Concept Development And Refinement

Facilitation Script

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Concept Development And Refinement

Category: Design | **Duration:** 1 day | **Participants:** 6-12

Workshop Overview

This creative workshop guides teams through the complete concept development lifecycle, from initial visualization through evaluation, critique, and storyboard creation. Participants will learn to develop concepts iteratively, using multiple evaluation and refinement techniques to ensure ideas are both innovative and implementable.

Workshop Objectives

- Create compelling concept posters that communicate vision - Apply evaluative frameworks to concept development - Give and receive constructive critique effectively - Develop concepts into detailed storyboards - Build skills in visual storytelling and concept refinement

Learning Outcomes

- Hands-on experience with proven design methodologies - Actionable outputs ready for immediate application - Enhanced team collaboration and communication skills - Shared understanding and alignment across participants - Practical tools and techniques for future use - Create compelling concept posters that communicate vision - Apply evaluative frameworks to concept development - Give and receive constructive critique effectively - Develop concepts into detailed storyboards - Build skills in visual storytelling and concept refinement

Materials Required

- **Poster Creation**: Large poster boards, markers, images, glue, scissors - **Evaluation Tools**: Rose/Thorn/Bud templates, colored sticky notes - **Critique Setup**: Presentation easels, feedback forms, timer - **Storyboarding Kit**: Storyboard templates, drawing materials, scenario cards - **Documentation**: Cameras, concept evolution tracking sheets

Pre-Workshop Checklist

- Room setup complete with tables arranged for group work
- All materials prepared and distributed
- Technology tested (projector, slides, timer)
- Participant list and name tags ready
- Refreshments arranged (if applicable)
- Backup activities prepared in case of time adjustments
- Emergency contacts and room information noted

Workshop Agenda

Time	Duration	Activity	Facilitator Notes
9:00 AM	15 min	**Activity**	Encourage networking. Have refreshments ready.
9:15 AM	10 min	**Activity**	Start and end sessions mindfully with brief personal sharing. Check-ins help people arrive mentally ...
9:25 AM	15 min	**Activity**	Rapid ideation through time constraints and structured sketching. Generate eight distinct solution i...
9:40 AM	45 min	**Activity**	Part of LUMA collection. --- Drawing helps you think. Thumbnail sketching uses quick, small dr...
10:25 AM	15 min	**Activity**	Encourage networking. Have refreshments ready.
10:40 AM	60 min	**Activity**	Part of LUMA collection. ---A picture really is worth a thousand words. Concept posters help you sh...
11:40 AM	30 min	**Activity**	Visualize user scenarios sequentially through comic-strip style narrative. Create 6-8 panel stories ...
12:10 PM	60 min	**Activity**	Encourage networking. Have refreshments ready.
1:10 PM	45 min	**Activity**	Part of LUMA collection. --- Constraints can spark creativity. A creative matrix gives you structu...
1:55 PM	50 min	**Activity**	Part of LUMA collection. --- Don't wait for perfection. Rough prototyping means building something ...
2:45 PM	15 min	**Activity**	Encourage networking. Have refreshments ready.
3:00 PM	50 min	**Activity**	Good feedback makes ideas better. Critique sessions provide structured ways to improve designs. The ...
3:50 PM	40 min	**Activity**	Systematically choose the strongest concepts to move forward using multiple evaluation methods. Bala...
4:30 PM	15 min	**Activity**	Encourage networking. Have refreshments ready.

Facilitation Script

Opening (5-10 minutes)

SAY:

"Welcome everyone to the **Concept Development And Refinement**. I'm excited to have you here today. Over the next 1 day, we'll be working together to [main objective]."

"Before we begin, let's go around and do quick introductions - your name, role, and one thing you're hoping to take away from today."

> **Facilitator Tip:** Arrive 15-30 minutes early to set up the space and greet early arrivers. This builds rapport and helps participants feel comfortable.

Setting Expectations

SAY:

"Let me share a few ground rules for our time together:

- Every idea is valid - there are no bad ideas in brainstorming
- Build on each other's ideas - use 'Yes, and...' thinking
- Stay present - phones away unless for an emergency
- Timebox discussions - I'll keep us on track
- Have fun - the best ideas come when we're relaxed and engaged

Any questions before we dive in?"

Closing & Next Steps (10-15 minutes)

SAY:

"As we wrap up, let's take a moment to reflect on what we've accomplished today."

"I'd like each person to share one key insight or takeaway from our session."

> **Facilitator Tip:** Capture action items on a flip chart or shared document. Assign owners and due dates for each action item before ending.

Post-Workshop Actions

- Send thank you email with workshop summary within 24 hours
- Share photos of artifacts (sticky notes, sketches, etc.)
- Distribute any promised resources or templates
- Schedule follow-up if needed
- Collect feedback via survey
- Document learnings for future workshops

Troubleshooting Guide

If Participants Are Quiet

- Use round-robin techniques to ensure everyone speaks
- Try silent writing exercises before group discussion
- Break into smaller groups of 2-3 people
- Ask specific individuals for their perspective

If Discussion Goes Off-Track

- Acknowledge the point and park it in a "Parking Lot"
- Redirect: "That's interesting - let's capture that and return to our focus area"
- Reference the agenda and time remaining

If Running Behind Schedule

- Shorten break times (but don't eliminate them)
- Combine related activities
- Move detailed discussions to follow-up sessions
- Be transparent with participants about time constraints

This script is a guide - adapt it to your audience and context