with the planet's resources.</p> <p><b>Scope</b> For the purposes of illustration only, the following would all be viable responses:</p> <ul style="list-style-type: none"> <li>- a persuasive communications campaign that promotes sustainable production and consumption</li> <li>- a behaviour change strategy or service that helps people consume less</li> <li>- a powerful graphic display of statistical information</li> <li>- a product whose lifecycle exemplifies cradle-to-cradle production</li> <li>- a product designed to serve for longer than usual and/or a product that can be easily repaired, eliminating the need for replacements</li> <li>- a learning toolkit for designers to better understand the impact of their design decisions</li> <li>- a product and service design combination that leads to the use of less materials</li> </ul> <p>... and many others are possible.</p> <p><small>RSA Projects Student Design Awards 2012/13 Website: www.rsa.org.uk Email: design@rsa.org.uk</small></p>	<p><b>Awards</b> There are two awards</p> <p><b>Paid Internship at Graphic Design Test</b> <b>Remuneration:</b> £2,500 (In addition, the winner also receives a Royal £1,000, for a total pay of £3,500.) <b>Duration:</b> 12 weeks <b>Location:</b> Watrous, Bracknell, Berkshire The winning student opportunity to work in a highly productive graphic design business headquarters. The placement will provide the student with a real working experience in a professional environment. The student will be expected to complete a range of published work including taking the brief, producing creative work and managing the project which will include client meetings, photography and artwork. The award also covers own label project brochures, magazines and more.</p> <p><b>Paid Internship at Springetts Brand Communications</b> <b>Remuneration:</b> £2,500 (In addition, the winner also receives a Royal £1,000, for a total pay of £3,500.) <b>Duration:</b> 12 weeks <b>Location:</b> Central London We are an independent international design firm with clients on brands across the globe from the large and global to the local. From brand strategy to the development of a visual identity, we have the strategies to maintain and develop well-established brands. The winning student opportunity to work in a highly productive graphic design business headquarters.</p> <p>Please note that the following would all be viable responses:</p> <ul style="list-style-type: none"> <li>- a persuasive communications campaign that promotes sustainable production and consumption</li> <li>- a behaviour change strategy or service that helps people consume less</li> <li>- a powerful graphic display of statistical information</li> <li>- a product whose lifecycle exemplifies cradle-to-cradle production</li> <li>- a product designed to serve for longer than usual and/or a product that can be easily repaired, eliminating the need for replacements</li> <li>- a learning toolkit for designers to better understand the impact of their design decisions</li> <li>- a product and service design combination that leads to the use of less materials</li> </ul> <p>... and many others are possible.</p>	<p><b>RSA</b> Projects</p> <p><b>Student Design Awards 2012/13</b></p> <p><b>Change Makers</b></p> <p><i>Use design to eliminate waste, over-production or excessive consumption</i></p> <p><b>Brief</b> Create and produce a design solution that persuades people to consume less, reduce waste and to be more efficient with the planet's resources.</p>
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## **Judging criteria**

There are six judging criteria that your entry will be measured against:

- 1 **Social benefit** How does your design benefit society?
- 2 **Research** Where did you go to research this issue? Whom did you speak to or interview? What questions did you ask? What did you learn?
- 3 **Design thinking** We want to know about your thought processes and insights. Your insights might be research-based or intuitive, or a combination of both, but the judges want to see you relate the final concept clearly to these insights. What journey did you go through to get to the final result?
- 4 **Commercial awareness** Does your design make sense from a financial point of view?
- 5 **Execution** We are looking for a design that is pleasing and looks and feels well-resolved
- 6 **Magic** We are looking for a bit of 'magic' – a surprising or lateral design solution that delights

**Tags: sustainable; work;  
design; over consumption;  
waste; resources; efficiency;  
behaviour**

**Scope**

For the purposes of illustration only, the following would all be viable responses:

- a persuasive communications campaign that promotes sustainable production and consumption
- a behaviour change strategy or service that helps people consume less
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Design Journals &

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journals

D&AD

**What is the best way to do research?**

**Now you have some knowledge of some of the key resources in creative and entrepreneurial activities:**

1. What do you think about them.
2. What notes did you/should you take so that you can find the information again if you needed to?