Module 4: Develop – Making the Concept Tangible

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Design Critique
What do you like about this concept? (Roses)

What issues does this team need to address?

• Very serious issues (Thorns)

• Potential & Issues to overcome (Buds)
Practicing Critique

Go to a neighboring group and conduct a **Rose-Thorn-Bud** evaluation on the concept they’ve developed on the Concept Poster.

- **One** idea, insight, or comment per sticky note
- Be critical, but constructive
- Build on ideas
- Ask “What if…” questions

Source: LUMA Institute
Asst11 – No submission required

- Read Excerpts from de Bono’s *Six Thinking Hats*. Excerpts listed in CANVAS.
END