BA (Hons) Graphic Design

**University Campus
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Research:
Squeeze out
every drop

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Research: When is enough, enough?

Efficient research skills are essential for gathering the necessary information and insights effectively, and in a timely manner.
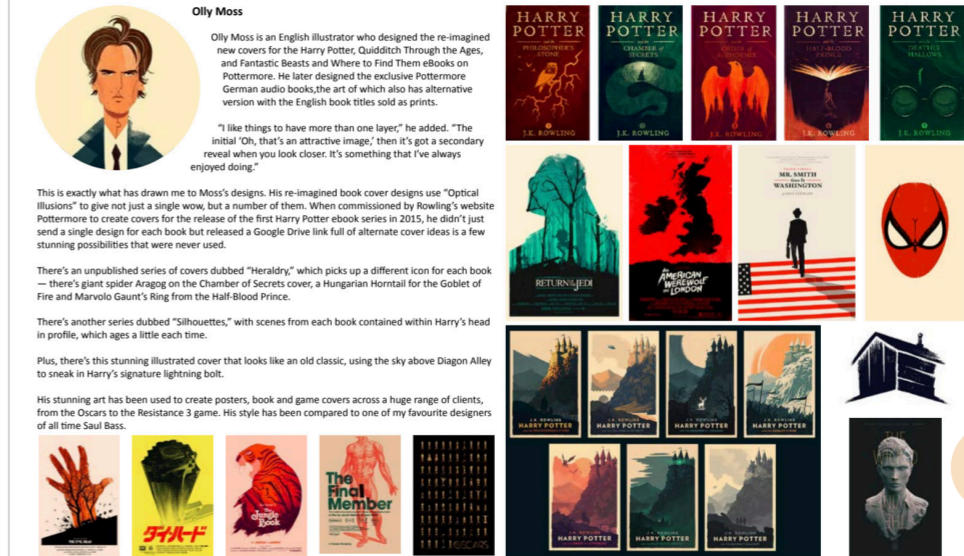
It's important to clearly define research objectives and questions to focus your efforts. Developing a research plan with specific tasks, timelines, and resources helps maintain organisation and efficiency. Skillful information literacy, including effective search strategies and the ability to critically evaluate sources, will enable you to find relevant and reliable information.

Strong note-taking abilities will ensure that important findings are captured accurately and can be easily referenced later. Collaborative skills, such as effective communication and teamwork, can enhance research efficiency by leveraging the collective expertise and resources of a team.

Being adaptable and open-minded will allow you to adjust your approach, so you can uncover new insights, ensuring that the research remains focused and relevant.

Finally, the question of when enough design research is enough, can be subjective and depends on various factors, including the specific project, its goals, available resources, and timeline. However, here follows a few considerations that can help determine when you've conducted sufficient design research.

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1 Clearly define the objectives and scope of your research. Once you have achieved those objectives and gathered the necessary insights, you can consider the research phase complete. Ensure that you have addressed the key questions and challenges you set out to explore.

2 Look for data saturation, which means that you're no longer uncovering new or substantially different information. When you start noticing repetition or redundancy in the data you collect, it's a sign that you've reached a point of diminishing returns in terms of new insights.

3 Ensure that you have a deep understanding of your target users and their context. If you've gathered enough data and information to develop empathy and a comprehensive understanding of their needs and preferences, you may have conducted enough research to proceed with design activities.

4 Consider the project timeline and available resources. At some point, you may need to balance the desire for more research with practical limitations. It's important to strike a balance between conducting thorough research and the need to move forward with the design process.

5 Keep in mind that design research is often an iterative process. You may reach a point where you have enough research to inform your initial design decisions. As you progress, you can gather more feedback and conduct additional research to validate and refine your designs.