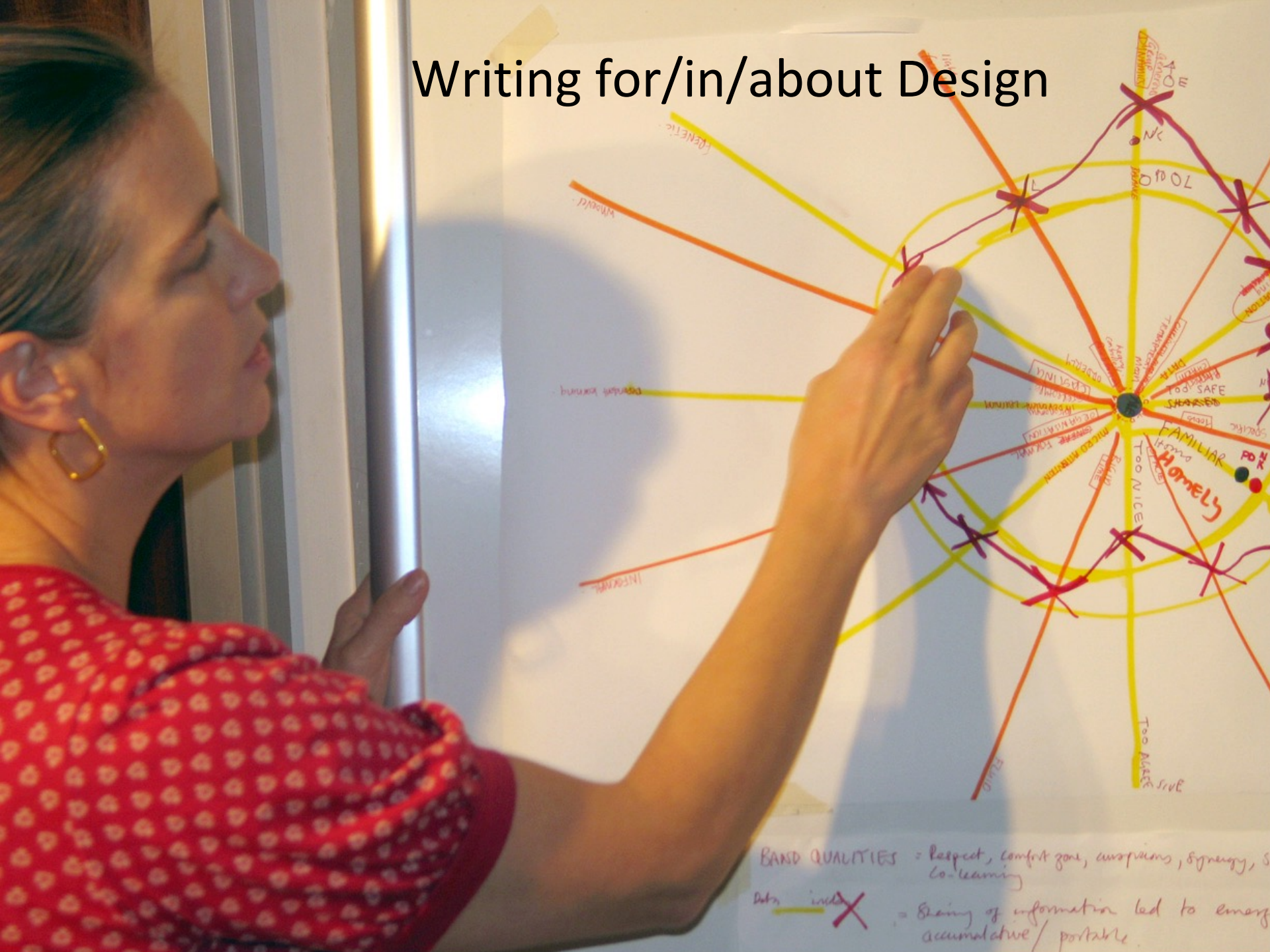
Writing for/in/about Design



TASK 3

Can I see your sentences?

In pairs, explain your process to each other and note down what you learned?

Intended reader

The Context



My Design Practice

Myself

TASK 3

- Find a keyword and define it using two or three sources.

- Find a (one) natural, meaningful or designed object (provide an image).

TASK 3

- Link the word to the object and write about the following 4 perspectives:
  a) The context of the object (its history, contemporary context, design context);
  b) What the reader (your client) needs to know,
  c) Your personal view point,
  d) The view point from the context of your work and practice.

TASK 3



Mapping in sentences

What is the relationship between…

- A-B Personal Self – Practice?
- A-C Personal Self – Context?
- A-D Personal Self – The Reader or client?
- B-A Practice – Personal Self?
- B-C Practice –Context?
- B-D Practice –The Reader or Client?
- C-A Context – Personal Self?
- C-B Context – Practice?
- C-D Context – The Reader or Client?
- D-A The Reader or Client – Personal Self?
- D-B The Reader or Client – Practice?
- D-C The Reader or Client – Context?

Design is Relational

Balance the aspects of the writing and balance the relationships between aspects.

Modelling

A theoretical model can be defined as a theory that is developed to explain a situation or a phenomenon and further, to be able to forecast it.

Theoretical models of the world are never a panacea.

Each model is aimed at addressing a part of the world which, from the perspective of the theorist, may need changing.

Theoretical models are like thinking tools that help to address how we approach/consider/explore/organise and think in our world.

Modelling

- Ontology is the study of beings or their being—what is.
- Epistemology is the study of knowledge—how we know.
- Logic is the study of valid reasoning—how to reason.
- Ethics is the study of right and wrong—how we should act.
- Phenomenology is the study of our experience—how we experience.

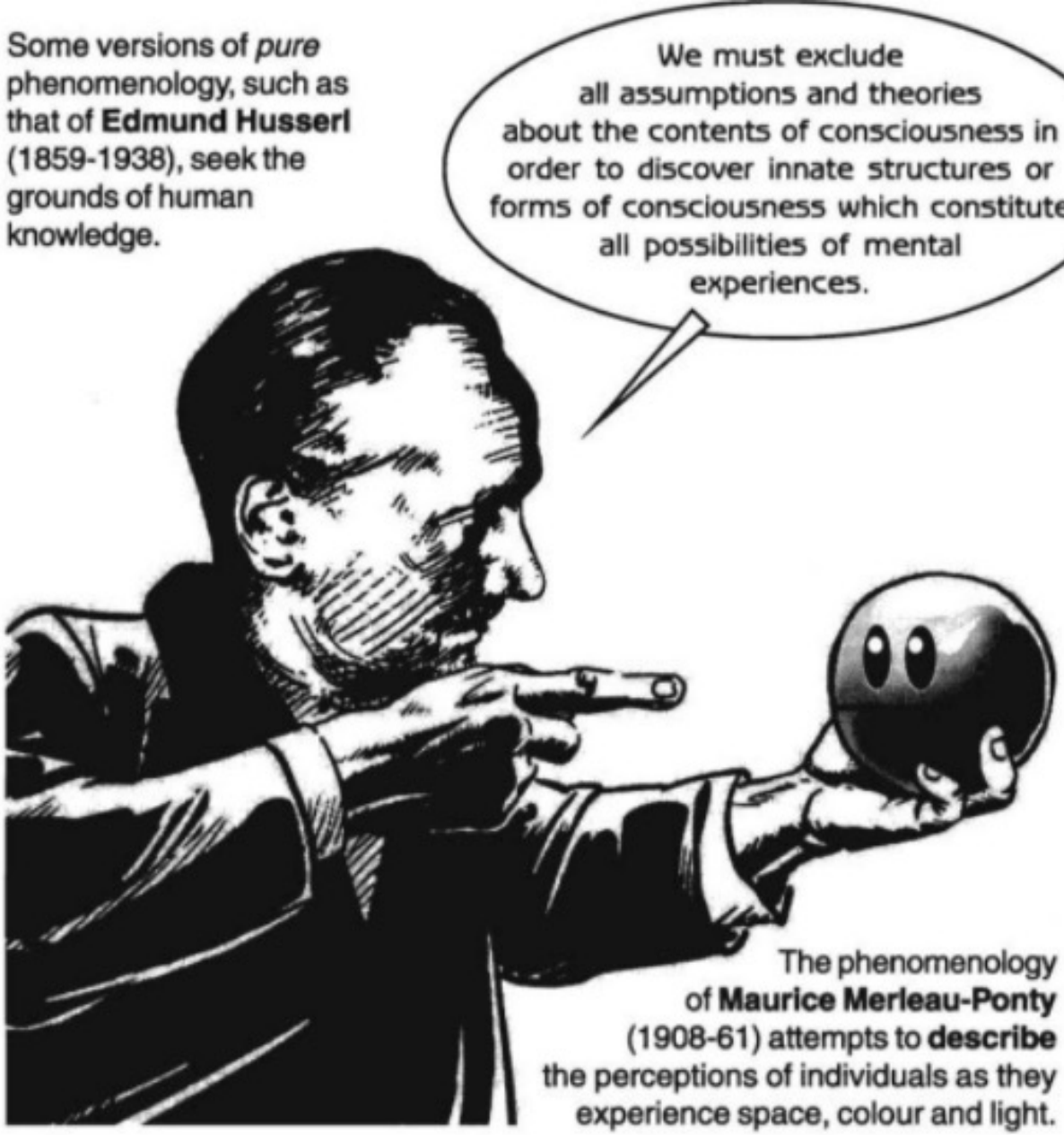
Phenomenology is the investigation of the way that things – objects, images, ideas, emotions – appear or are present in our **consciousness**.

Phenomenology does this *without* reference to the status of objects outside our consciousness of them. It suspends the object "in itself", and only looks at our **experiencing** of it.

Some versions of *pure* phenomenology, such as that of **Edmund Husserl** (1859-1938), seek the grounds of human knowledge.



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The phenomenology of **Maurice Merleau-Ponty** (1908-61) attempts to **describe** the perceptions of individuals as they experience space, colour and light.

Phenomenologists have no interest in explanations. They want the **immediate** experience!

Intended reader

The Context

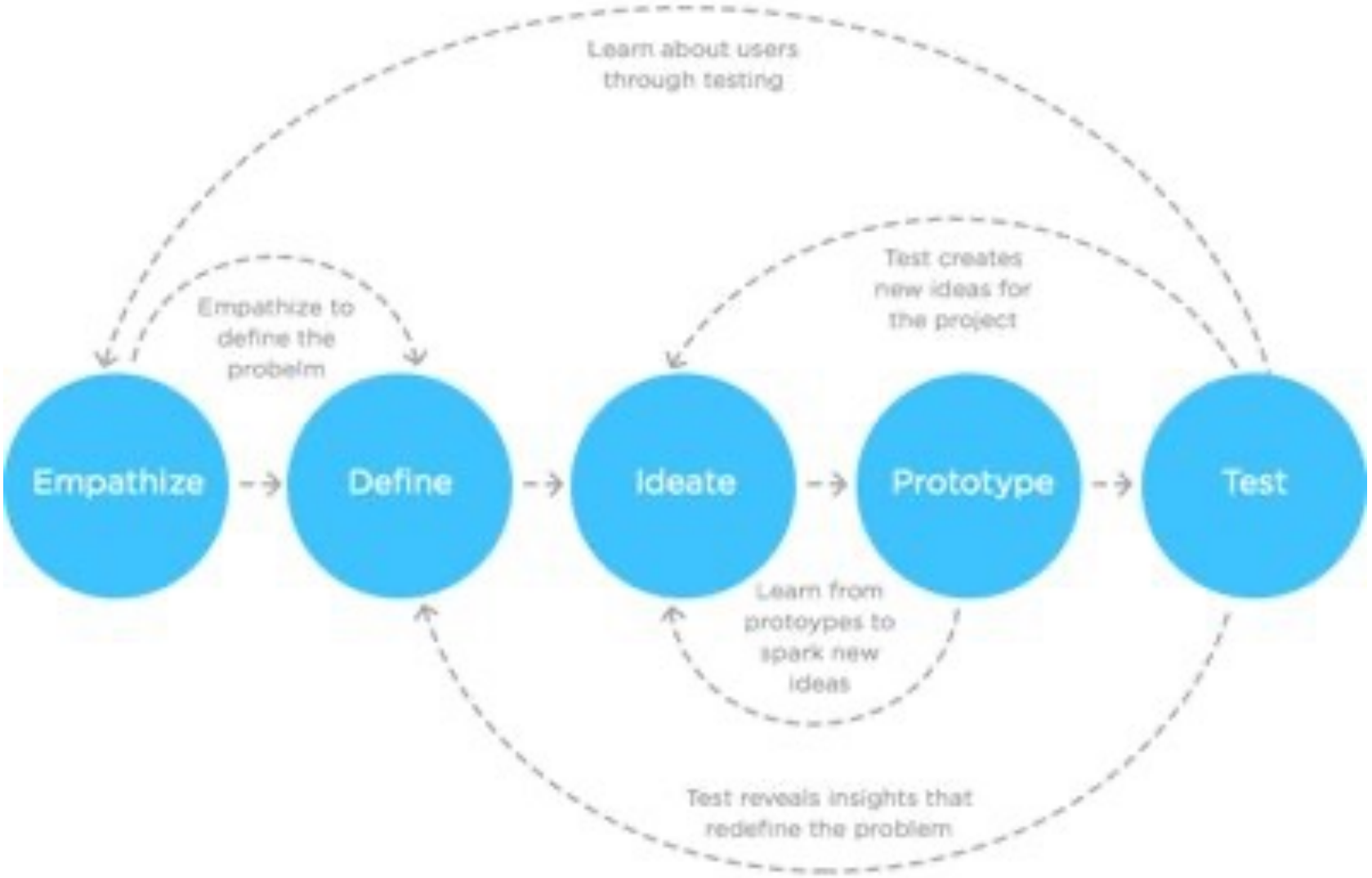


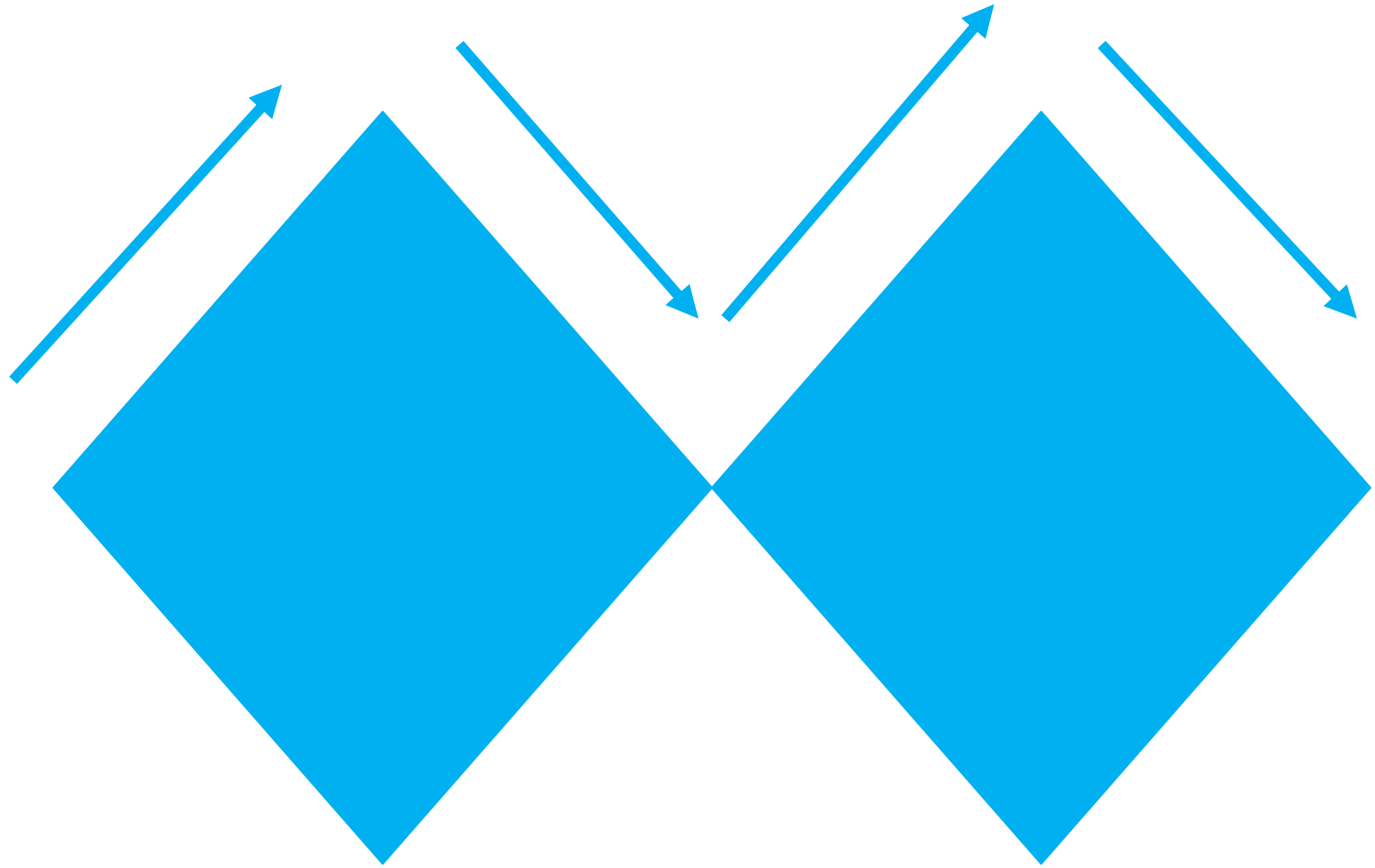
My Design Practice

Myself

DESIGN THINKING:

A non-linear process




Discover
Define
Develop
Deliver