Title: groh: profile1 (09.04.2014)
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Pages: 19
1. **State** your design **challenge**

2. Generate **10+ different design concepts** that addresses that challenge

3. **Reduce** the number of design concepts OR **repeat**

4. **Choose** the most promising concept(s)

5. Produce **10 details / variations** of that concept

6. **Present** your ideas to a group

7. As your ideas change, sketch them out