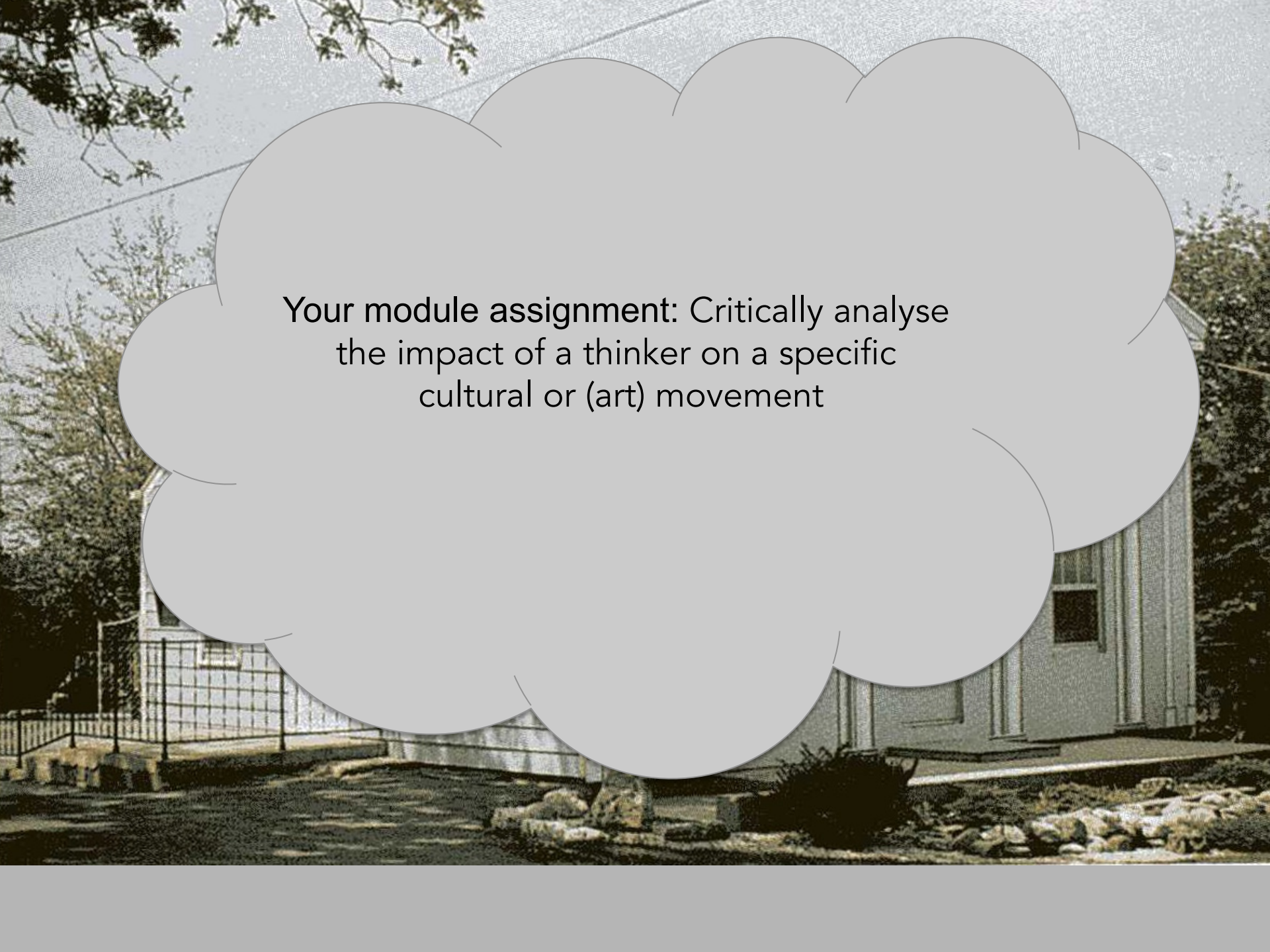


DESIGN THINKING FOR EVERYDAY USE



Security Marine Bank, Wisconsin (c.1971)



Your module assignment: Critically analyse
the impact of a thinker on a specific
cultural or (art) movement



All students attend Lecture Theatre 1 from
9 -10 for 1 hour lecture

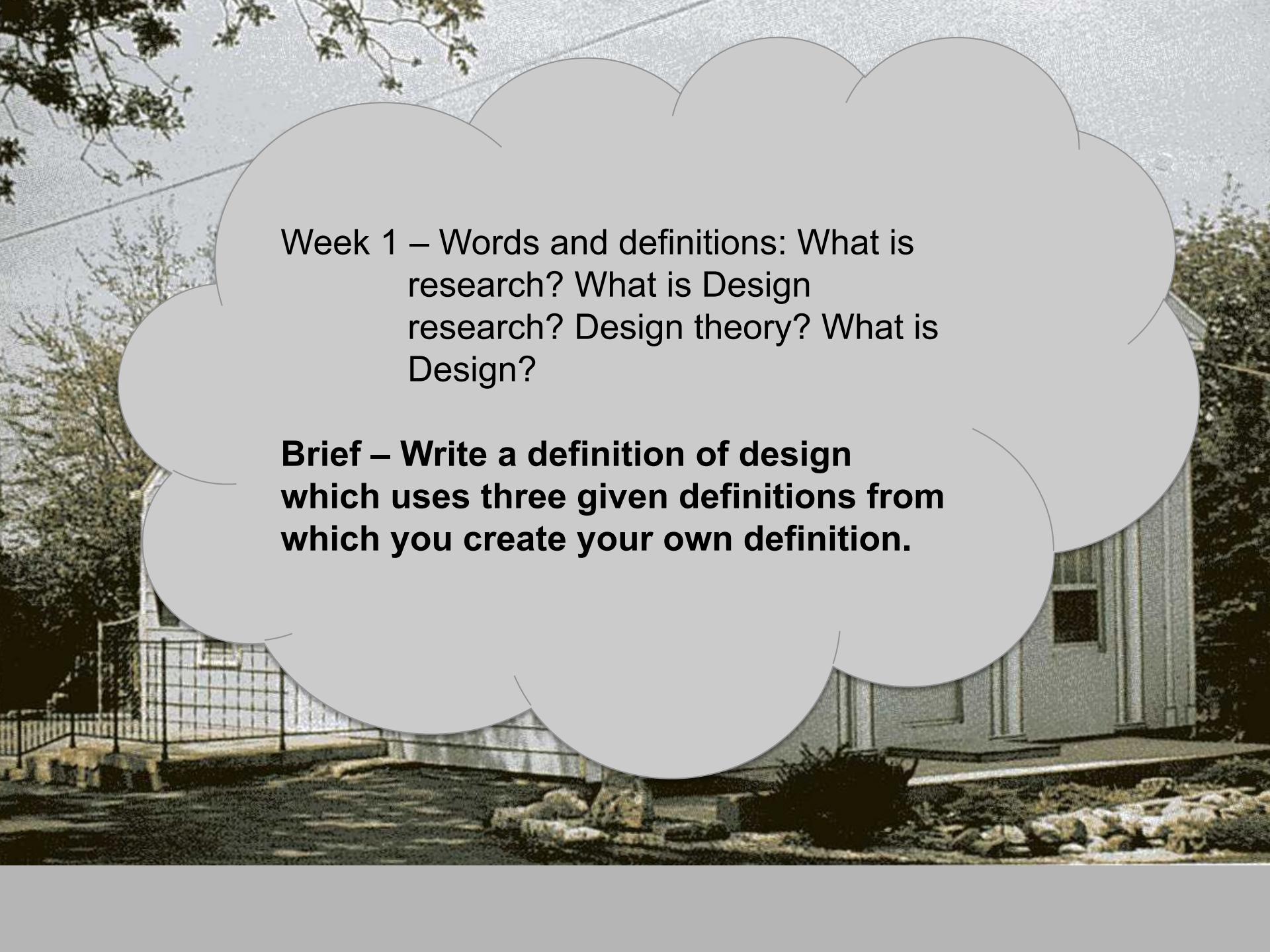
Divide into four seminar groups:

SPD (group B) Lecture Theatre 1 from
10-11 Seminar room (next door to SPD
office)

Auto Design 11:30 - 12:30pm

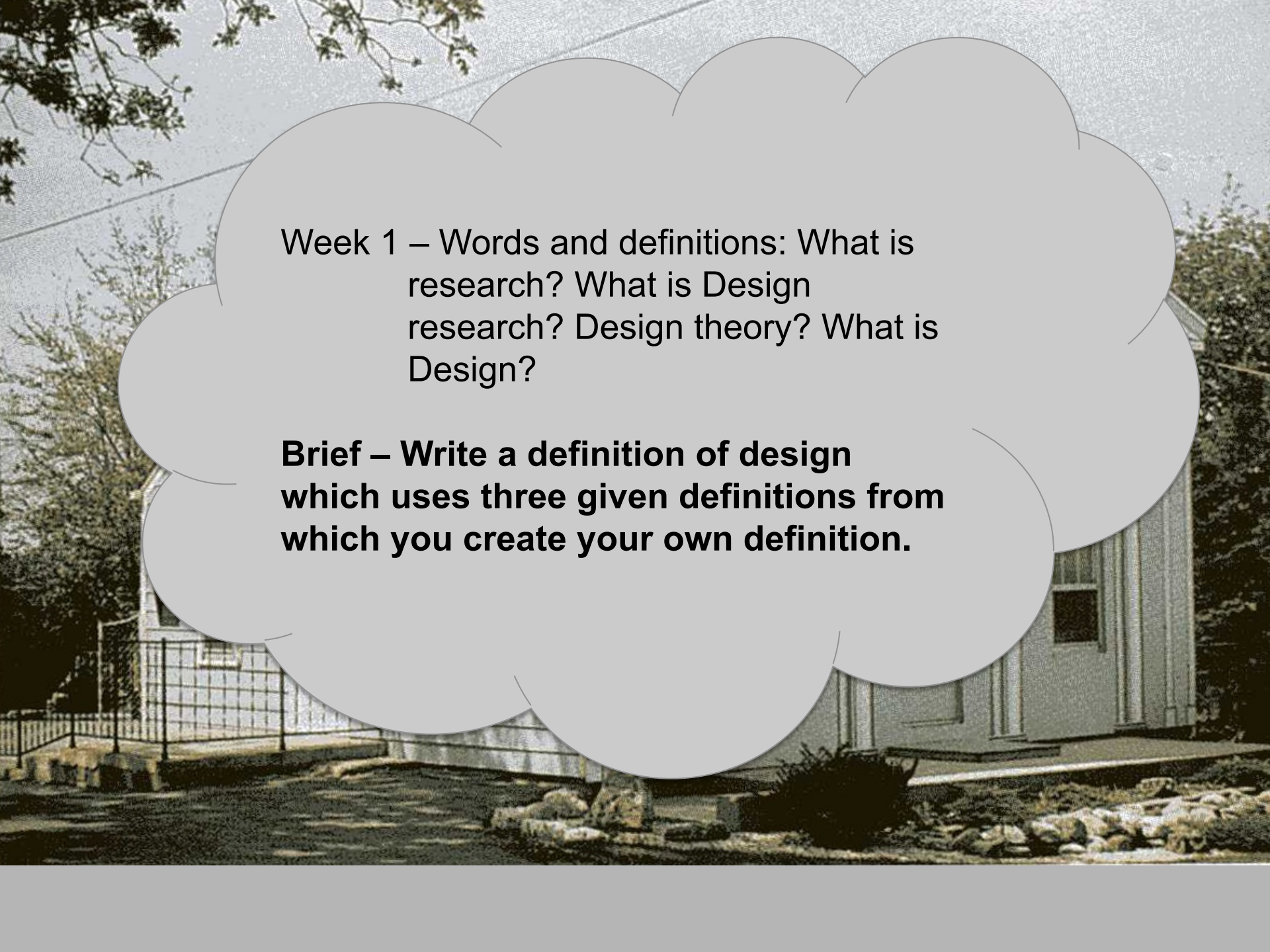
Product Design 12.30 – 1.30pm

SPD (Group A) Conference room 4-5pm



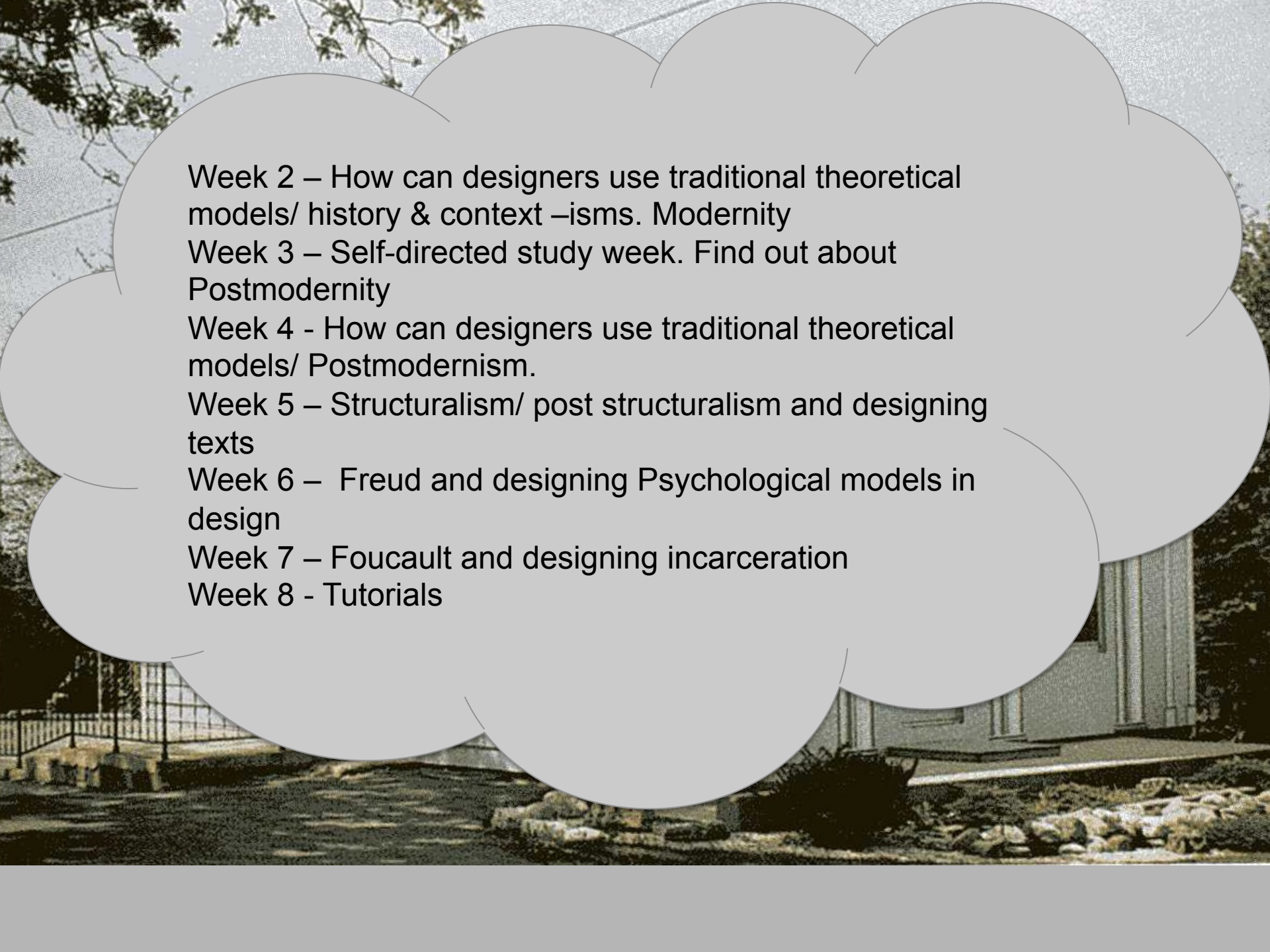
Week 1 – Words and definitions: What is research? What is Design research? Design theory? What is Design?

Brief – Write a definition of design which uses three given definitions from which you create your own definition.



Week 1 – Words and definitions: What is research? What is Design research? Design theory? What is Design?

Brief – Write a definition of design which uses three given definitions from which you create your own definition.



Week 2 – How can designers use traditional theoretical models/ history & context –isms. Modernity

Week 3 – Self-directed study week. Find out about Postmodernity

Week 4 - How can designers use traditional theoretical models/ Postmodernism.

Week 5 – Structuralism/ post structuralism and designing texts

Week 6 – Freud and designing Psychological models in design

Week 7 – Foucault and designing incarceration

Week 8 - Tutorials

<<<Starting Pointers>>>

- What is research?
- How is Design research different?
- How is research writing different?
- What is Design theory?
- The theory/creative practice split?
- How can designers use theory?
- How can you design theoretical frameworks, tools and approaches?

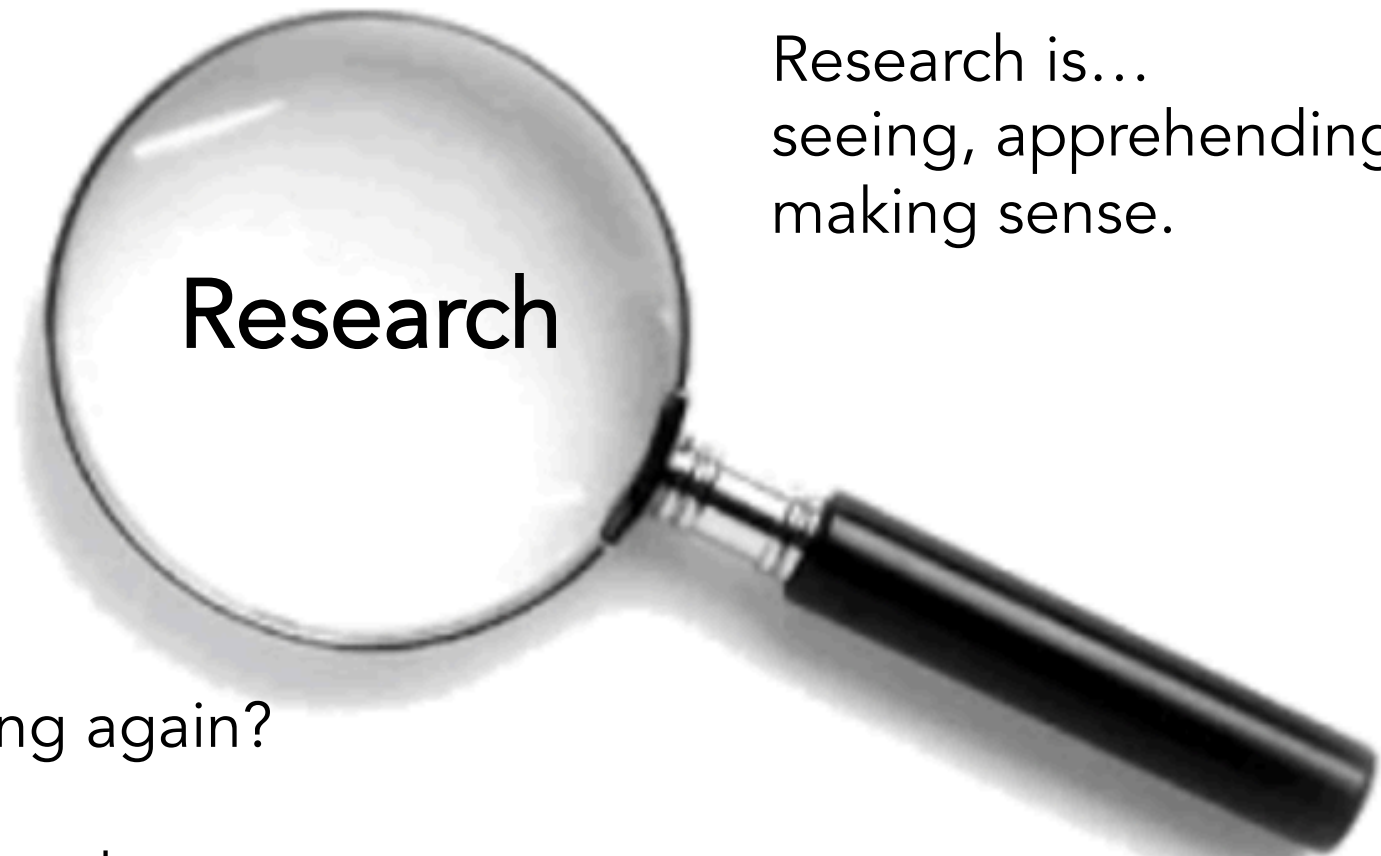
Doing
Language
Together:

Collaborative Writing
Practices for Design
Teams in Higher
Education
(2009 – 2016)

LEMON

What's in a word?





Research is...
seeing, apprehending,
making sense.

Seeing again?

In French:
Re- adds intensity to a word,
chercier translates to **search**

Re/chercier = To look/
intensively

... and within an
academic, scholarly
world research can help
you to find ethical,
practical and creative
ways to live better.



Noun - Her *research* is interesting

Verb - He *researches* ecological approaches to design

Adjectives - The *research* group worked collaboratively

Participle – What a well *researched* dissertation!

Researching

Looking something up

Gathering what is readily available

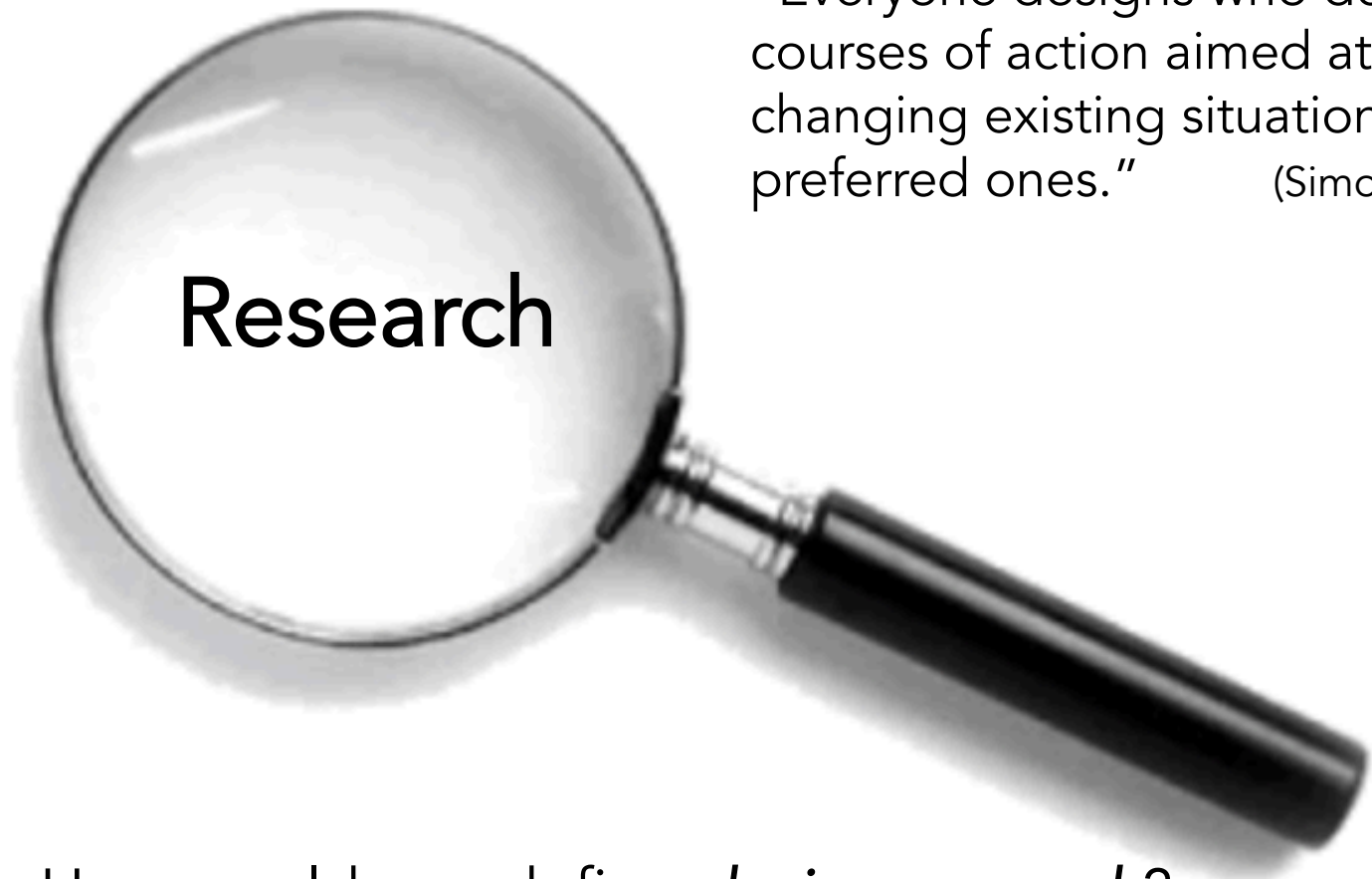
Identifying potential clients: 'Market research'

Social surveys or archival investigations: Academic research



Research

How would you define *design research*?



"Everyone designs who devises courses of action aimed at changing existing situations into preferred ones." (Simon, 1969)

How would you define *design research*?
Jot down **three** key words that you think should be found in the definition.

How would you define *research writing for design research*?

Jot down **three** more key words!

The Scientific Method

1660 foundation of the Royal Society.
Given a Royal Charter by Charles II.
Designed a method by which all
experiments could be tested.

4 Evaluate
experiments

1. Generate
hypothesis

The
Scientific
Method
Cycle

3. Perform
experiments

2. Design
experiments

Design Methods

In 1836 a Government School of
Design in London and other
Schools of Design in manufacturing
centres around the country set up
in the style of the mechanics
institute (Frayling, 1990:4).

In Science the role of writing is to communicate experiments
that can be tested and further peer reviewed anywhere.

The Scientific Method

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The
Scientific
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Cycle

3. Perform
experiments

2. Design
experiments

Design Methods

1960 & 1970 – Government reports
introduced 'complementary studies'
to DipAD/BA (hons)
- awarded 15% of the total degree
- Students examined, but the mode
of examination is not stated.

Theoretical staff were brought in
from subjects such as Art History,
Linguistics, and the emerging
Cultural Studies.

No writing model exists for
communicating A&D knowledge

In Science the role of writing is to communicate experiments
that can be tested and further peer reviewed anywhere.

- designing as the process of devising not individual products but **whole systems or environments** such as airports, transportation, hypermarkets, educational curricula, broadcasting schedules, welfare schemes, banking systems, computer networks;

Design Methods

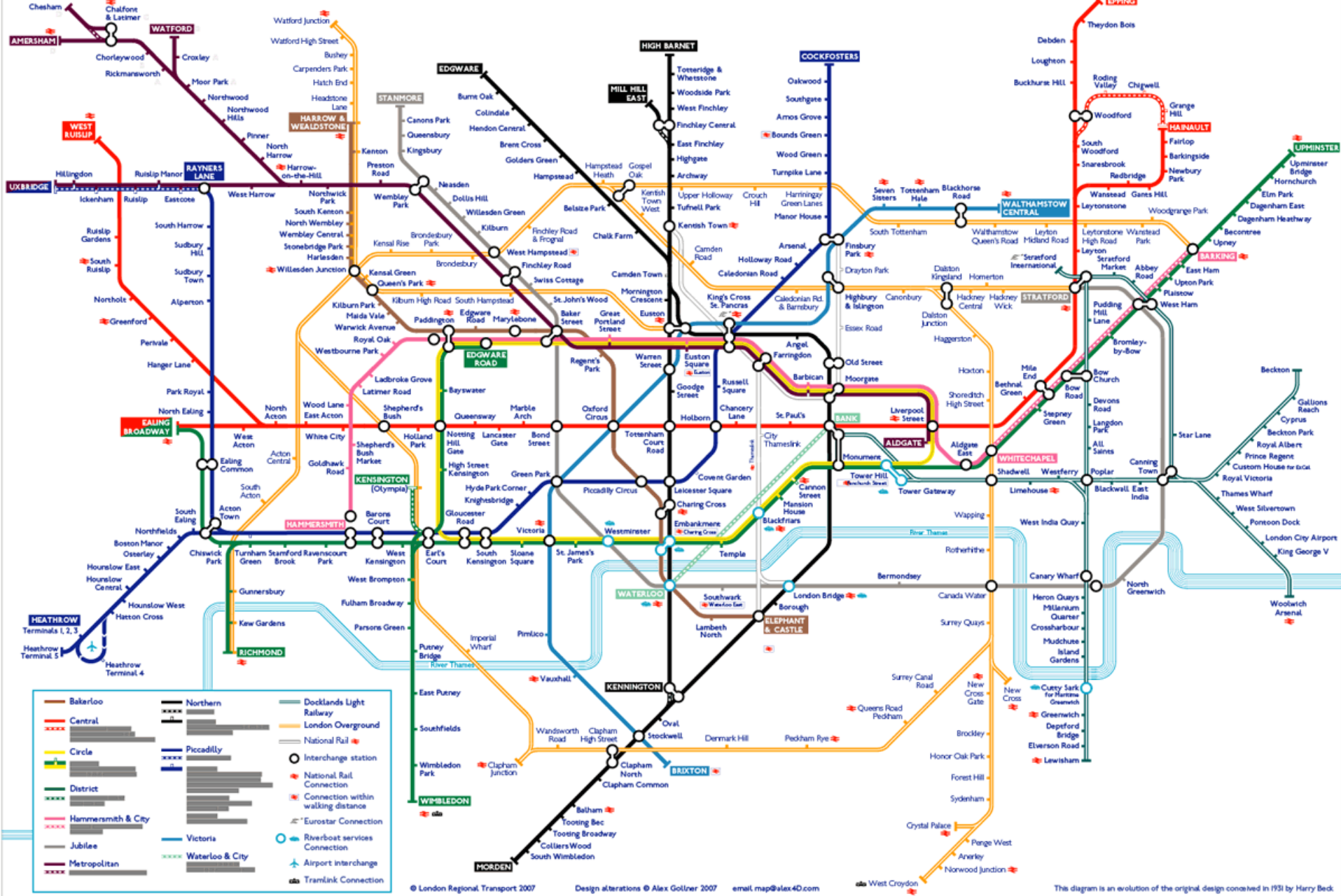
Design Methods 1960s

John Chris Jones: Design Methods: Seeds of Human Future (1970)

“Designing is to initiate change in man-made things”

John Chris Jones: Design Methods: Seeds of Human Future (1970)





... the process of devising whole systems or environments

Design Methods

- design as participation, the involvement of the public in the decision-making process;
- design as creativity, which is supposed to be potentially present in everyone;
- design as an educational discipline that unites arts and science and perhaps can go further than either;
- and now the idea of designing Without a Product, as a process or way of living in itself.

Design Methods 1960s

John Chris Jones: Design Methods: Seeds of Human Future (1970)

“Designing is to initiate change in man-made things”

John Chris Jones: Design Methods: Seeds of Human Future (1970)





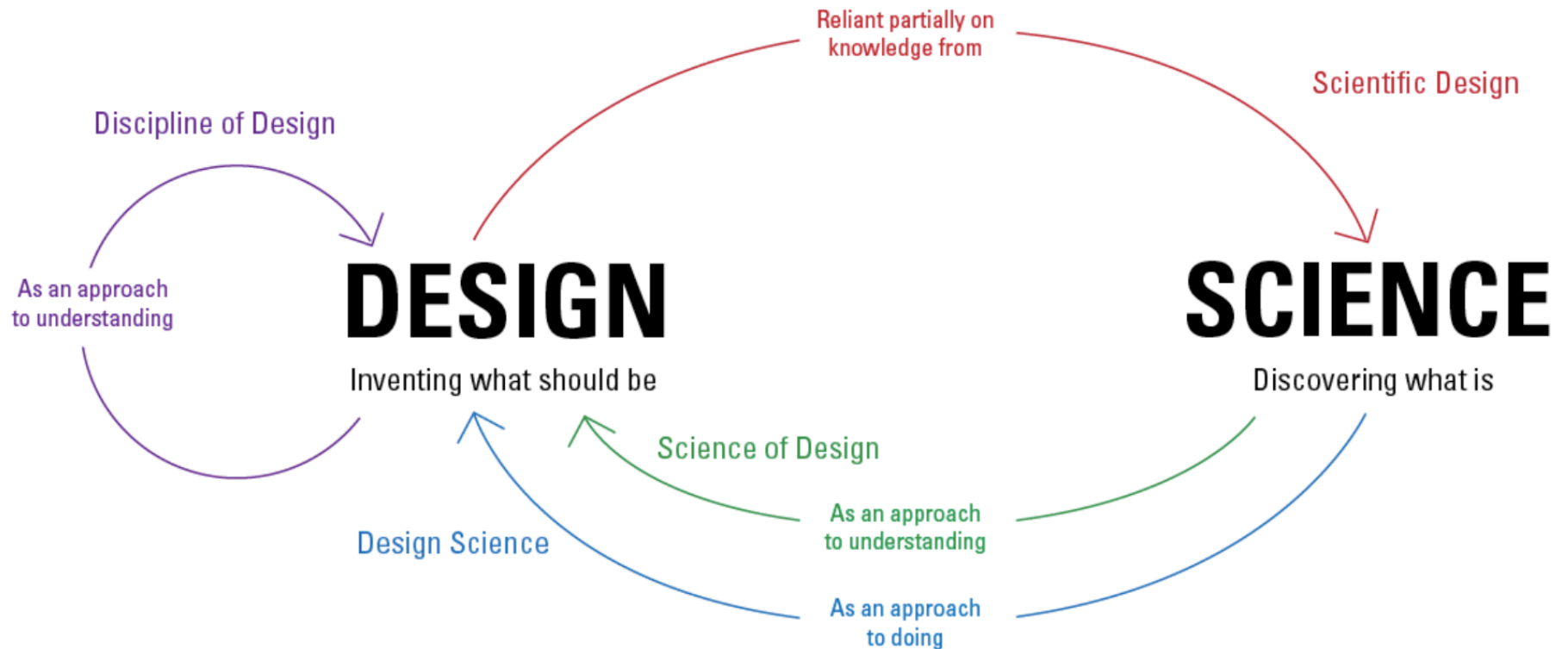
... design as participation; design as creativity; design as an educational discipline; designing a process or way of living in itself.

“The natural sciences
are concerned with
how things are.”

“Design is concerned with
how things ought to be,
with devising artifices to
attain goals.”



(Simon, 1969)





Research *into* art;
Research *through* art;
Research *for* art.

(Frayling, 1993/94:5)

The role of *research writing* is not to describe but to allow the act of making.

Writing is a tool for thought



Writing your research is a creative act that resides within knowledge generation.

An exploration of current problems/solutions and question finding for your design context...

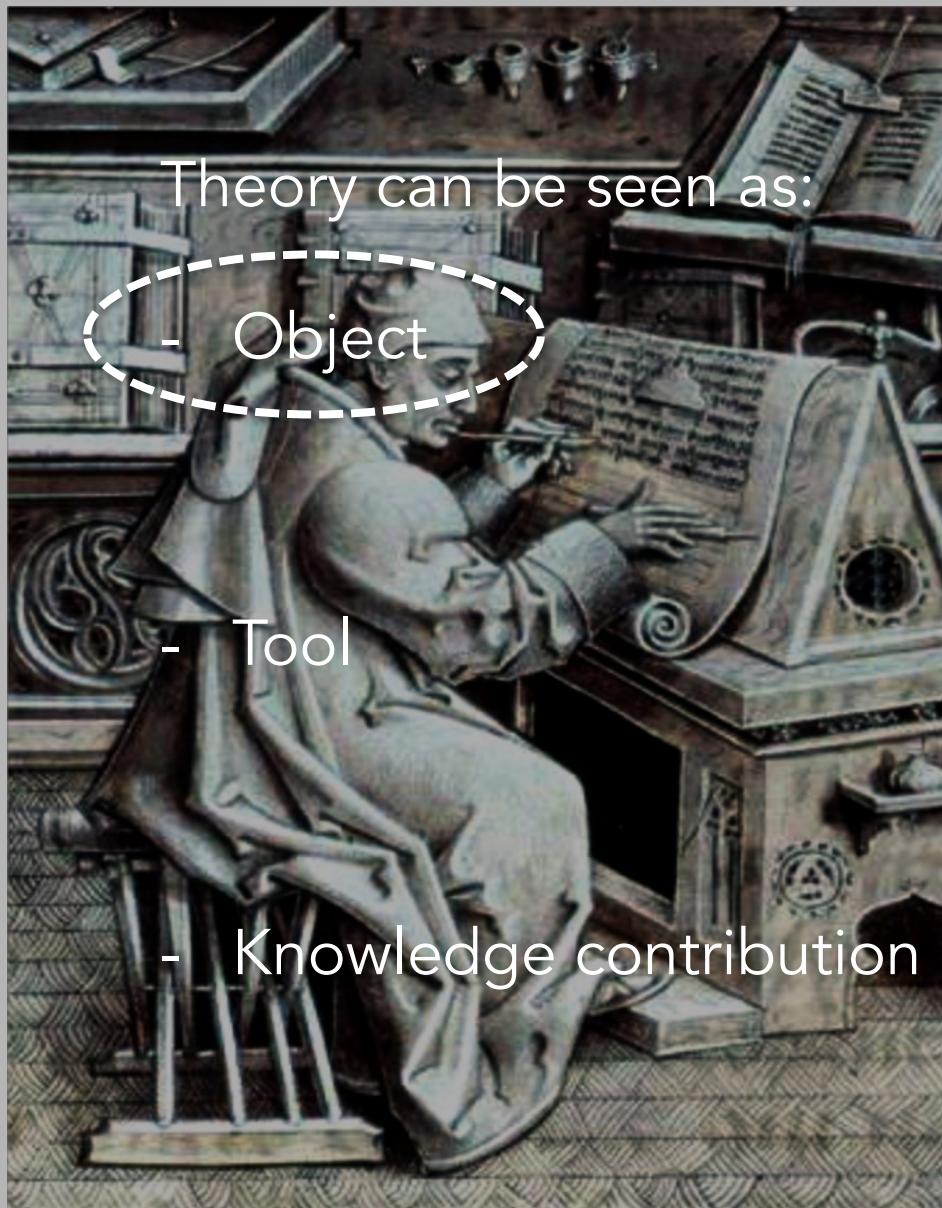
What is Design Theory?

"Theory provides a means of structuring knowledge in precise ways to share with other researchers"

Some propositions for you to think about:

- Every history has a theory
- Every theory has a history
- Design is a political act
- Design is situated.
- Design is embedded into cultural, political, economic and philosophical frameworks.
- Designers can use history and theory as archives, as tools, and can deploy them as a form of practice.

Theory is integral to any academic discipline. It takes researchers beyond observation and interpretation into the realm of sharable knowledge.

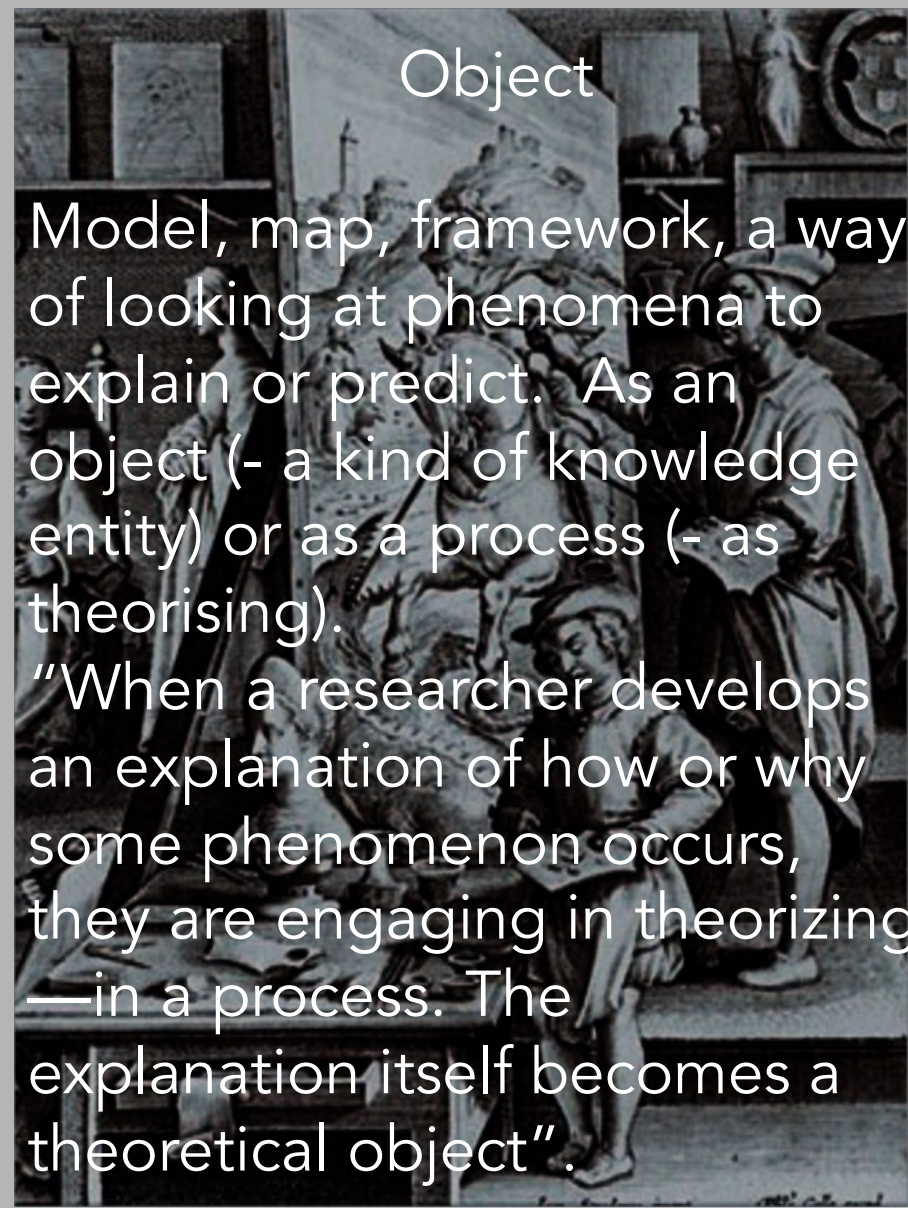


Theory can be seen as:

- Object

- Tool

- Knowledge contribution

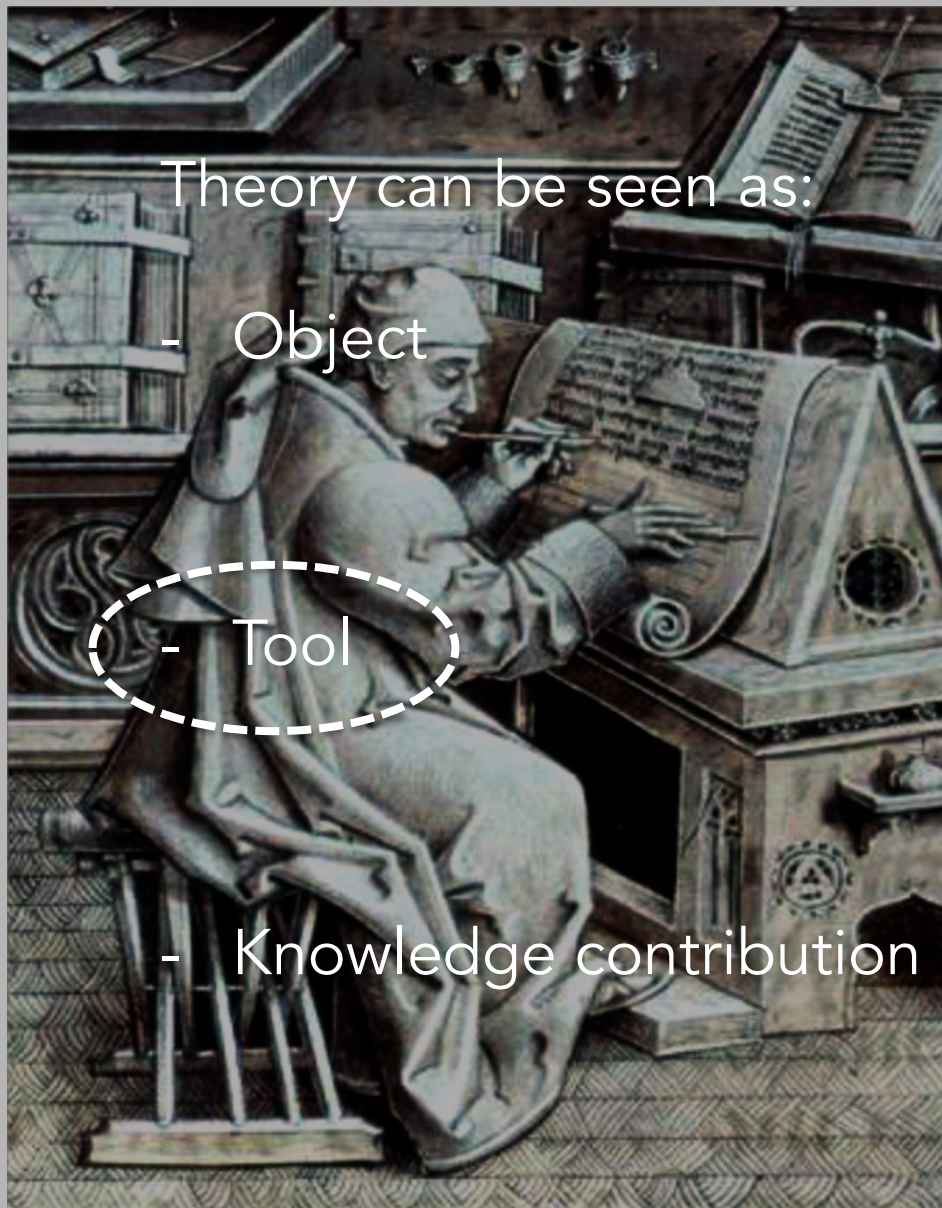


Object

Model, map, framework, a way of looking at phenomena to explain or predict. As an object (- a kind of knowledge entity) or as a process (- as theorising).

"When a researcher develops an explanation of how or why some phenomenon occurs, they are engaging in theorizing—in a process. The explanation itself becomes a theoretical object".

(Beck & Stolterman, 2016:126)



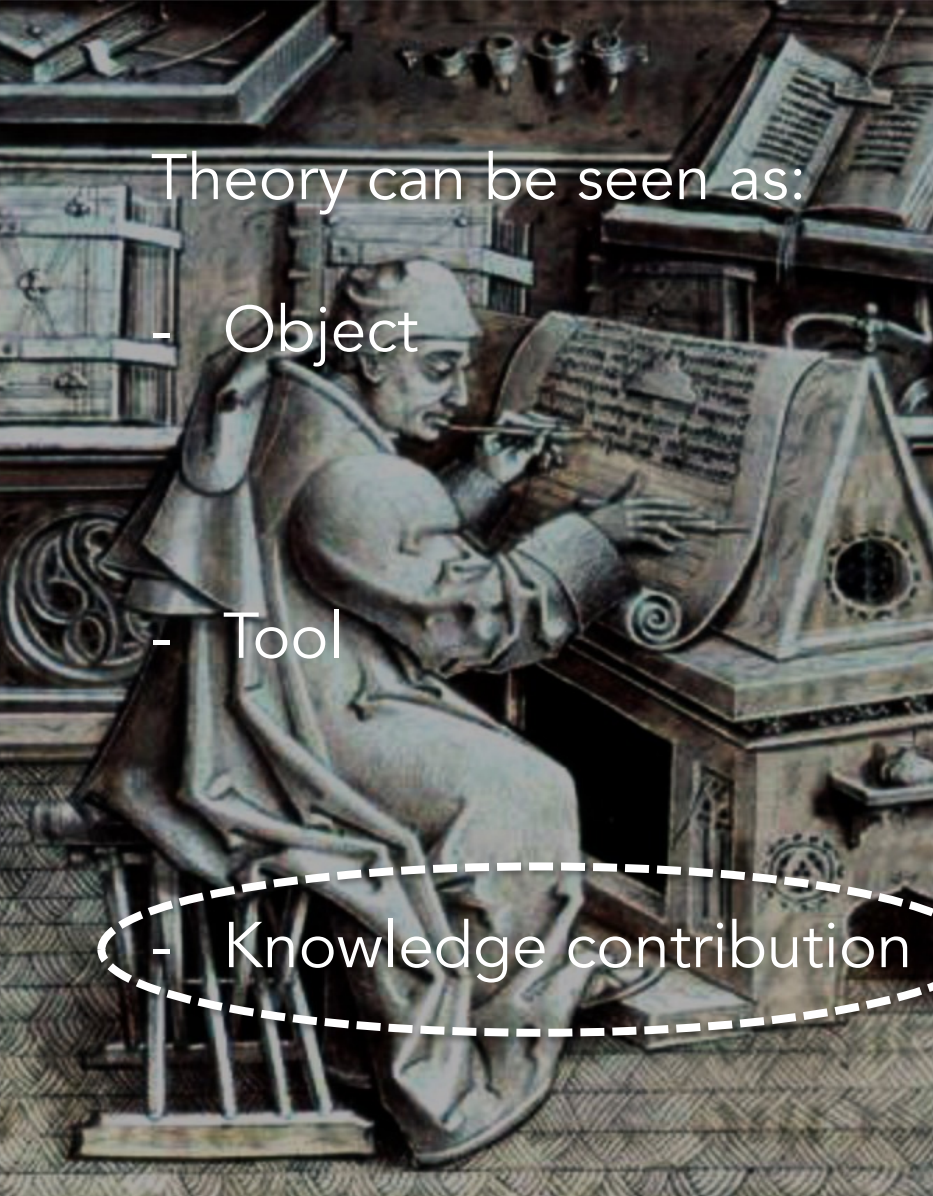
Theory can be seen as:

- Object
- Tool
- Knowledge contribution

Contextual Tool

A theory can be defined in terms of its usefulness. "It has been framed as a tool for explaining, describing, or predicting phenomena. It has been described in design research as a tool for "binding together" our knowledge of design practice and as a tool for "providing an understanding" of design writ large.

(Beck & Stolterman, 2016:127)



Theory can be seen as:

- Object

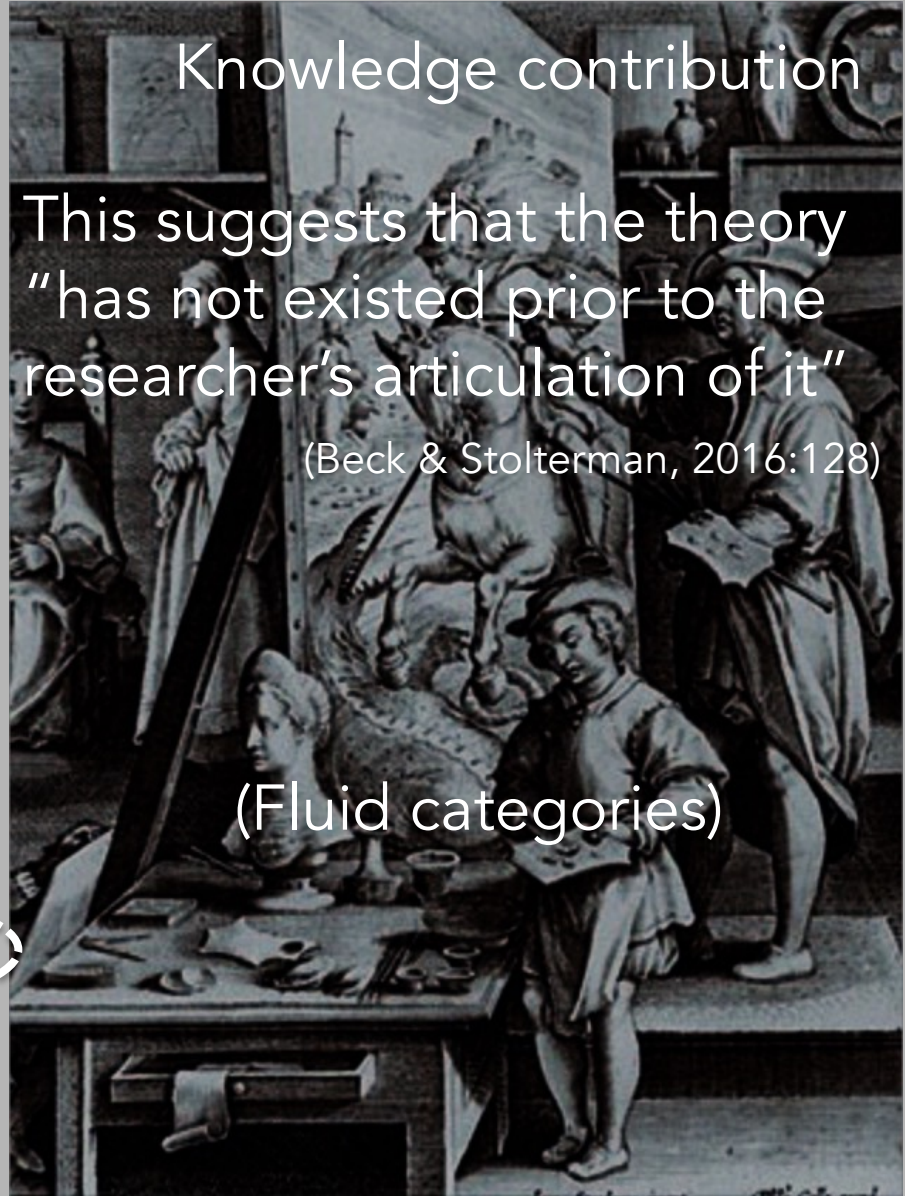
- Tool

- Knowledge contribution

Knowledge contribution

This suggests that the theory
"has not existed prior to the
researcher's articulation of it"

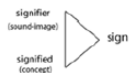
(Beck & Stolterman, 2016:128)



(Fluid categories)

MEDIA THEORY

THEORY



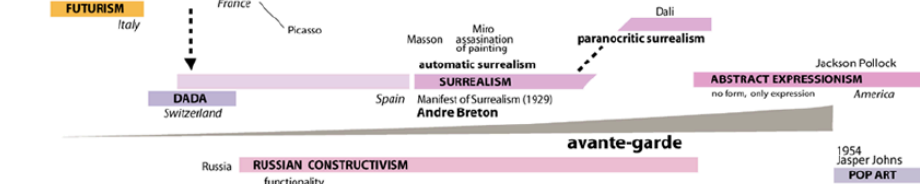
Course in General Linguistics (1915)

ART

Saussure
Switzerland



modern art



avante-garde

CONSUMER ART



POLITICS



SCIENCE



Walter Benjamin

Art in the Age of Mech. Rep. (1936)



Three Essays on Sexuality

Sigmund Freud

PSYCHOANALYSIS



Concett of the Archetype (1934-38)

C.G. Jung

The Mechanical Bride (1951)

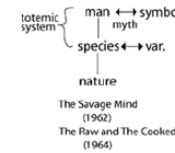


Writing Degree Zero (1953)

Roland Barthes

Marshall McLuhan

Understanding Media (1964)



The Savage Mind (1962)

The Raw and The Cooked (1964)

Art as a Language

Levi-Strauss

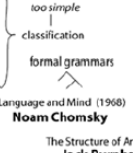
STRUCTURALISM

MINIMALISM

no expression, only form

Clement Greenberg

Art and Culture



Language and Mind (1968)

Noam Chomsky

The Structure of Art (1973)

Jack Burnham

PERFORMANCE ART

Richard Serra

VIDEO ART

Naim Jun Paik

EARTH ART

Robert Smithson

GRAFFITI

Juxtapoz mag. (1994)

POP ART

1962 Andy Warhol

1966 Claes Oldenburg

POST-MODERN SCULPTURE

Tim Hawkinson

LOWBROW

Robert Williams

Mary Ryden

POP SURREALISM

Jeff Koons

Damien Hirst

Michael Reas

POST-MODERN SCULPTURE

Tim Hawkinson

LOWBROW

Robert Williams

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POP SURREALISM

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Tim Hawkinson

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Robert Williams

Mary Ryden

POP SURREALISM

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Robert Williams

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POP SURREALISM

Jeff Koons

Damien Hirst

Michael Reas

POST-MODERN SCULPTURE

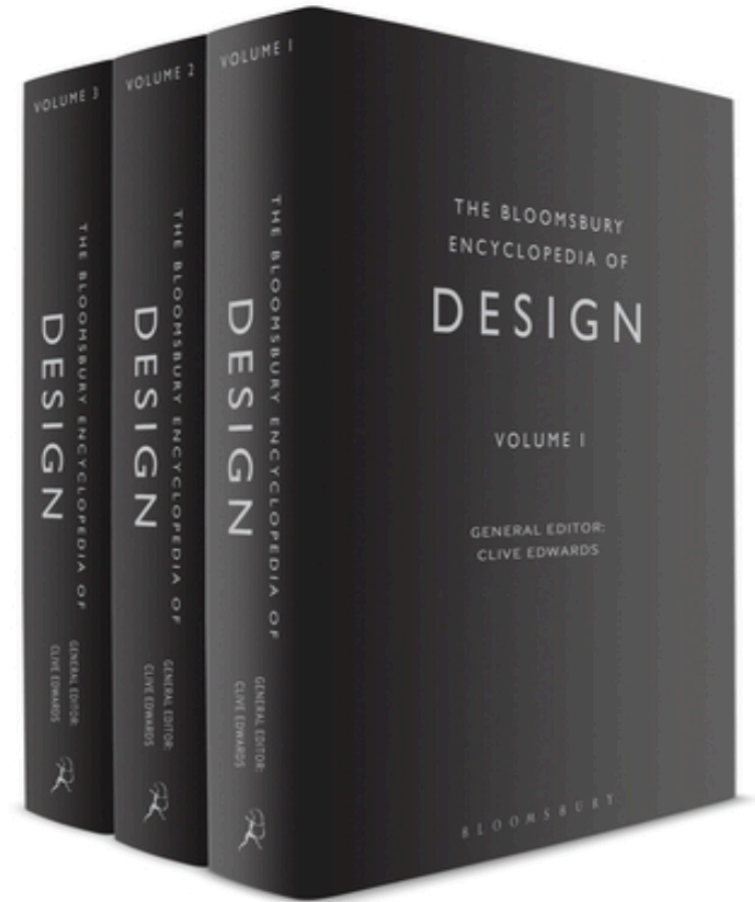
Tim Hawkinson

LOWBROW

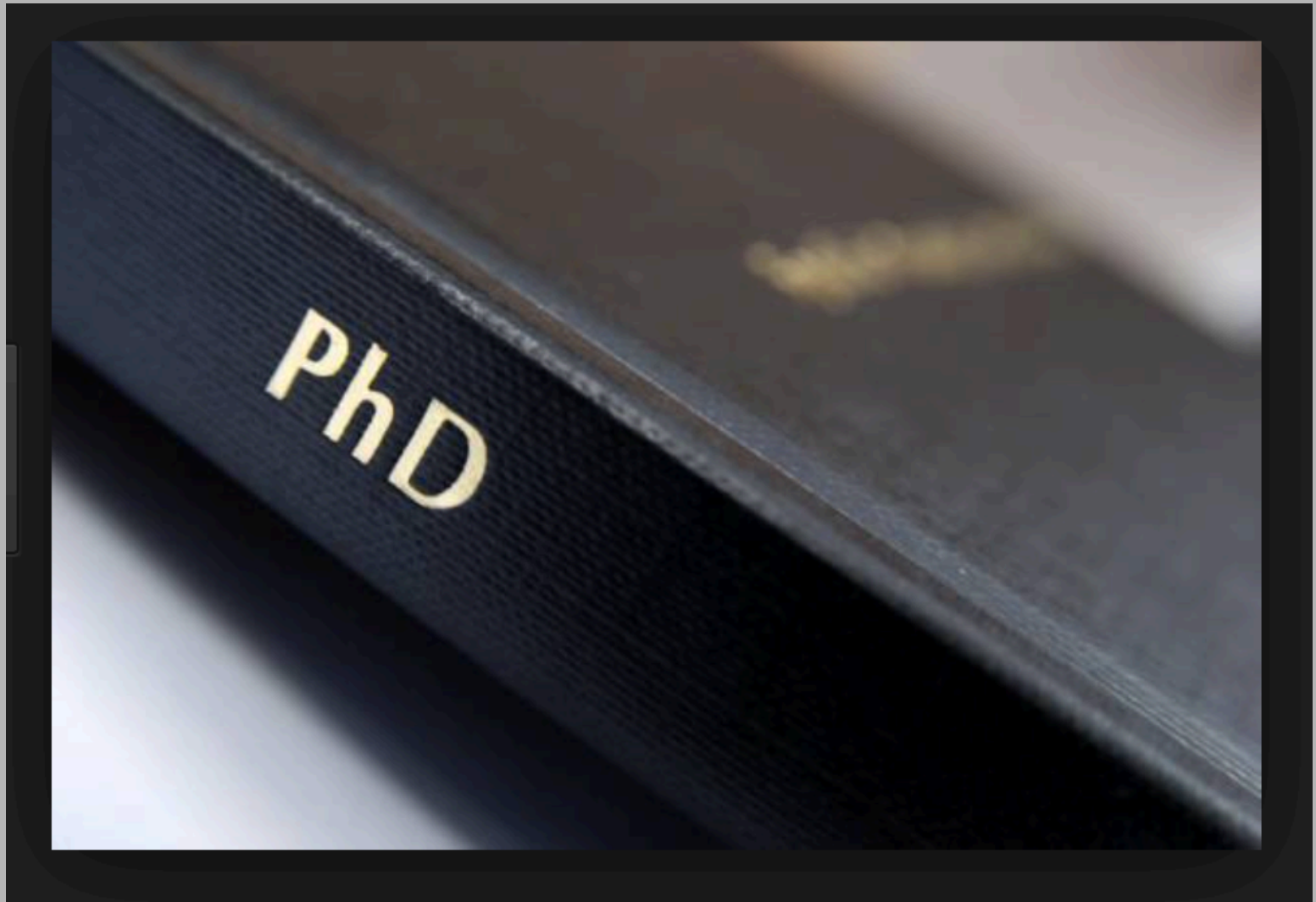
Robert Williams

Mary Ryden

Adam, Ken	Ive, Johnny
Arad, Ron	Jones, John Christopher
Archer, Bruce	Lane, Danny
Baylis, Trevor	Lovegrove, Ross
Carwardine, George	Maclaren, Denham
Chapman, Jonathan	Messel, Oliver
Chermayeff, Serge	Moggridge, Bill
Coates, Nigel	Morrison, Jasper
Coates, Wells	Moulton, Alexander
Conran, Terence	Murdoch, Peter
Dixon, Tom	Peach, Harry
Dubreuil, Andre	Pye, David
Dyson, James	Race, Ernest
Grange, Kenneth	Russell, Sir Sydney Gordon
Hecht, Sam	Seymour Powell,
Hilton, Matthew	Silver, Arthur
Issogonis, Alec	Sinclair, Clive



Edwards, C. (2015) *The Bloomsbury Encyclopedia of Design*. London, Bloomsbury Publishing.



In a PhD you submit New *Knowledge* that makes a contribution to the field.

Categories of Design

Look at the following categories of design. How useful is it to separate Design into these categories?

Yes/No/...Why?



Categories of Design

How useful is it to separate Design into these categories?

Explain.

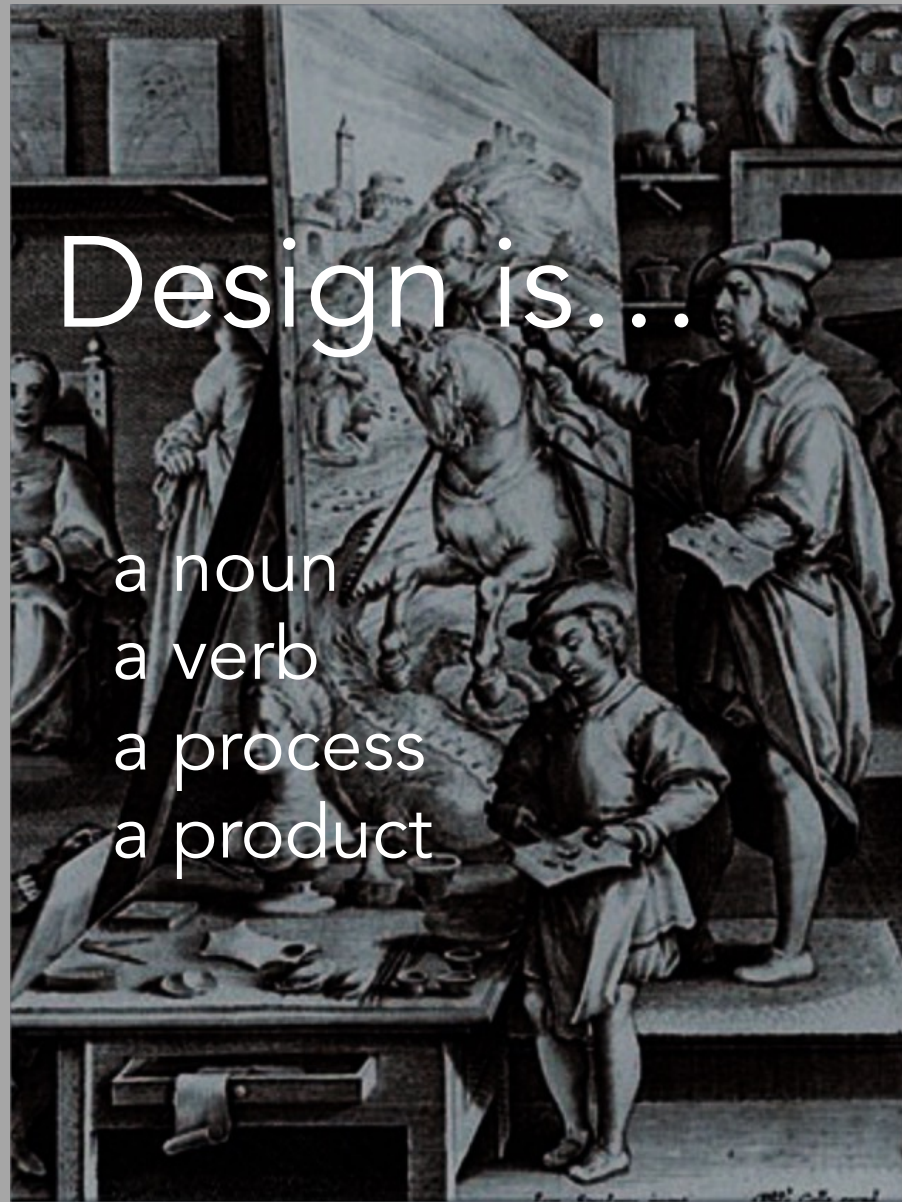
Free writing
(5 minutes)

Design Theory
tries to
describe or
explain design
activity.



Design is...

a noun
a verb
a process
a product



A general concept
(noun)

Design is

An action
(verb)
(process)

to design

a design

to

A plan or intention
(noun)

produce

a design

An outcome or result
(noun)
(product)

John Heskett, 2005

Design is...

a noun
a verb
a process
a product





Design is...

a noun
a verb
a process
a product





1. Swiss Railway
Clock: Hans Hilfiker
(1940)
2. Olivetti Valentine
Typewriter: Ettore
Sottsass (1969)
3. Barcelona Chair:
Ludwig Mies van
der Rohe and Lilly
Reich (1929)
4. The Anglepoise
lamp: George
Carwardine (1932)

Progress →→→→→→→→→→→→→→→→

Progress →→→→→→→→→→→→→→→→

Progress →→→→→→→→→→→→→→→→

Tesla – Elon Musk

Marry me - Debbie

Millman

Inprint - Daniel Eacock

Sagmeister -Made you
Look.

" [...] 'design' causes ambiguities because it has more than one common meaning: it can refer to a process (the act or practice of designing); or to the result of that process (a design, sketch, plan or model); or to the products manufactured with the aid of a design (designed goods); or to the look or overall pattern of a product ('I like the design of that dress')."



Walker, J. (1989) 'Defining the Object of Study' in *Design History or The History of Design*, London: Pluto Press. (p.23).

" ... language, like everything else, is subject to historical change. The word 'design' has altered its meaning through time: during the Renaissance, '*disegno*' (which in practice meant drawing) was considered ... to be the basis of all the visual arts Designers as such only emerged later as a result of the growing specialization of functions which occurred in Europe and the United States as part of the industrial revolution of the eighteenth and nineteenth centuries"



Walker, J. (1989) 'Defining the Object of Study' in *Design History or The History of Design*, London: Pluto Press. (p.23).

"The word (*design*) occurs in contexts associated with cunning and deceit. A designer is a cunning plotter laying his traps. Falling into the same category are other very significant words: in particular, mechanics and machine. The Greek *mechos* means a device designed to deceive – i.e. a trap – and the Trojan Horse is one example of this. Ulysses is called *polymechanikos*, which schoolchildren translate as 'the crafty one'."



Fluser, V. (1999) 'About the Word Design' in *The Shape of Things: A Philosophy of Design*, London: Reaktion Books. (p.18).

Design = change

CHANGE
IS
DIFFERENCE

•

CHANGE OF DIFFERENCE
IS
PROCESS

•

CHANGE OF PROCESS
IS
EVOLUTION

•

CHANGE OF EVOLUTION
IS
DESIGN



Fig. I-5 Hierarchy of Change

challenge to cultures, or societies, on how to deal with change at these multiple
formulated by Arnold J. Toynbee (1948), and presented in mythic terms in the work
Harold Nelson & Erik Stolterman (2002/2012)

Design is to initiate change in man-made things (Jones, 1970)

"...but now, more than thirty years later, and in a changed world, I am no longer happy with man-made nor with things..."



John Christopher Jones (2002)

http://www.softopia.demon.co.uk/2.2/digital_diary_02.07.14.html



Monastic, truth-oriented knowledge

text-based
knowledge for
purpose of
validating /
fortifying
a belief



Crafts-guilds, result-oriented knowledge

task-based
knowledge that
facilitates situated
actions /
judgements

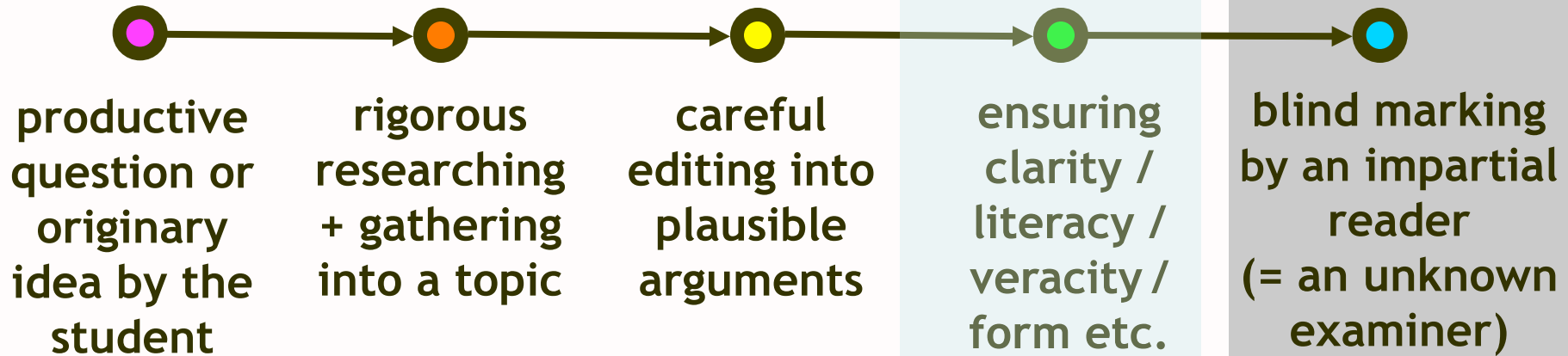
Wood's (2000) epistemological tension between theory + practice

RHETORICAL PHASE

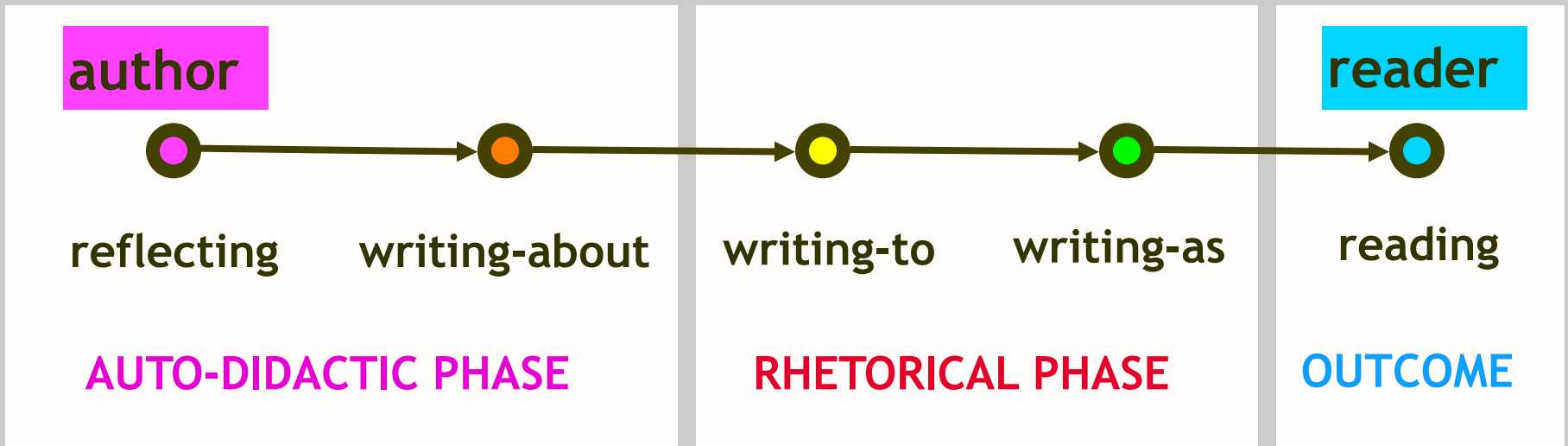
author

TEXT

reader

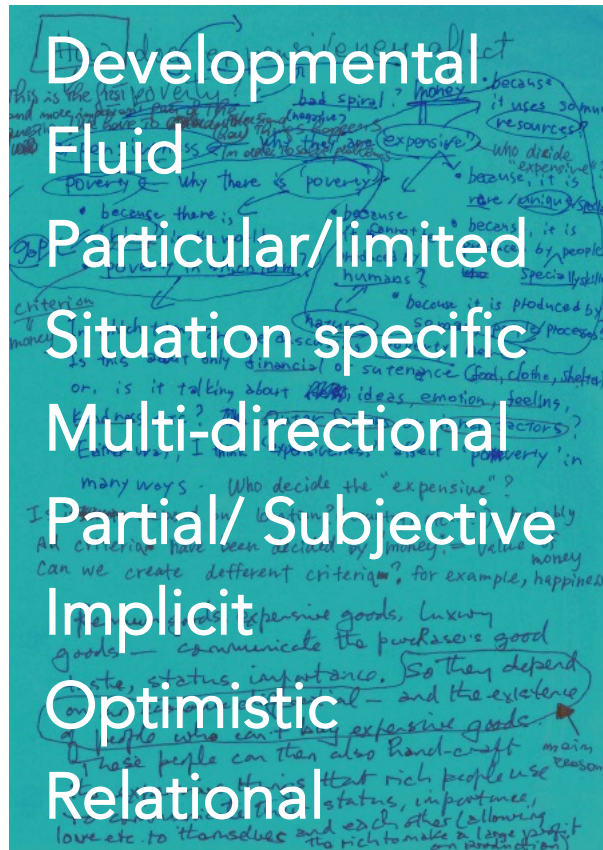


traditional academic approach

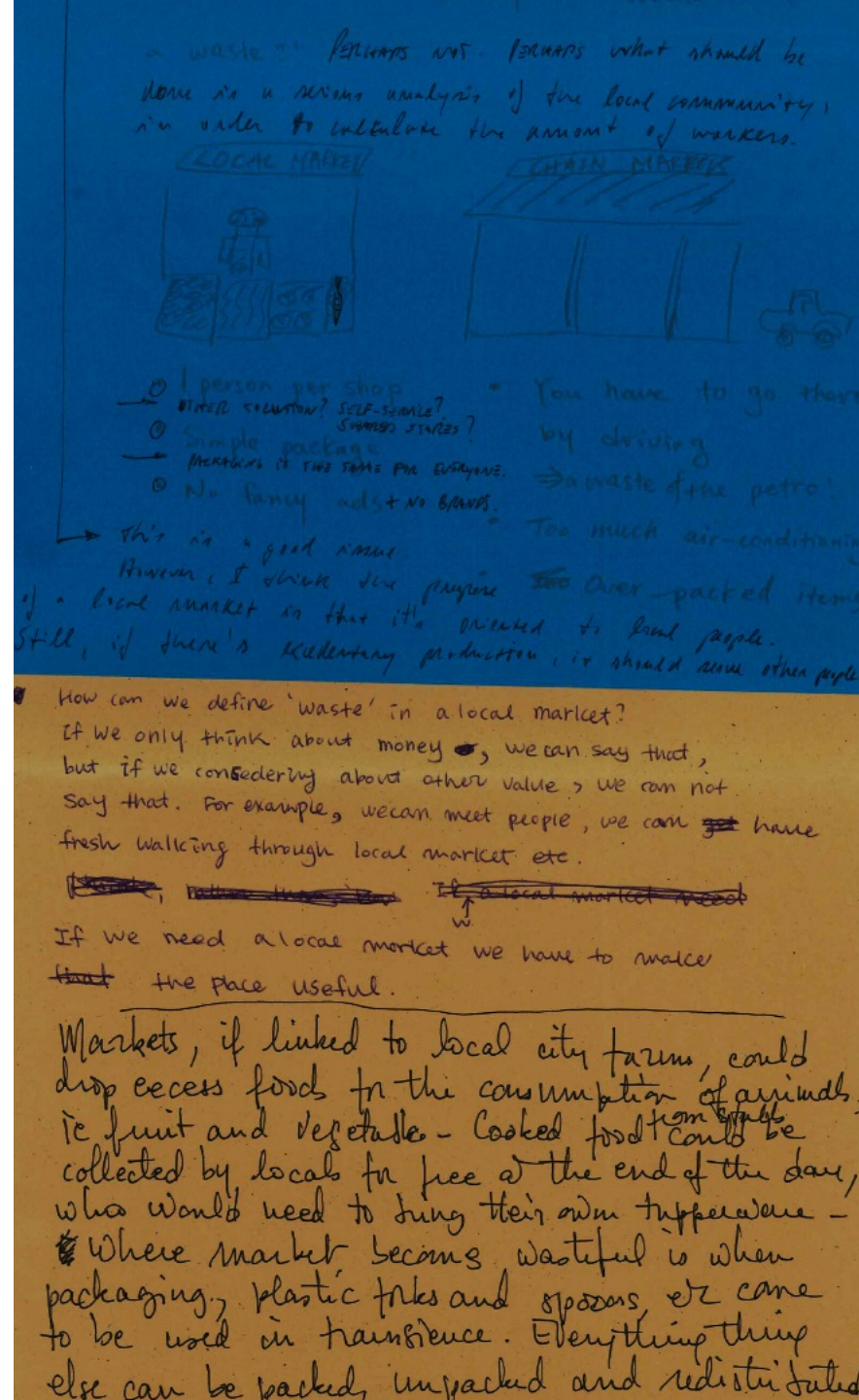


a more author-centred approach

Design Writing is...



Lockheart & Raein (2012) No one expects the design inquisition. *Journal of Writing in Creative Practice*.



<<<Endings>>>

We have discussed research and how...

- design research is different from scientific research;
- research writing for design is different from science;
- design theory is useful to design practice;
- The theory/creative practice split in writing.
- designers use theory and now you can have a go at designing your own theoretical frameworks, tools and approaches.

Brief

Write a definition of your category of design which uses three given definitions, from which you tease out and create your own definition.

Use images and words to create a single A4 sheet.

Write no more than 100 words (not including quoted and referenced definitions).

Bring it with you next week.

Reference list

- Cross, N (2006) *Designerly Ways of Knowing*. London: Springer-Verlag
- Flusser, V. (1999) 'About the Word Design' in *The Shape of Things: A Philosophy of Design*, London: Reaktion Books.
- Jones, J. C. (1970) *Design Methods: Seeds of Human Future*. London: John Wiley
- Lockheart & Raein (2012) No one expects the design inquisition. *Journal of Writing in Creative Practice*.
- Nelson, H. & Stolterman, E. (2002/2012) *The Design Way, [Second Edition]: Intentional Change in an Unpredictable World*. London: MIT Press.
- Simon H. A. (1969) *The Sciences of the Artificial*. Cambridge MA: MIT Press. See in particular Chapter 5, "The Sciences of Design: Creating the Artificial."
- Walker, J. (1989) 'Defining the Object of Study' in *Design History or The History of Design*, London: Pluto Press
- Wood, J. (2000) The Culture of Academic Rigour: Does Design Research really need it? [The Design Journal](#) Vol. 3 , Iss. 1.

Vocabulary

Iteration – doing something over and over

Design interventions – changing the space in some way to check how the users may alter their behaviour