

Rules as tools

Herman K. Ødegaard

A dive into the world of the unexpected

Is possible to create a set of concrete rules that can increase creativity and help achieve surprising outcomes in my professional practice, design and art? In this essay I will dive into the world of unexpectations in art and design. I will discuss how and how rules are used as a tool. How do we know when we are using a rule or instinct? How does habits drive our projects compared to intuition. What is the difference between a habit and a rule and how does the one influence the other? I will discuss this based on my own experiences, as well as other designers' intuition-based projects.

I started writing this essay without knowing much about the topic, or where I was going with it. Two weeks and seven thousand refined words later I have a lot of insight in the world of intentions, habits and rules. It is early to draw conclusions without having done the project itself. I think frameworks, guidelines and direct rules we don't need. The use of rules has a big part to play in whether we are aware of it or not. It is a long time for me to look at the issue I'm discussing and how it has developed throughout the essay. The text has a dual content. When we look at the references I have chosen to use and the way they are affecting people and their tendency of following up their habits, I believe it is room for some guidelines and helping to guide in the design world as well. After looking at third part projects and experiences I have learned a lot. After having a discussion between me and the paper. Like I have written before, I am not a big writer, but this theory project has made me realize that you can in a fact develop your skill of reflection and increase knowledge within a theme with only writing and researching. I have been told this before, but I have never experienced it on this level. I asked a lot of questions in the start of this essay, but many of them have led me into the world of unexpectations, and I feel that after using my professional experience to discuss and around third part projects and my own personal projects, I have succeeded to write an essay that show my development and some of it hopefully can be useful to others as well. One of my goals was to discuss wether it is favorable to use a set of rules to increase creativity and to get better power to steer your own projects. We have discussed this topic and compared my own experience to others. I have learned that I value to use rules if they aren't too clear. What I mean with this is, rules that open up a dialogue between you and the project, and the people you are facing. For instance, when Elementa had their statement, and used magazines and other physical sources to create collages, which later was a starting point for a physical object or something more conceptual. What I favor less is rules that are too clear. I think this takes away some of the potential creativity more than it provides creativity. By using rules in design, you can face the world and it can be put into use. This learning outcome is something I have learned on my passenger seat during my project in the spring.