



IDEATION WORKSHOP

WORKING ALONGSIDE INDUSTRY PROFESSIONALS TO ADD A NEW PERSPECTIVE THROUGH INNOVATIVE SOLUTIONS

WHAT IS AN IDEATION WORKSHOP?

- Starting with your project brief, we will hold a creative event with our team of fresh young minds to arrive at a broad range of design ideas
- Using a range of different creative techniques and methods we will arrive at innovative solutions to inspire new business directions
- Our group interaction and communication help to stimulate ideas and uncover the full potential of your project
- Events can be held in our state of the art Creativity Centre with multimedia and flexible layout or at your own premises
- Analysis methods subsequently narrow down ideas to find the concepts that meet your needs
- Top ideas are presented back in a professional format as required



WHO WE ARE

- Brighton Product Design Lab are a team of final year students, industrial practitioners and academic staff from the University of Brighton
- We have expertise in creativity, besides the design process through research, ideation, development and the communication of design projects
- Our aim is to get valuable practice at addressing real world problems by designing and managing projects for industry
- We have access to a range of state of the art equipment and facilities, such as 3D printing to communicate ideas
- All funds raised will supplement our degree show fund so that we can launch our careers in the best way possible.

CONTACT US

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