



Deconstruction: Generating Ideas

Product to be designed:		A unique stool	
Attribute or distinctive quality to be given to the new product:		distinctive and structually different	
Images Chosen	Name: Stool		Name: Apples
			
Question	Give a few words or phrases to deconstruct the image	Give a few words or phrases to deconstruct the image	
What colour is it?			
What shape is it?			
What is its texture?			
How does it feel in the hand?			
What does it do? (Function)			
What does it smell like?			
What does it sound like?			
Where does it live?			
Describe its character or behaviour.			
If it was an animal what would it be?			