

Teil II

Übung: Futures Wheel und Name it

11.04 2024

Börsenverein des
Deutschen Buchhandels



H f G

Hochschule für Gestaltung
Schwäbisch Gmünd



Vorstellungsrunde



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B.A Kommunikationsgestaltung

#KI #Metaverse
#Buch als CO2 Speicher
#Buch analog und digital
#Symbiose

How to Post Its

half-sentences
What?

, but descriptions can also be so long that nobody has the time to read them in a reasonable amount of time.
So get to the point

Headline!
Use half-sentences to specify your idea

Bad handwriting can't be read

can you read what I wrote here? I don't think so!
It is just too small.
Or what do you think?



This pen is just too big to make a drawing

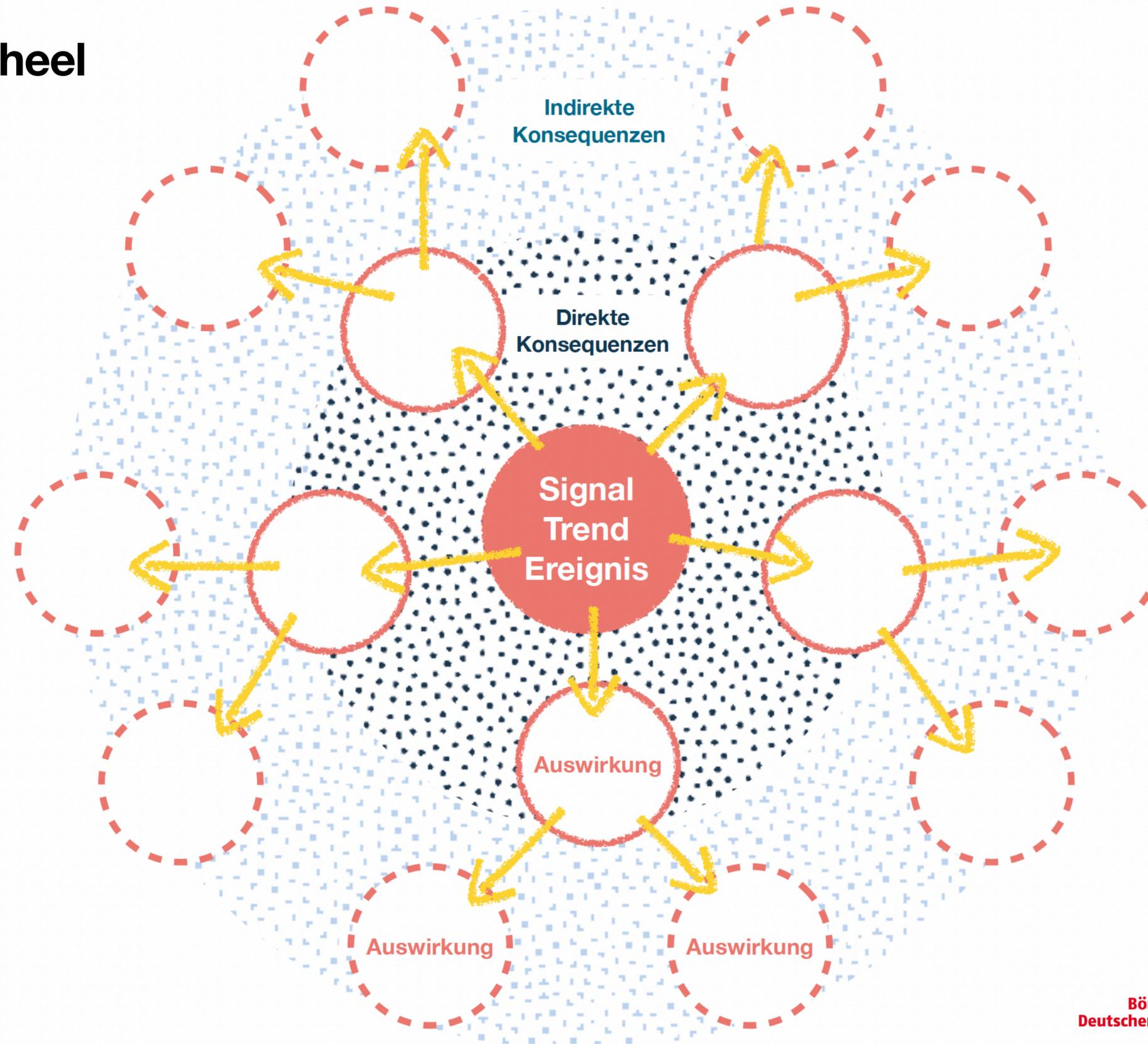


This is an appropriate pen size for good readability!

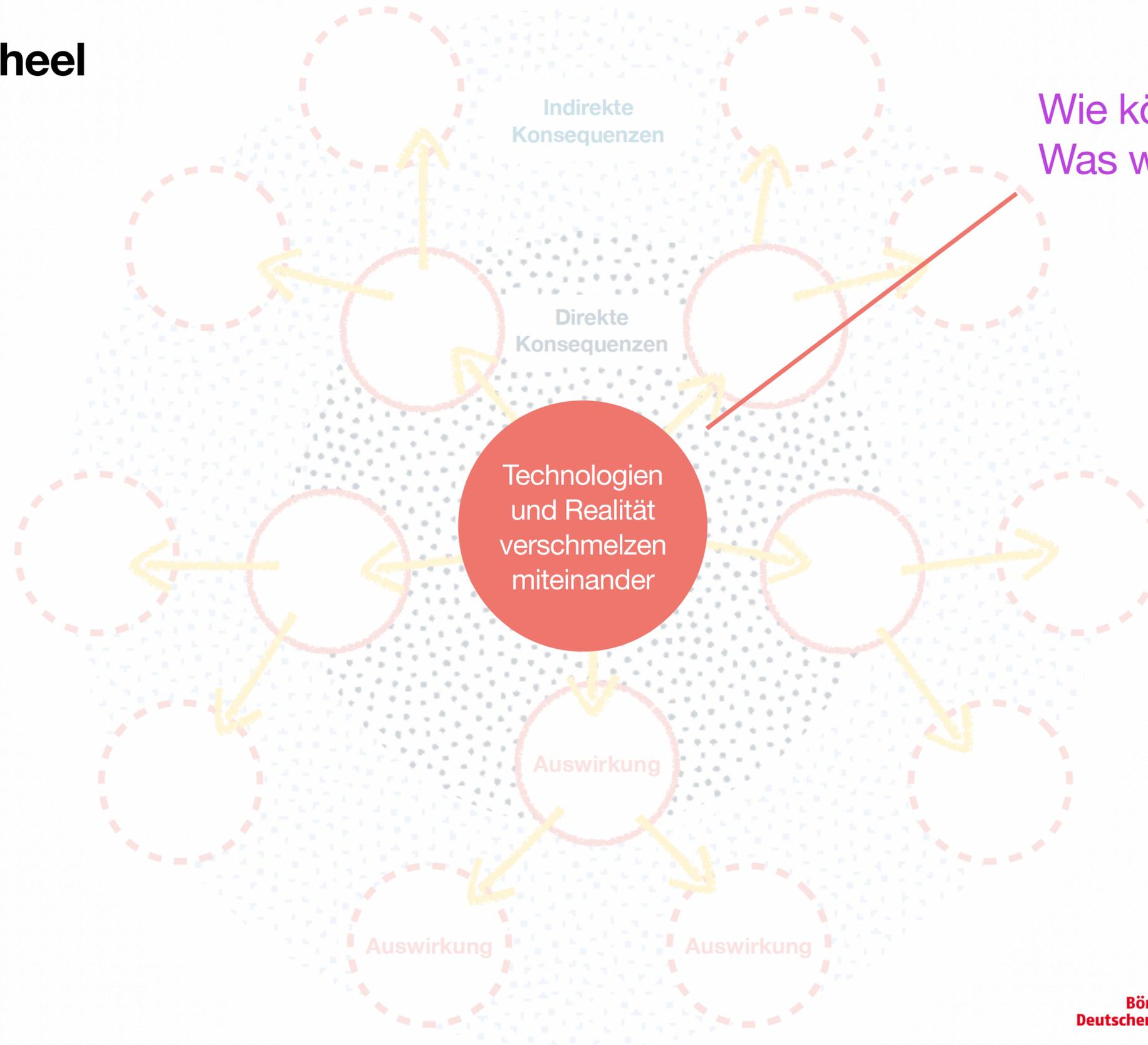


apply a clean handwriting

Recap: Futures Wheel

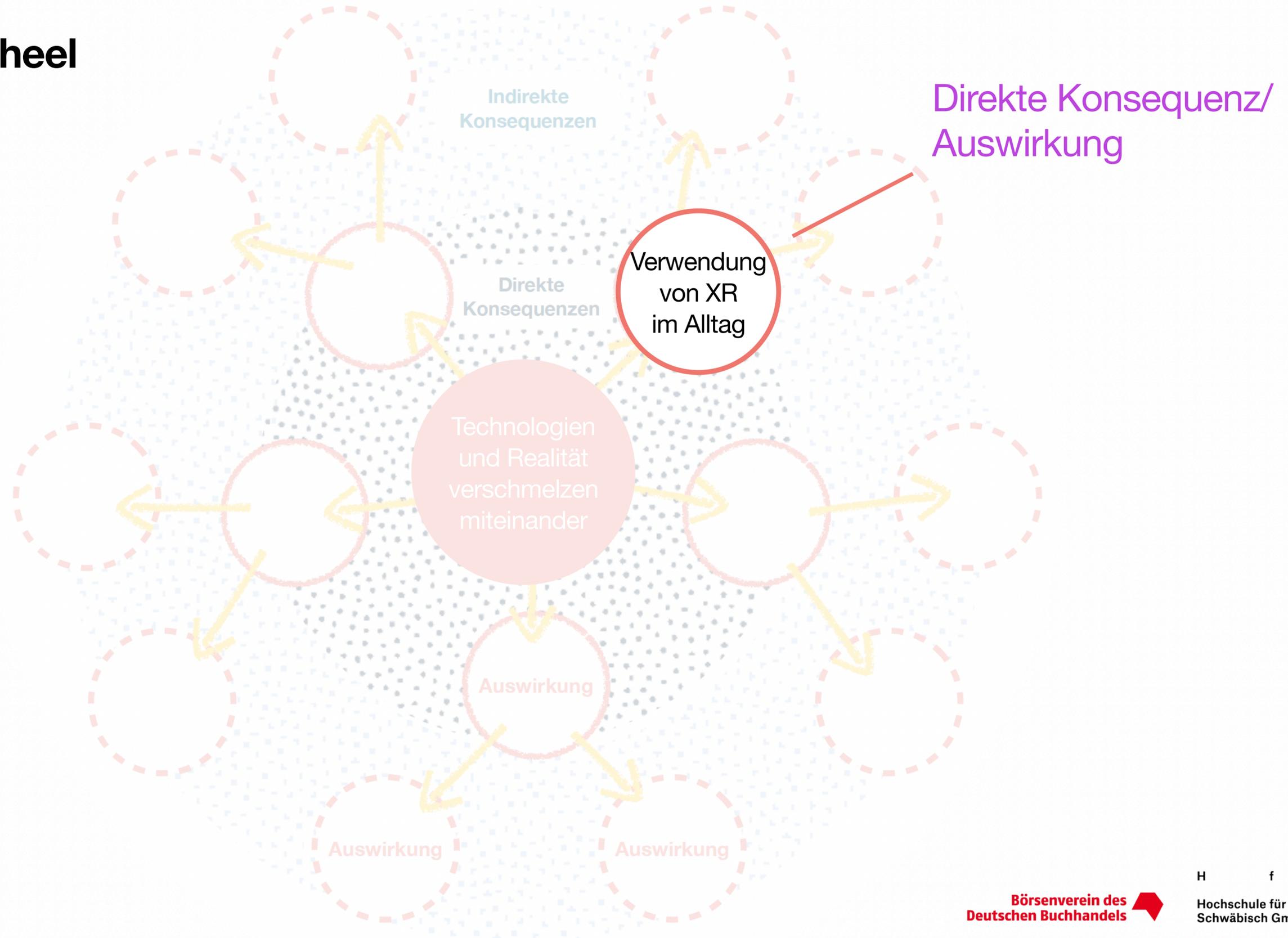


Recap: Futures Wheel



Wie können wir _____?
Was wäre wenn _____?

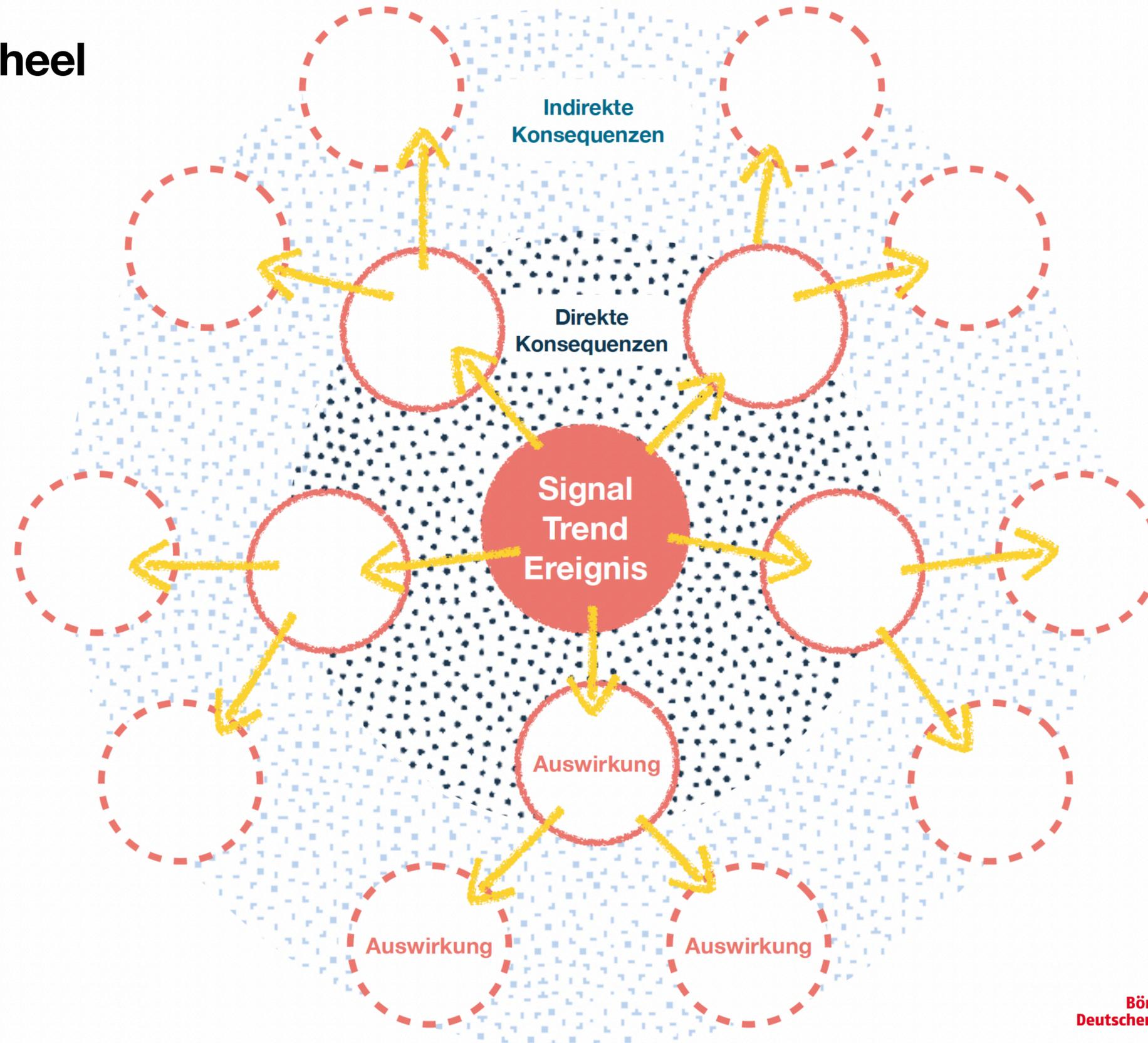
Recap: Futures Wheel



Recap: Futures Wheel



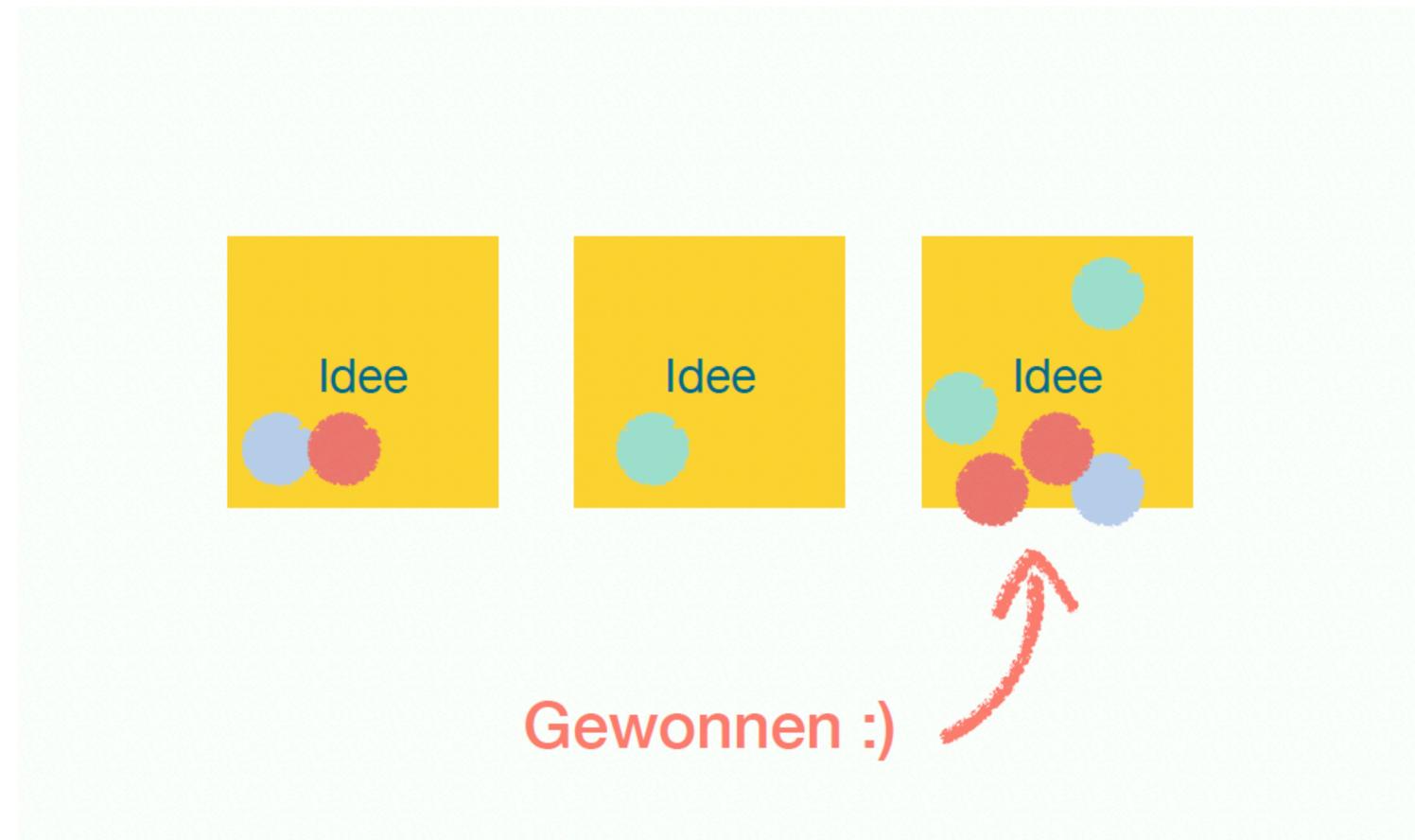
30min



Create Choices



5min



Recap: Name it

Gib deiner Idee einen Namen:

Beschreibe deine Idee in einem Satz:

Beschreibe die Welt, in der deine Idee existiert ebenfalls in einem Satz:



20min

Vielen Dank! Zeit für Pause:)

