ADDENDUM SHEET A

QUESTION 1.1

Fenn and Hobbs Continuum of Understanding
[<http://www.mcgill.ca/>]

Design Thinking Process
[<http://bhyousefi.com/>]

QUESTION 2.1

Alberta College Design Institute
[<http://sevostyanov.wordpress.com/2012/11/27/brand-name-design-thinking/>]

Pugh Total Design Activity Model

Anglo American by Am I Collective Studio for Joe Public
[<http://yourscenesucks.tumblr.com/page/10>]
# ADDENDUM SHEET B

## QUESTION 2

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<th><img src="http://www.coloribus.com" alt="Black River FC: 1st for Women print advert 2010" /></th>
<th><img src="http://www.adforum.com" alt="Black River FC: 1st for Women print advert 2012" /></th>
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## QUESTION 3

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<th><img src="http://www.handsomethings.com" alt="Nicola de Jager" /></th>
<th><img src="http://www.designtopnews.com" alt="Hella Jongerius – Turtle Coffee table 2009, limited edition of eight numbered and signed ceramic pieces called Natura Design Magistra" /></th>
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</table>
| **Nicola de Jager**  
Calavera Jesus-Ernesto embroidered skull  
[<http://www.designtopnews.com>] |

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<tr>
<th><img src="http://www.adesignaward.com/designer" alt="Peet Pienaar – Bruce Lee fanzine for MK" /></th>
<th><img src="http://www.designboom.com" alt="Laboratory for Explorative Architecture &amp; Design" /></th>
</tr>
</thead>
</table>
| **Peet Pienaar – Bruce Lee fanzine for MK**  
**Golden Moon Public Event Space 2012 Hong Kong**  
[<http://www.designboom.com>] |