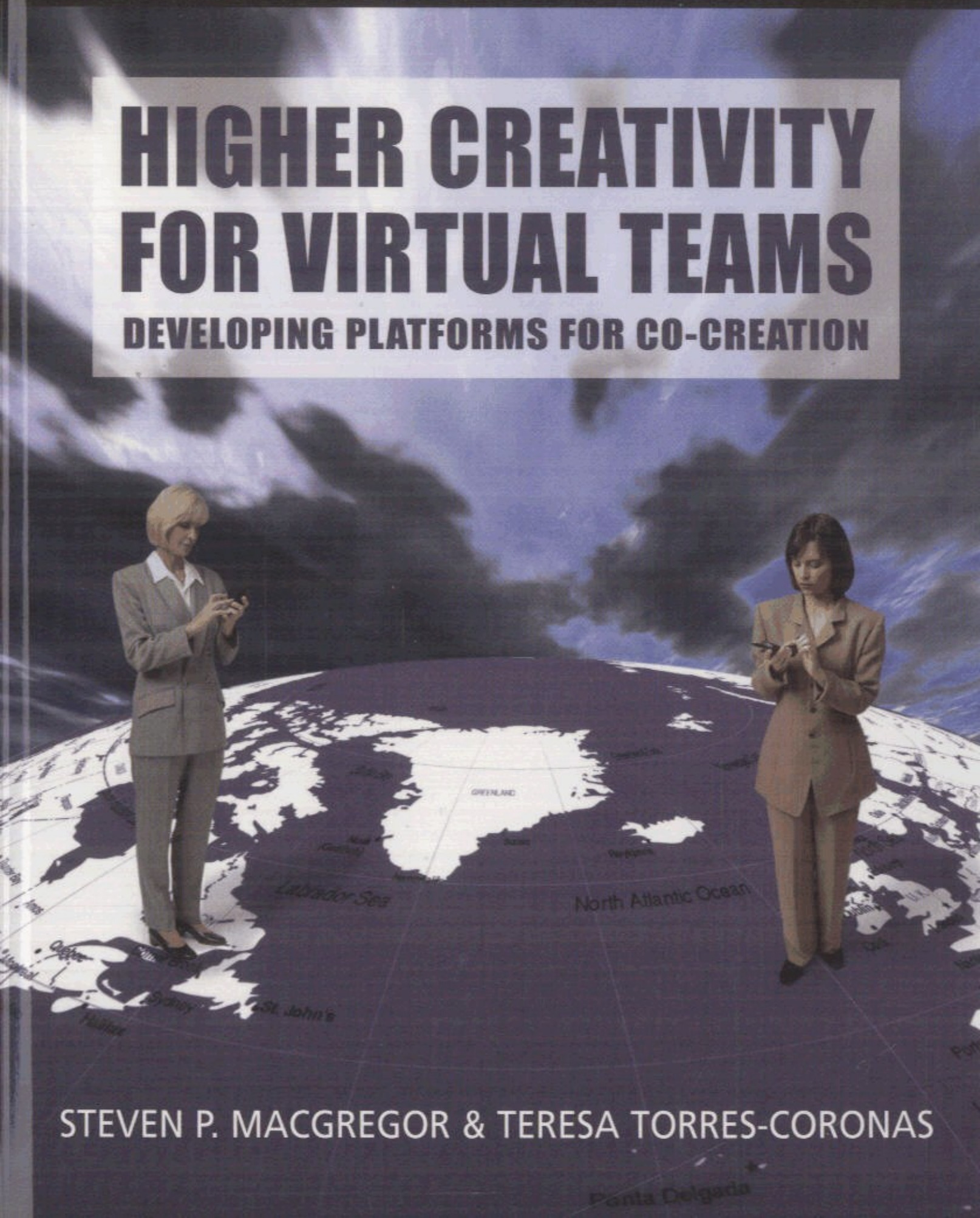
PREMIER REFERENCE SOURCE

HIGHER CREATIVITY FOR VIRTUAL TEAMS

DEVELOPING PLATFORMS FOR CO-CREATION



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Section III
Tools: Unlocking the Power of Virtual Teams for Creativity

This chapter examines the ways in which currently available software applications can support the creative process in general, and designers, in particular, working in virtual teams. The chapter provides examples of tools, considering their strengths and limitations, and speculates on future directions for software development to support creativity and collaboration within virtual teams.

This chapter provides tools and approaches for being flexible to the inevitable changes in contemporary teamwork as creative teams proceed. These include ways of lowering the cost of change, anticipating change, isolating change, and maintaining options as late as possible. Such tools and approaches will help virtual teams working on highly creative projects to take advantage of their creativity without compromise.

This chapter offers a spatial concept of the way virtual design teams communicate, work, and ultimately design. It is concerned with two problems that face creative teams today: (1) That the design process is carried out through a diverse range of digital media, and (2) That the digital tools used by virtual teams are not designed for virtual team work, which often limits the creative efficiency.

This chapter looks at the way a virtual space may be built and used to facilitate group, team, and individual thinking in developing projects and also shaping practice in organizations where innovation is an important focus. The chapter describes the work being done to produce an interactive networked based 'coinnovation' environment (iCE).

This chapter presents an overview of a virtual design environment (virtual platform) developed as part of the European Commission funded VRShips-ROPAX (VRS) project—where the design of an innovative passenger ship was the overall aim. The main objectives for the development of the virtual platform

are described, followed by the discussion of the techniques chosen to address the objectives, and finally a description of a use-case for the platform. The platform may be extended out with ship design to the creative development of any large made to order product.