

collaborative design

- hemant
anupama •



what is collaboration

- **confluence** of two or more different resources working together for one productive purpose



why collaboration

- complex problems require more knowledge than any single person possesses because the knowledge relevant to a problem is usually distributed among many.
- bringing different and often controversial points of view together to create a shared understanding among them can lead to new insights, new ideas, and new artifacts



design a collaborative activity

- design is a problem solving activity which functions as a set of activities in different stages. these activities need varying skill sets and idea processing during the stages.
- design cannot work in isolation. one needs to keep changing his viewpoint to understand the problem and find interesting ways of solving it
- collaboration aids at bringing together varying skill sets and perspectives so as to address the problem in a wholesome manner



levels of collaborative design

- individual level
- group level
- company level



individual level

- **enhancing individual skill sets**
 - learning software
- **use previous experience n contextual knowledge**
 - from earlier projects and experience
- **refer to resources**
 - books, internet, SME's
- **hands on practical exposure to the problem**
 - put oneself in user's shoes



group level

- different individuals with specialization, high skill, working in a team within a company
-employees could play different roles or new members for specific problems can be hired
- designing can happen concurrently or sequentially as per available knowledge, time n resources.
- responsibility is shared within the team members.



group level - examples

- **advertising industry - working concurrently**
creative director, copywriter, studio manager
- **animation industry - working sequentially**
creative director, script writer, sound director, artists



company level

- optimal use of available infrastructure, human resource without substantial increase in overheads or investments within the company
 - outsourcing
- make use of the best available resources in the industry (outside the company)
 - freelancers, consultants, experts
- when the design, market n production units are geographically apart
 - multinational collaborations



company level - examples

- **animation houses** - work from france, cannada etc. in outsourced from india, to utilize the hand skills available here.
- **times of india** hires freelance -illustrators, typographers to design special illustration information graphics etc.
- **automobile industry** - collaboration is seen on international levels, (eg. tata, maruti etc.)



advantages

- capital costs are eliminated if companies out-source work for a debutante, outsourcing makes more sense because a skilled worker offshore, who knows the nuances of the market, handles the animation work then, which improves the quality. besides, it eliminates backlog and reduces costs.
- firms with poor information infrastructures lack the capabilities necessary to acquire, store, manipulate, and transmit data effectively and quickly



other issues

- ensuring consistency across the entire product development team.
- overlapping models as a result of improper documentation of rapid changes in design across the workflow
- insufficient knowledge of domain, grey areas

