

# 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 unexpectedness in art and design. I will discuss how rules are used as a tool. How do we know when we are following a habit or instinct? How do 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 and the rules. It is early to draw conclusions without having done the research. I think frameworks, guidelines and strict rules we don't need. The rules has a big part to play in whether we are aware of them or not. It is time for me to look at the rules I'm discussing and how they develop 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 picking up their habits, I believe it is room for some guidelines and helping tools 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 said before, I am not a big writer, but this theory project has made me realize that you can in fact develop your skill of reflection and increase knowledge within a theme with only writing and reading. I have been told this before, but I have never experienced it. On this I raised a lot of questions in the start of this essay, but now I have moved into the world of unexpectedness, and I feel that after using my professional experience to discuss and around third part projects and my own projects, I have succeeded to write an essay that show my development. I hope some of it hopefully can be useful for others as well. One of my goals was to see if it is favorable to use rules to increase creativity and if it is better power to steer with habits. We have discussed this topic and come to my own experience. 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 world, and the world 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 can be put into it. This learning outcome is something I have learned as a passenger seat during my project in the spring.