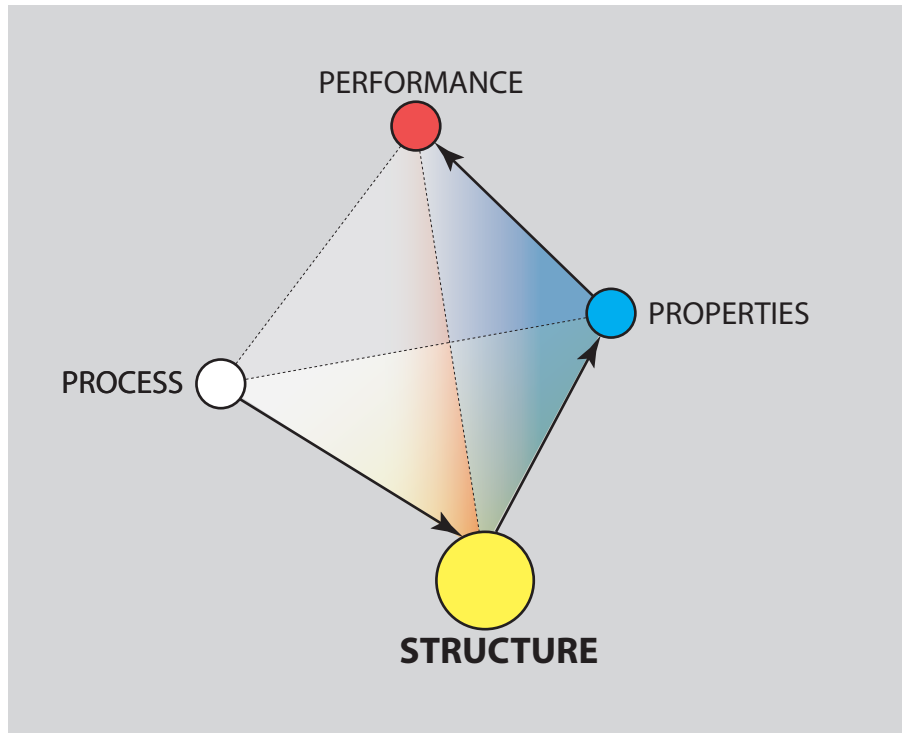
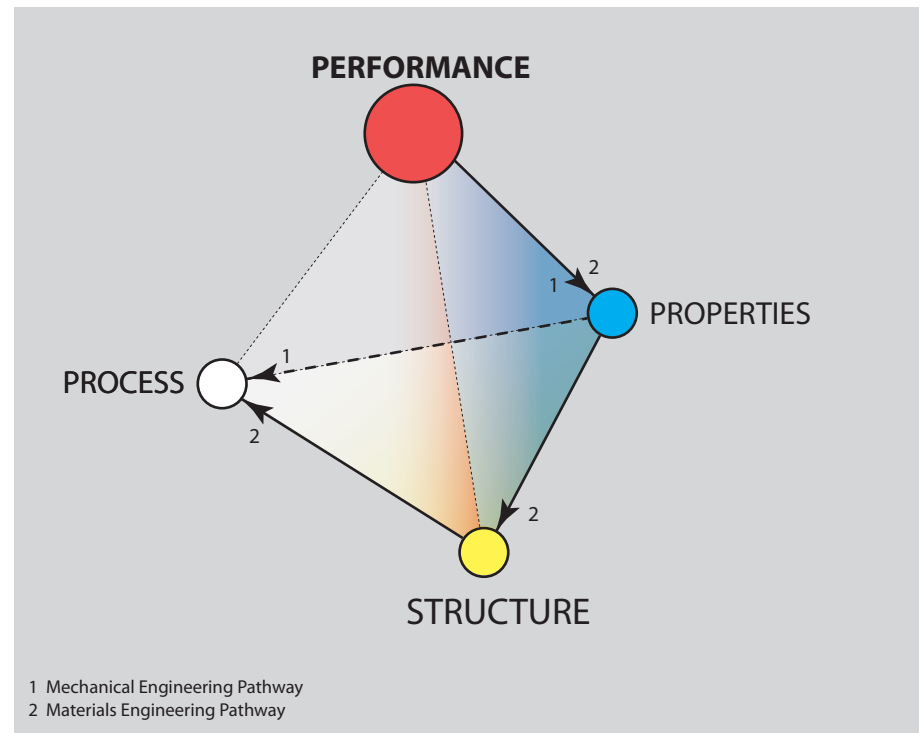


THE MATERIALS PARADIGM



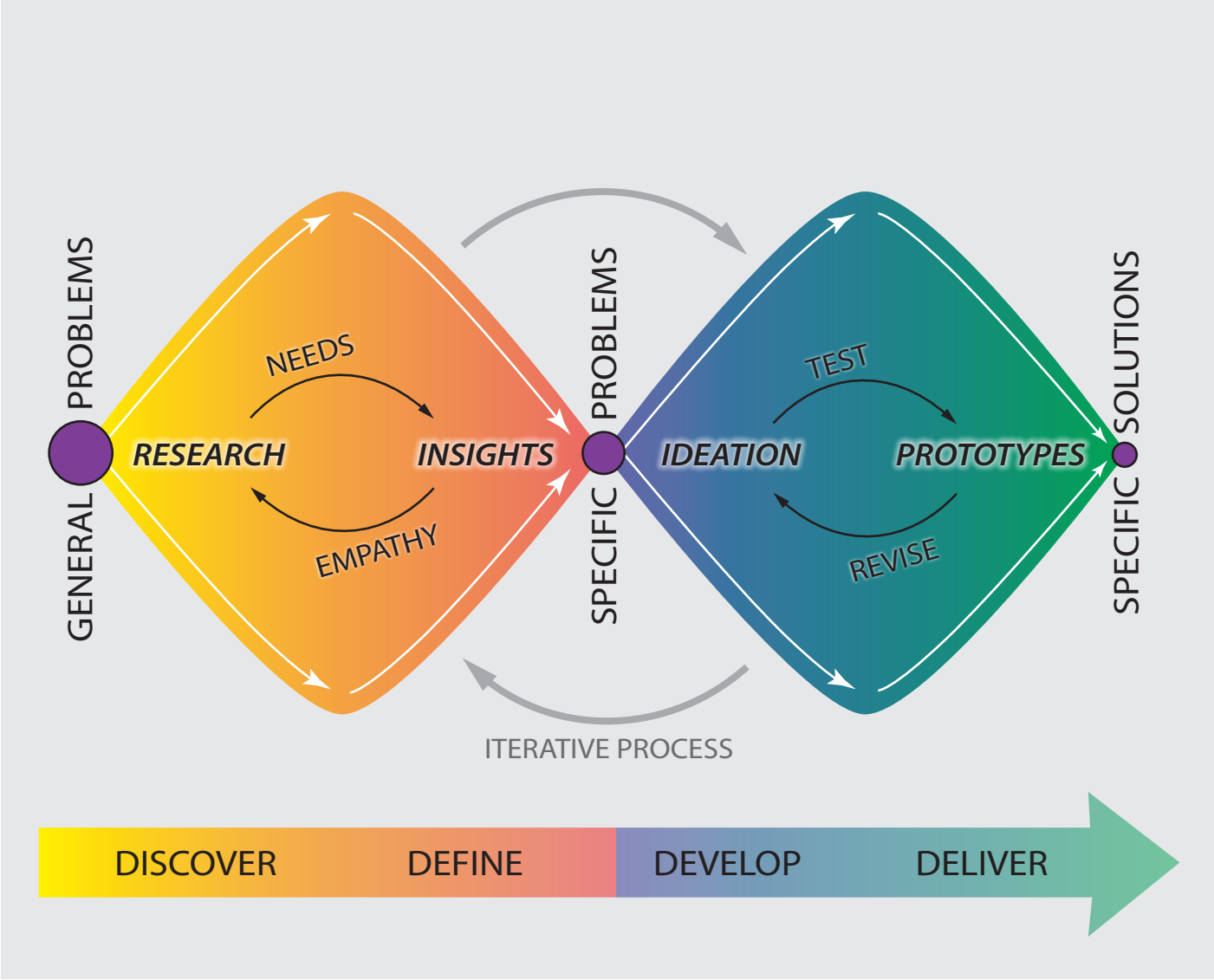
Materials Paradigm after Nychka and Hibbard

MATERIALS FOCUS



DESIGN FOCUS

DESIGN MODEL



Double Diamond Design Model modified from The Design Council (UK) and Service Design Vancouver