



Title: Design Conceiving Process *versus* Time

Abstract

In Design, the time of conceiving refers to the explicit time of mental creation process of a product or service. Physicists define time as the progression of events from the past to the present into the future. Neurobiologists consider time as a period necessary or available for a given activity. In the activity of designing we can consider, in a broader way, two different phases in terms of the consuming time of each one. The first includes the use of sketches which are rapidly executed freehand drawings. The second includes several actions that consume more time until the final achievement. Designers of experiments and of assembly lines, both of which occur in time, sketch possible sequences of events. Extending sketches from space to time is a natural step, as temporal events are described in part using the drawing language. The concept of sketch focus on a quickly-made freehand drawing, being its intention to give a general overview or the guidelines of something, in relation to the intended final form or figure, a rough drawing representing the chief features of an object or idea and often made as a project preliminary study. The main aim of this paper is to investigate the importance of sketches during the conceiving time that designers spend in projects.

Keywords: Design, Time, Conceiving Process, Sketching