

TITLE Question 1: What is the role of the designer/maker in the 21st Century and how might this role change in the next 10 years? Discuss your ideas with reference to two of the practitioners or thinkers discussed in your lecture strand.

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In the 21st century, some people know designers as people who design and create or often plan for projects or even structures, who even manufacture a new product style or design. Throughout the creative industry, a designer plays a key role in the industry by using elements from either typography to illustration, photography, and layouts or even absorbing visual trends to deliver them in new and exciting ways. The use of Traditional design education will equip and teach the designers the necessary skills for them to achieve, 'box' thinking, Traditional design, expertise in the use of materials and manufacturing, and traditional performance-based skills. In this piece of writing, I will be diving into some readers, and artists and learning from the public what they think the role of artists/designers/makers in the 21st century is and how this role might change in the next 10 years. With references to books by Nigel Cross *Designing ways of knowing*, Dieter Rams 'Ten principles for Good Design,' then looking more towards the future preferences at Tony Fry's books *Design Futuring* and 'The Future as a Design problem. Combined with the pros and cons for the designer in the present and the future to give a wider range of understanding with artists looking at are Grayson Perry and contemporary artist and Barbara Kruger a collage artist.

In the present day, Jill Grant and Frank Fox think that 'Designers not only create useful products and images, but they also produce and reproduce cultural meanings through those products and images' (*Understanding the role of a designer in society from the journal of art and design* pg.77 1992) show that designers create a meaning behind their pieces of work by reproducing it with cultural understanding to show how Design is a field that is continuously evolving, and influenced by the culture at nearly every stage and how other media of art have looked to other works for inspiration and encouragement as they perfected their craft. Inventors and scientists across industries have produced ground-breaking creations by looking to history for inspiration. But with scientists' approaches are a little different from Designer's approaches how 'Scientists problem-solve by analysis whereas designers' problem solve by synthesizes' said Nigel Cross (*Designing ways of knowing* pg23 2006) with analysing meaning as a detailed examination of anything complex to understand its nature or to determine its essential features, but with synthesis meaning the composition or combination of parts or elements to form a whole so it shows me that some media work differently to the role of designers but only slightly. However, 'designers aim therefore is the communication of a specific design proposal' (*Designing ways of knowing* pg. 33 2006) saying designer's roles are to find a specific design proposal, such as for the main project or being for a client or for products that are being produced for having some reason behind the design and how a 'Good Design Is Thorough Down to the Last Detail: Nothing must be arbitrary or left to chance. Care and accuracy in the design process show respect toward the consumer'. (Part of the Ten principles of a good design) to respect to the clients wishes.

Even though designers have some positive aspects they also have some negative components for their roles for designers they have 'to cope with ill-defined problems, designers have to learn to have the self-confidence to define' (*Designing ways of knowing* pg24 2006) explain that is not easy to understand the problems but with the right educational experience to help support their roles as a designer even if it means going back to the basics of designing and how 'Designers work at the intersection of [cultural] trends; their problems are among the key problems of the overdeveloped society' (*Understanding the role of a designer in society from journal of art and design* pg.77 1992) telling me when designers intersect with cultural trends they don't want them to over develop the society even further with their designs and how 'Designers' do not always find it easy to generate a range of alternative solutions in order for them to better understand the problem' (*Designing ways of knowing* p.g 36 2006) saying designers need to fully understand the problem and the people experiencing that problem which can help them imagine the possible problems and end users and can therefore solve only imaginary problems making the situation parable.

However, the future holds some unexpected discoveries about where the role of designers in the next 10 years has some negative and positive aspects about it saying that some designers wouldn't be

existing anymore in 10 years; for example, UX Designers know as one of the most demanding designers working today and who in the future it is predicted that UX designers will be divided into specialized fields, another design role would be freelancers, designers who won't just toil away in solitude, they'll form a "network of targeted micro-consultancies" that compete with more traditional firms. But there are some designers that will not die or change and example would be interior designers and how a lot will change; starting with the digital perspective of the interior designers which will increase. More sophisticated visualization tools and will help streamline the process of creating and buying custom furniture with the president of charish anna Brockway says that "Even just getting a customer's material onto an existing upholstered piece has a lot of steps," but how the future is going to change it to all being automatic and easy to access and to help customers to create their designs and how customers weren't even able to try out the fabrics in person and visualizations has been a key part of it". Through the past decade, social media has been another key part that will grow, and how it has changed from online curiosity to big business. For designers, it is now an effective way to showcase projects, highlighting a new product, and eventually meet new clients and customers. Some opinions about this include Blitzer which is a company that specialized, home design-focused public relations expect social media will become increasingly polished and business-centered says that "It's going to get more and more refined, and less and less haphazard," however Nylon Consulting is a company that represents people and brands who believe design matters and predicts that social media will grow to include full virtual walkthroughs of design projects. For Designers also predicting that the trend of antiques will be making a comeback, in general, have had a difficult run over the past 10 years, as once fashionable periods and designers fell out of favor and collectors increasingly focused on contemporary works, with companies like 1stdibs saying that "Antiques have been woefully underappreciated by collectors and the design community in the last decade or so, but we're seeing an uptick in interest, both in the transactions taking place on our online marketplace and in the work of interior designers that we feature," saying that antiques don't get any recognition although, some people believe that antiques would hold a sentimental value towards them meaning things that are passed down to them from family members or even to have some more unique items in their house and how people think that antiques are a boon meaning that it is something that is beneficial or something that is asked like a favour sought.

However, 'Designers need to consider the design of the social circumstances of legitimacy into which their products will be deployed as much as they need to consider the design of the artifact as a product itself' (the future of design problem pg17) saying that a design in the future would have to consider what the artifact would be like as a product which I think hasn't changed from what happened in the present day. Even though social media is going to expand widely in the future 'A key aspect of the fragility and brittleness of design futures is that of a lack of wider social legitimation' (the future of design problem) with Social legitimacy is conventionally conceived to encompass an empirical notion based on the idea that, lacking societal acceptance, a (political or legal) regime will eventually disintegrate, with its attachment values within a given society showing that designers just want to except juts want their artwork to be excepted into society and explaining that futures of designs are fragile and brittle saying that shows that something is easily damaged and is easy to break showing the future is cautious. Unusually "Designers must reject what they have been taught, to use it subconsciously only" (Understanding the role of a designer in society from a journal of art and design pg78 1992) telling me that sometimes designer's roles in the future as well would have to be to abandon there educational understanding which may help designers to explore new approaches which lead to unique outcomes that no one knows about and maybe be impossible to create.



Image 1 - https://www.saatchigallery.com/artist/grayson_perry

Even though the public has their own opinion on designers, artists have their own opinions about their roles as designers an example would be Grayson perry who is an English contemporary artist, writer, and broadcaster. He is known for his ceramic vases, tapestries, and cross-dressing, as well as his observations of the contemporary art scene, and how perry describes himself as 'gender ridged' meaning that the roles and stereotypes are fixed beliefs and assumptions that men and women are naturally suited to different tasks and responsibilities or have likes, dislikes, desires, interests, and abilities that aren't based on their personalities but their gender with them also to approve and uphold attitudes that justify, excuse, minimize or trivialize violence against women. Perry says that Gender has always been important for the artist, with art playing a powerful role in questioning and breaking down the boundaries between the male-female divide. With his work, he creates hand-stitched quilts, pottery, and outrageous dress designs, all conventionally considered more feminine art forms and how he would even ask his audience to create his dress designs and he would wear them. An example of his work *Nostalgia for the Bad Times*, 1999 which is a ceramic piece and how he uses the seductive qualities of ceramics and other art forms to make stealthy comments about society, its pleasures as well as its injustices and flaws, and explore a variety of historical and contemporary themes. Perry's emotional investment in making his work, which is about things that he cares and is shown as a key and how he said that "An emotional charge is what draws me to a subject." explaining that he relates to him being more invested in his appearance and how he thinks of it as a front garden on a street and when people dress up it makes the street a nice place to be. This shows me that Grayson Perry's role in the design industry is to define himself through his work ad even his fashion sense and how he says he is "not interested in people who want to be artists, I'm interested in people who want to make art."

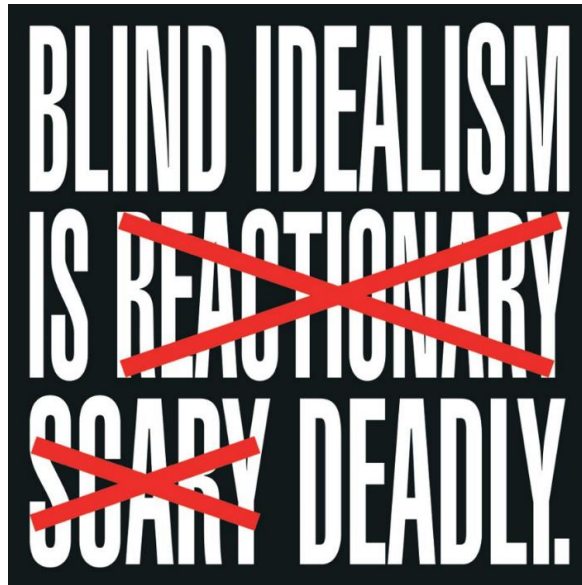


Image 2 - <https://www.dazeddigital.com/art-photography/article/48055/1/the-power-of-barbara-krugers-art-in-her-own-words>

Another reference would be Barbara Kruger who is most known for her collage style that consists of black-and-white photographs, overlaid with declarative captions, stated in white-on-red Futura Bold Oblique or Helvetica Ultra Condensed text. In Barbara Kruger's work her designs are shown through her powerful words with her work shown as propaganda and how it is for anti-consumerism, for women's rights, for equality, and thinking and how her work is shown through her childhood which informed her ideas about power, control, hierarchy, and marginalization what Kruger said to Dazed Media, which is an independent media group known for producing stories across its print, digital and video brands. With her works aim to show and sell an idea to the viewer that is meant to reconsideration of one's immediate context. However, there are some things that Kruger doesn't agree with which she replies that "I had difficulty in supplying someone else's image of perfection." Telling me that when she works with a client that she finds it difficult of trying to create someone else images and how it is already perfect in their way and how someone else's brief is too much compromise. With the con of being unable to perfect a specific part, she says that "It was all about how you create arresting works, and by arresting, I mean stop people, even for a nanosecond." Showing that she just wants to capture the audience's reaction just for a small second shows me that she wants to capture the audience's attention with her quotations and photos that she creates which is a part that I am fascinated by showing that a "Good Design Is as Little Design as Possible: Less, but better – because it concentrates on the essential aspects, and the products are not burdened with non-essentials. Back to purity, back to simplicity" (Part of the Ten principles of a good design) which I think is described through Barbara Kruger's work and how simplicity can be a good solution in design and how it can make a good design, whilst looking at Barbara Kruger's work her role as a designer is shown as trying to send a powerful political message mainly through the idea of equality and women's rights through her work and to create a voice in her work. Shown in her work called "Untitled" (Blind Idealism is deadly.), 2013

To Conclude my research is that some designers and the public think that a lot is going to change with the role of designers and how some components of the industry would have a dramatic change, but some designers wouldn't be existing in the next 10 years due to either the designers name or even they don't exist anymore, combined with some parts coming back like how antique people say that they would make a comeback towards the design industry. With the idea of some artists showing different roles that they have in the community; it explains that artists would have other perspectives about the way that they present their work as well which is shown as the way they present there art and showing there on ways of there role in the industry.

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