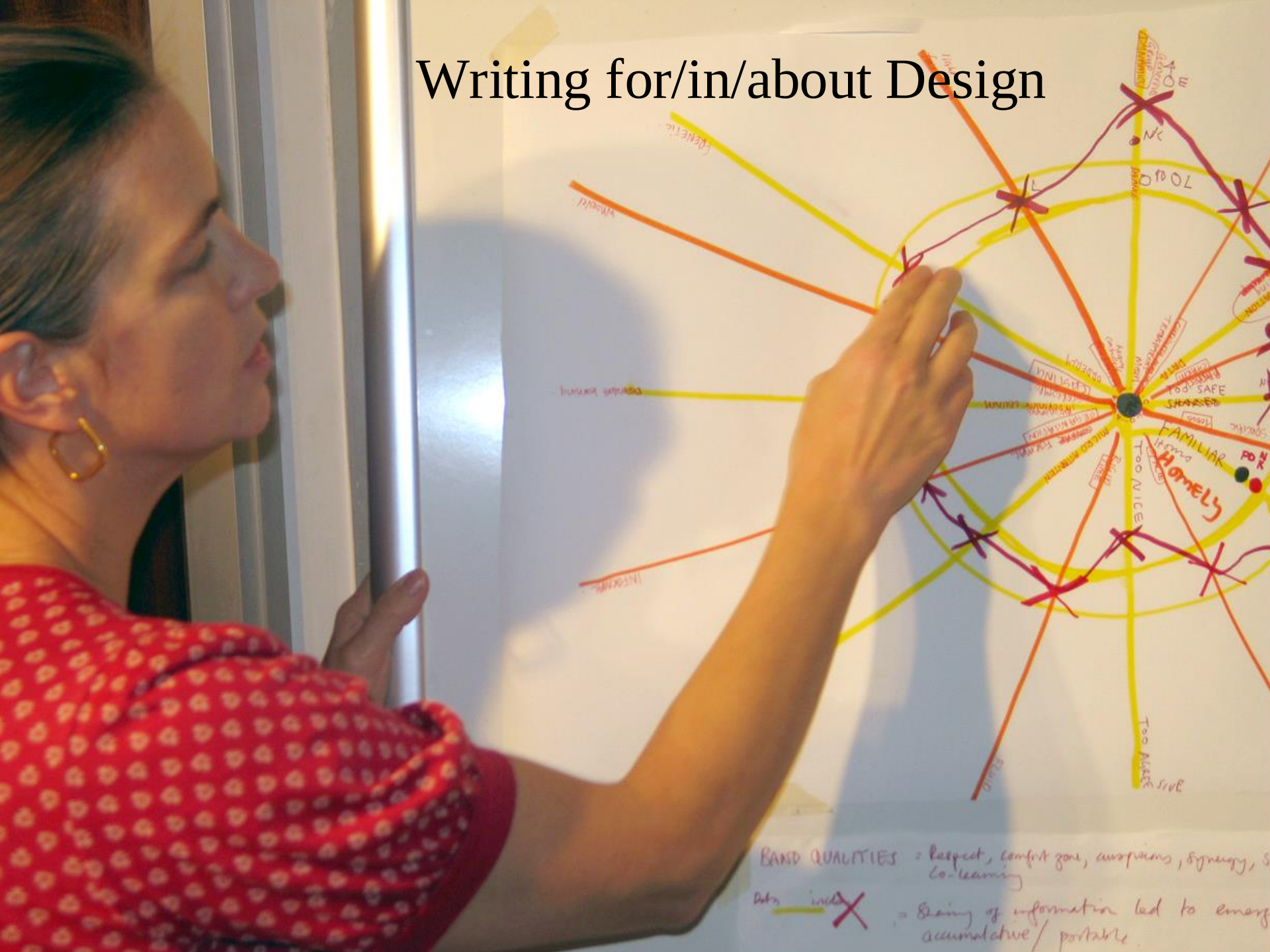


Writing for/in/about Design



Writing for/in/about Design

Writing for/in/about Design

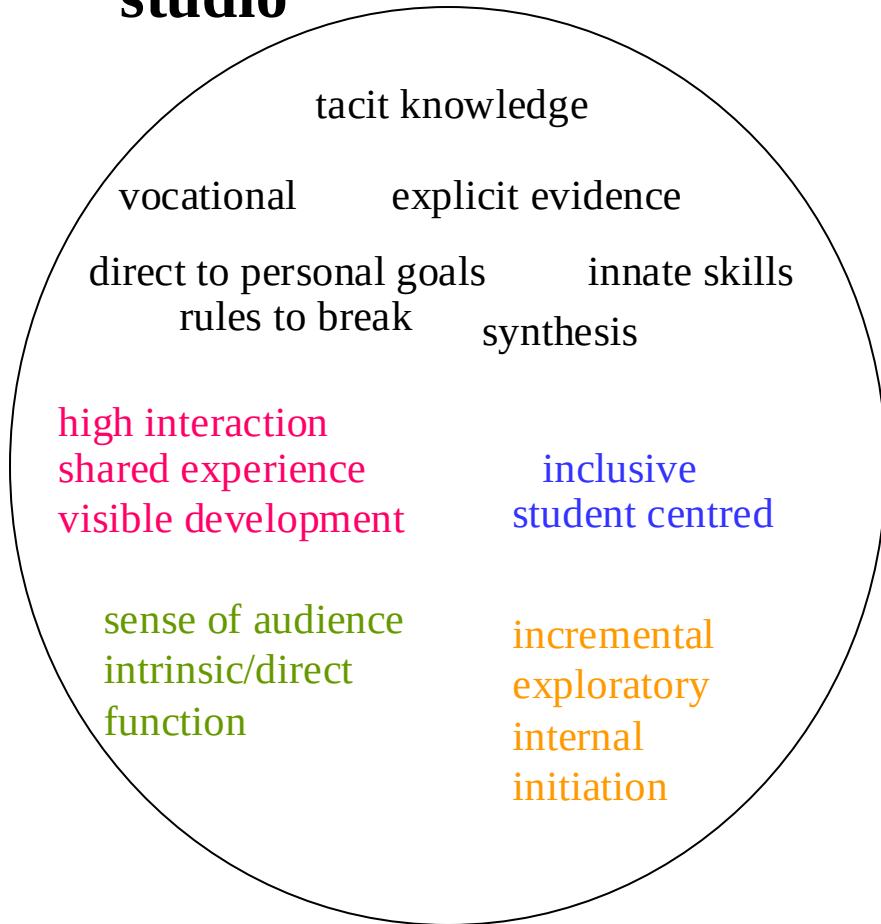
“Words began, in a sense, as
magic”

Borges: This Craft of Verse 2000

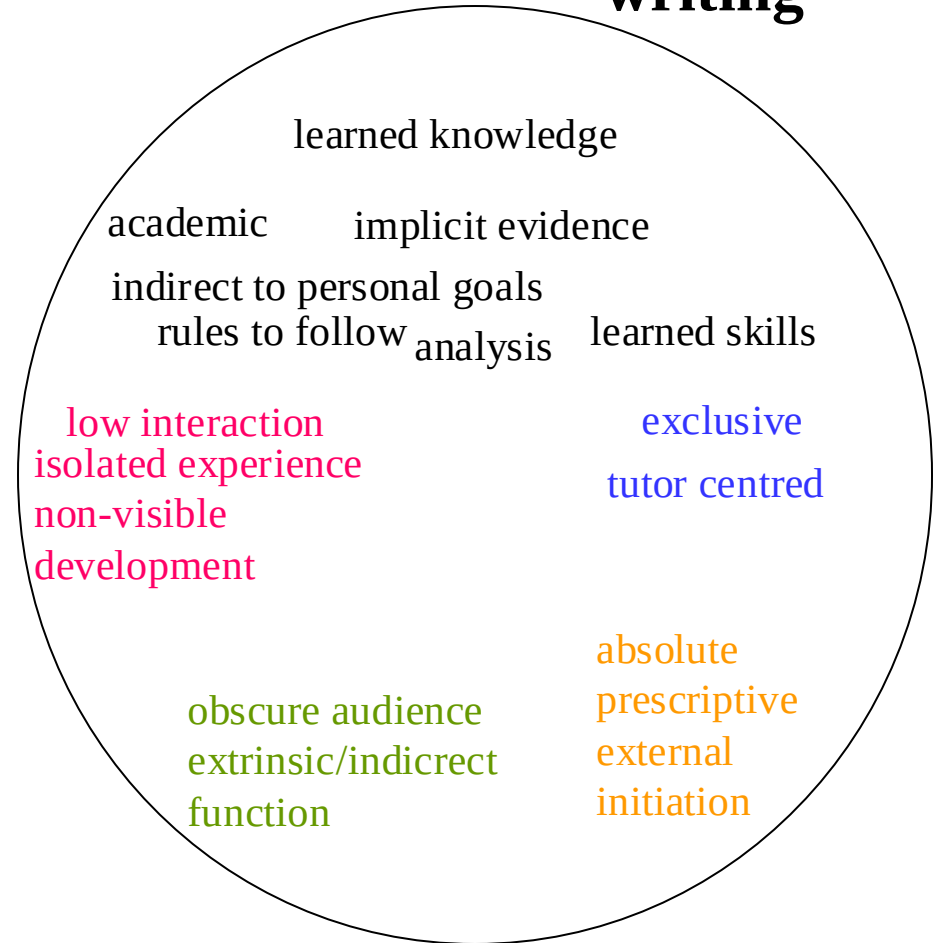
“A book is a physical object in a world of physical objects. It is a set of dead symbols. And then the right reader comes along and words - or rather the poetry behind the words, for the words themselves are mere symbols - spring to life, and we have a resurrection of the word.”

Borges: This Craft of Verse 2000

studio



writing



Guy Julier and Wendy Mayfield, 2005



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
and judgments

epistemological tension between theory + practice

theory?



PRACTICE?

= Division

But how can
language be
part of
designing

TASK 1

20-minute task: Think about a design object that you find very interesting.



What are the characteristics of the object?



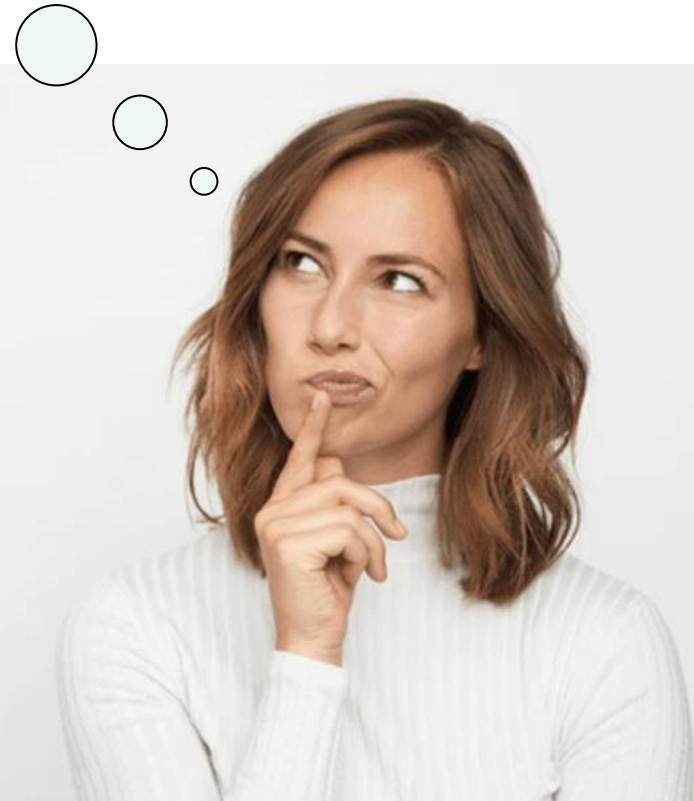
Wallpaper
by John Henry Dearle
1897.



The William Morris Chair
1886



Typical Metalworking of
the Art and Crafts
Movement



Ask yourself...



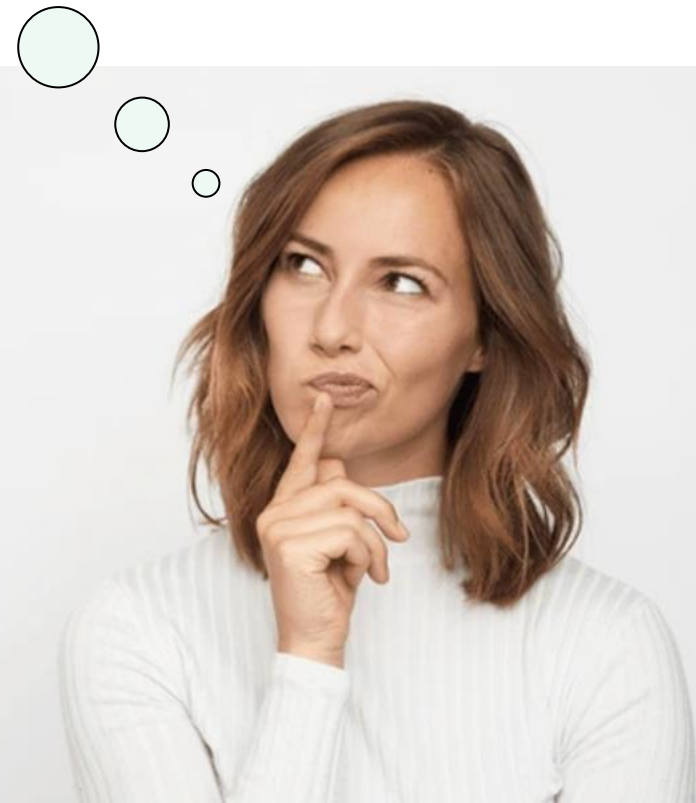
Wallpaper
by John Henry Dearle
1897.



The William Morris Chair
1886



Typical Metalworking of
the Art and Crafts
Movement



Deconstruction

What are your object's characteristics?
(like the denotative level in Semiotics)

List them ...

For example:

What materials is it made of?

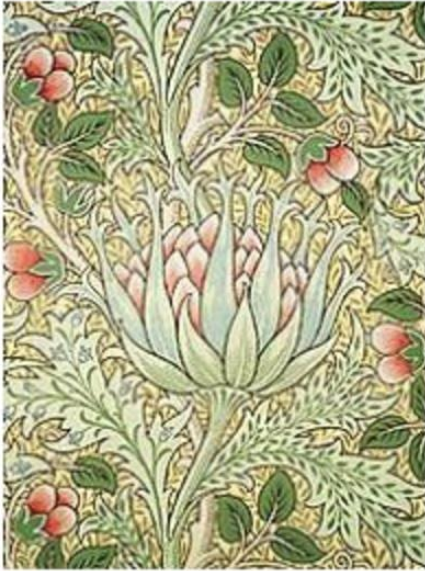
What size is it?

What texture does it have?

What colour, or colours, is it?

How is it constructed or made?

Deconstruction



Wallpaper
by John Henry Dearle
1897.

CHARACTERISTICS

Detailed.
Hand painted or limited edition.
Floral in design.
Colourful



The William Morris Chair
1886

CHARACTERISTICS

Simple form and shape.
Craft skills required to manufacture.
Manufactured by one skilled person or a small
group.
Not mass produced on a production line.



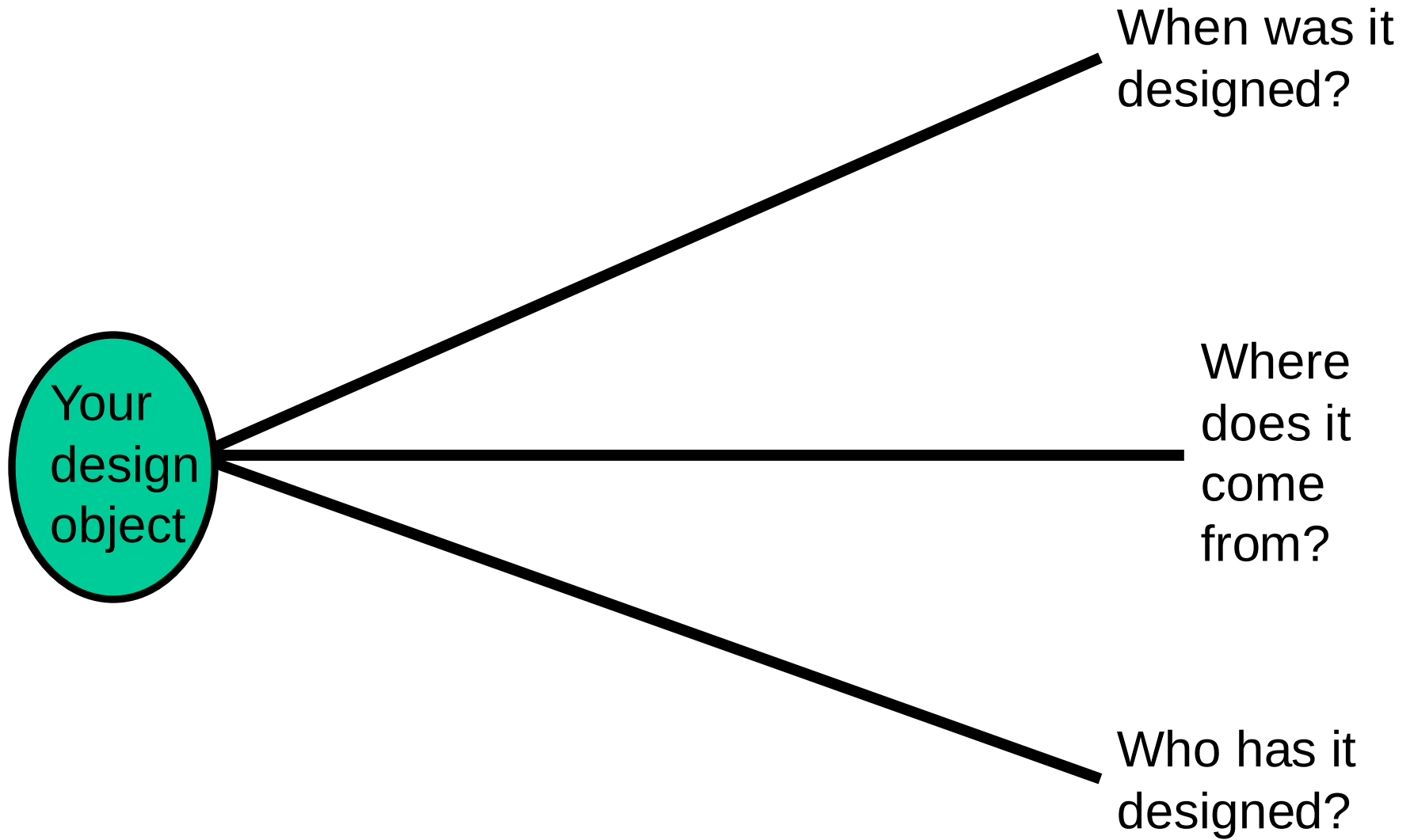
Typical Metalworking of
the Art and Crafts
Movement

TASK 2

Relationships

(20-minute task)

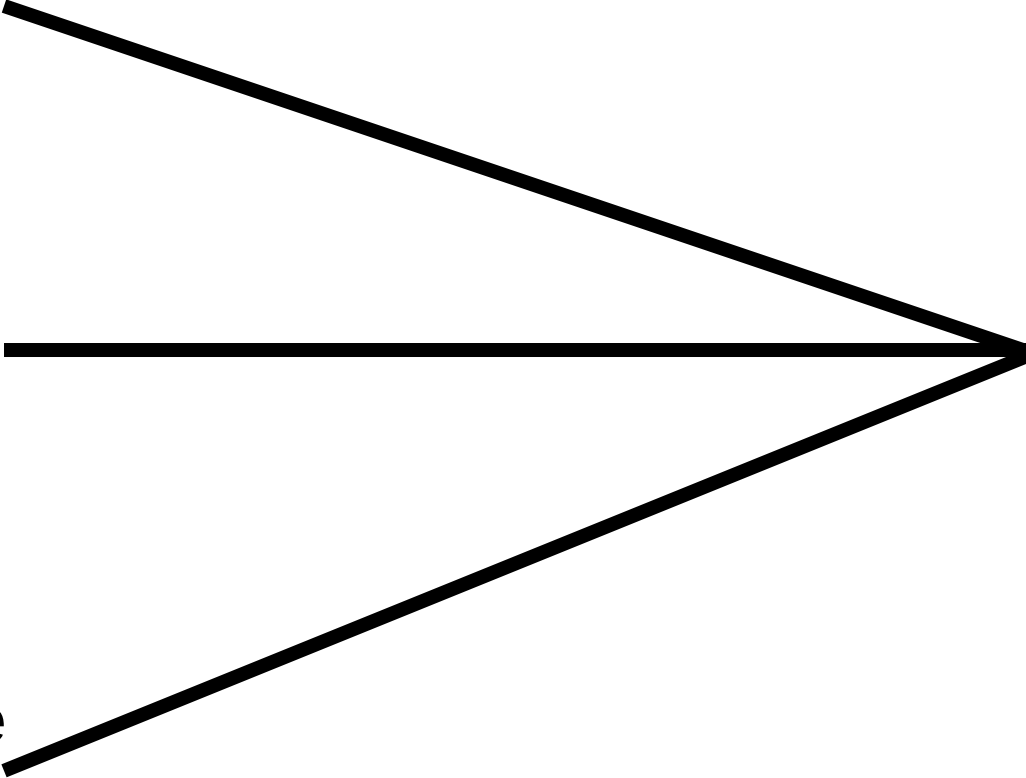
What are your object's relationships to other aspects of the design?
(like the connotative level in Semiotics)



What is your
relationship
to the
object?

Why are
you drawn
to this
object?

How might
you change
or improve
the design?



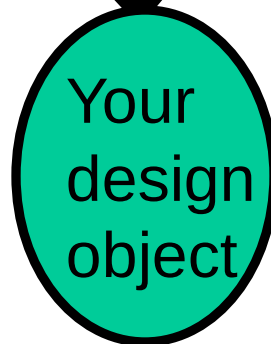
Your
design
object

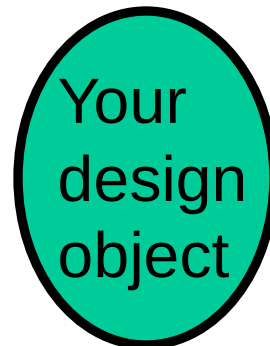
The diagram consists of three black arrows of varying lengths pointing from the left towards a central teal circle on the right. The top arrow originates from the text 'What is your relationship to the object?', the middle arrow from 'Why are you drawn to this object?', and the bottom arrow from 'How might you change or improve the design?'. The teal circle has a black outline and contains the text 'Your design object' in black.

Did it arise
out of any
societal or
theoretical
ideology?

What is the
cultural
context of
your object?

What was
happening
at the time
of its
design?



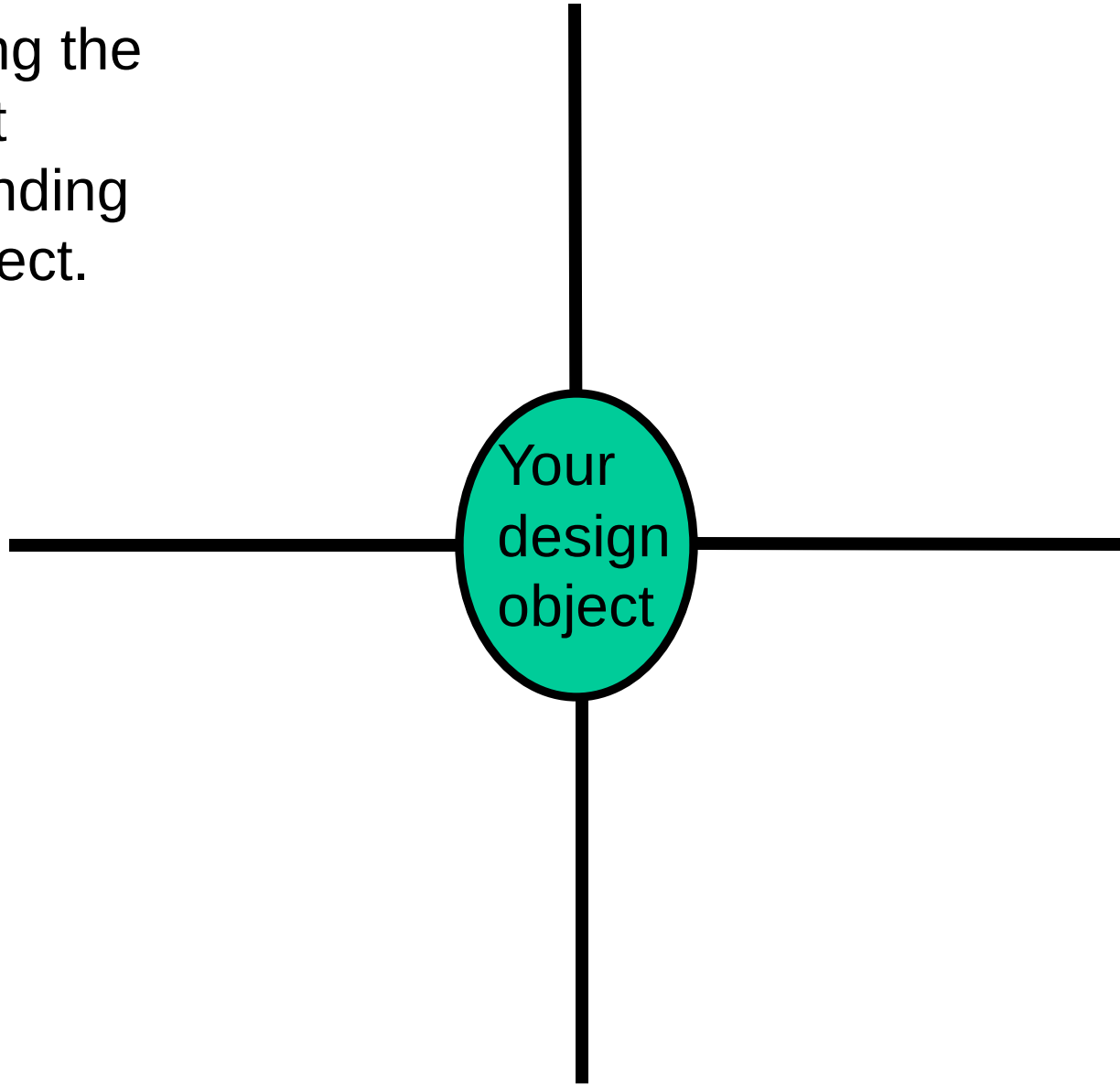


What is the ecological context?

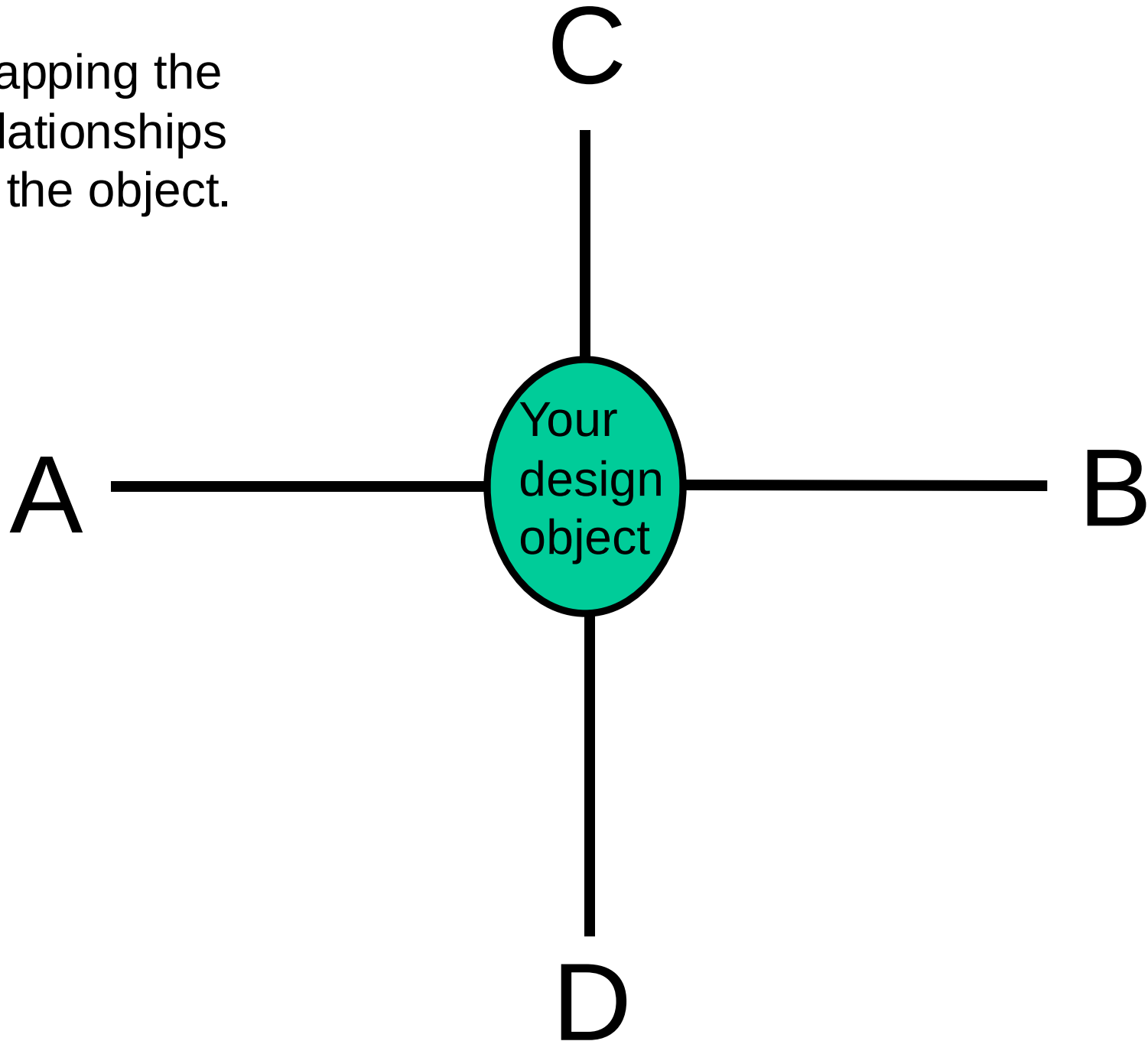
Who was the design made for?

Who was the intended client/user?

Mapping the
context
surrounding
the object.



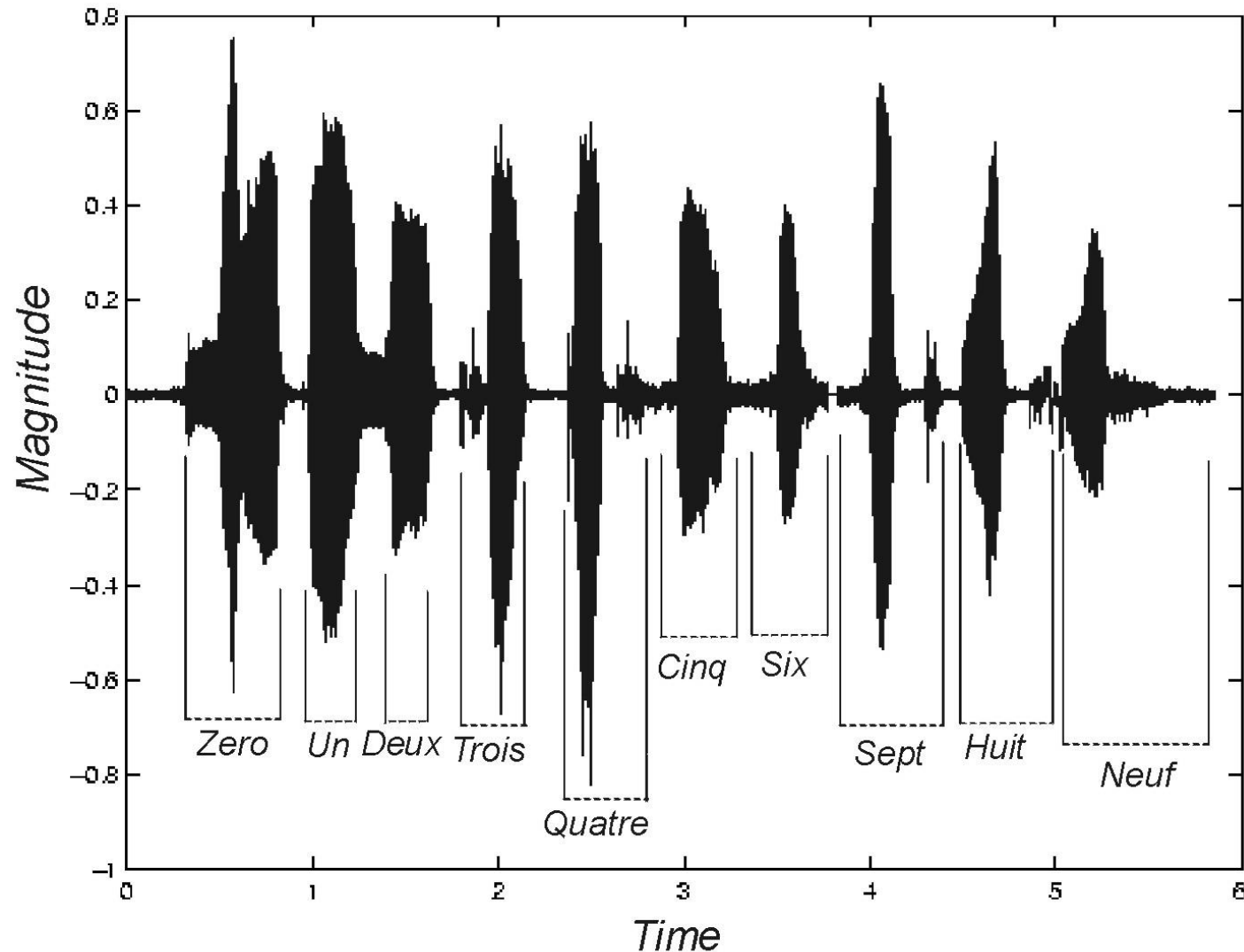
Mapping the
relationships
of the object.





practical design makes sense in 4-D space

I designed this phone app in an eco context for this client



words make sense in a particular order

I designed this phone app in an eco context for this client

for this
client



in an
ecological
context



this
phone

I designed



I designed this phone app in an eco context for this client

for this
client



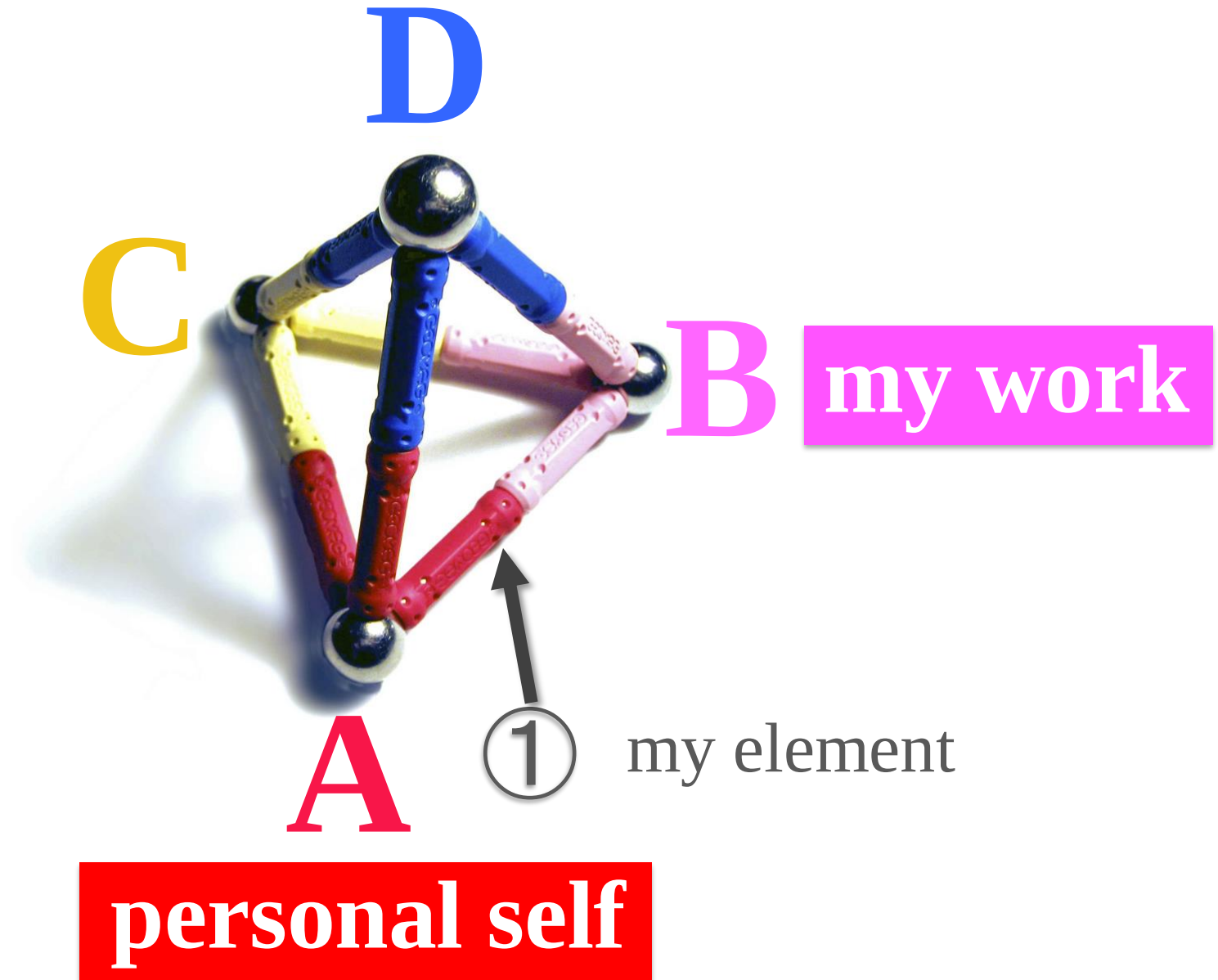
in an
ecological
context



this
phone

I designed





reader

D

how my ideas
might fit into the
bigger picture

context

C

my sense
of curiosity &
responsibility etc.

②

B

my work

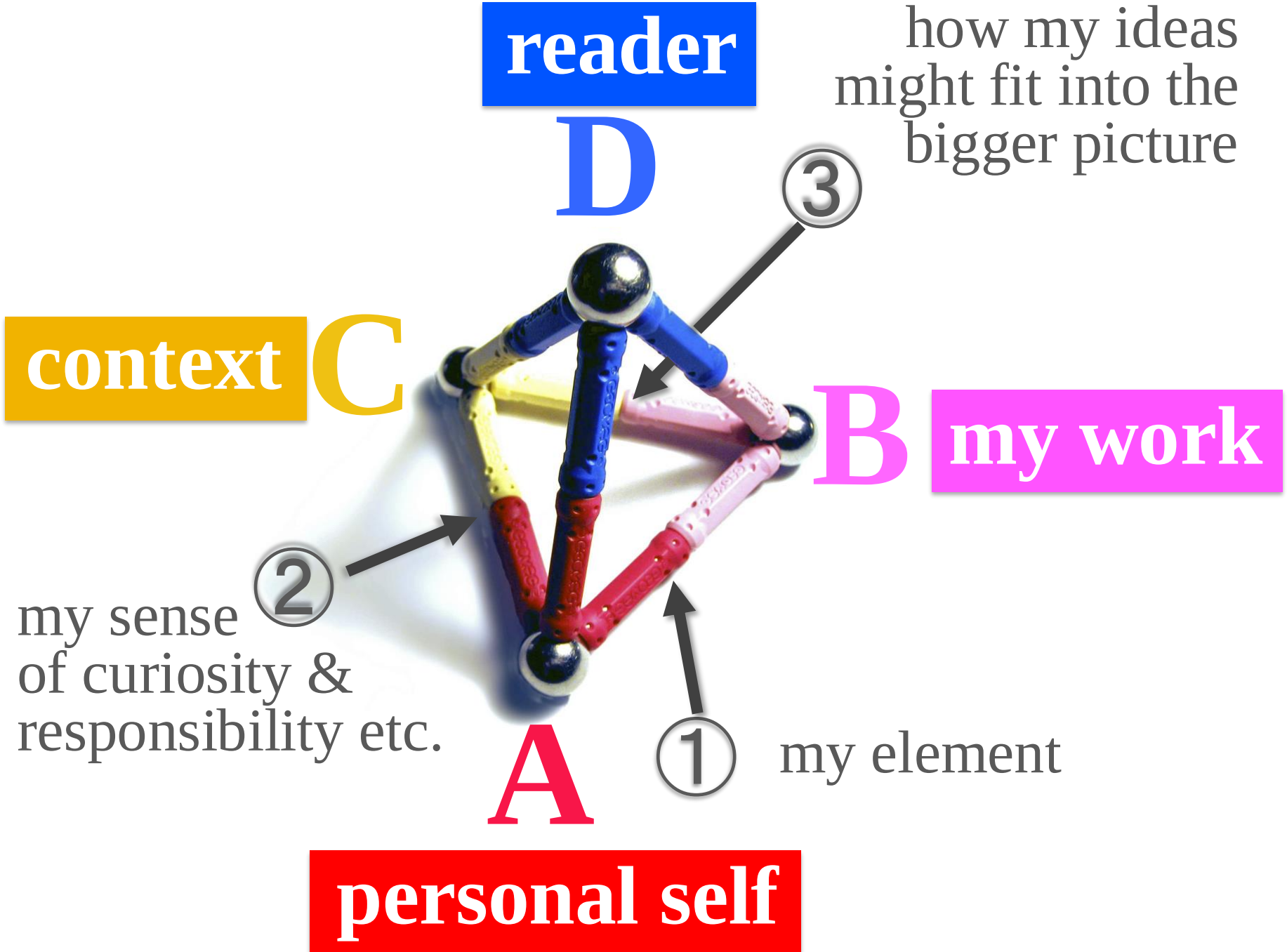
A

personal self

①

my element

③



reader

D

how my ideas
might fit into the
bigger picture

③

context

C

B

my work

②

my sense
of curiosity &
responsibility etc.

④

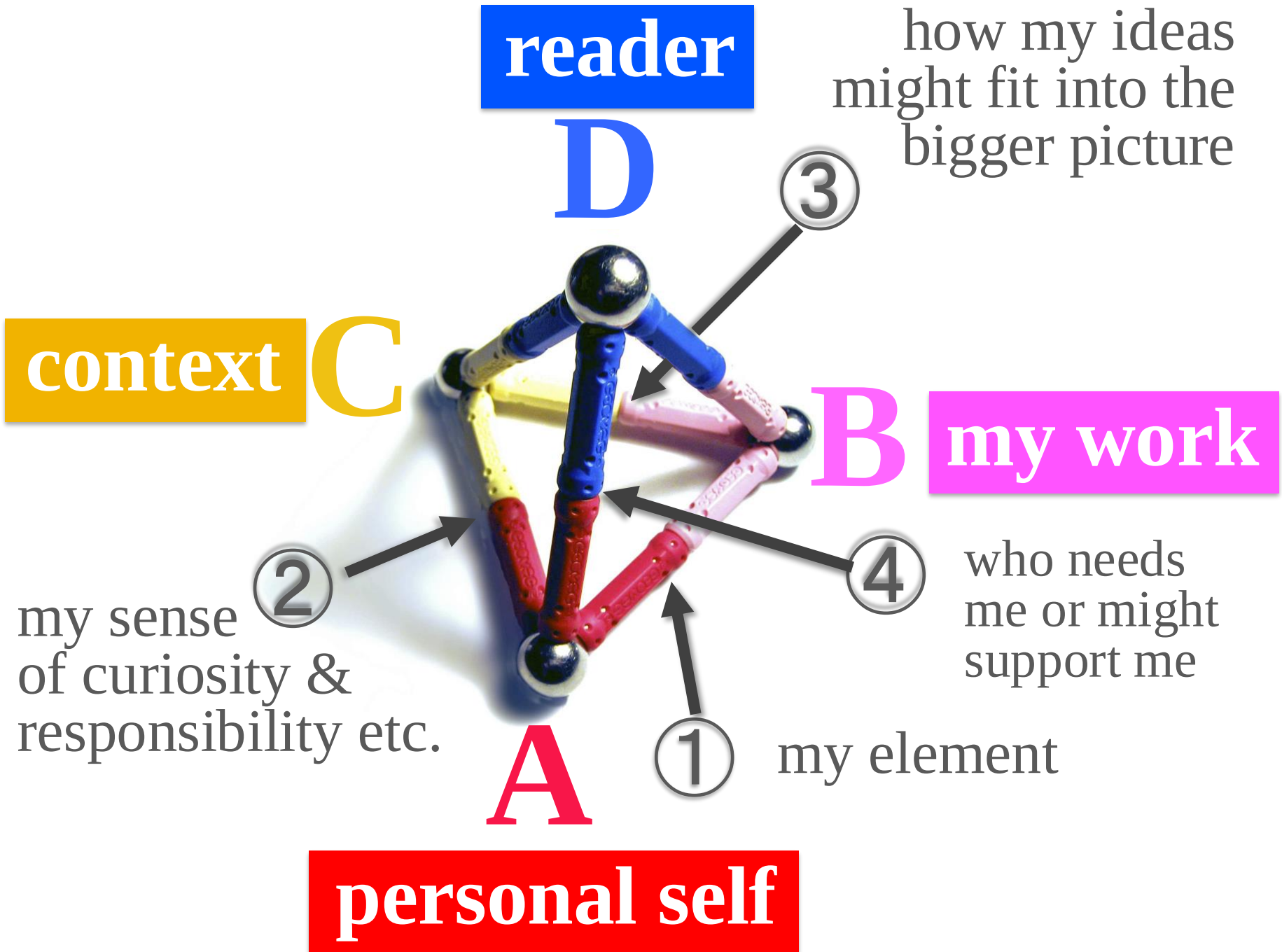
who needs
me or might
support me

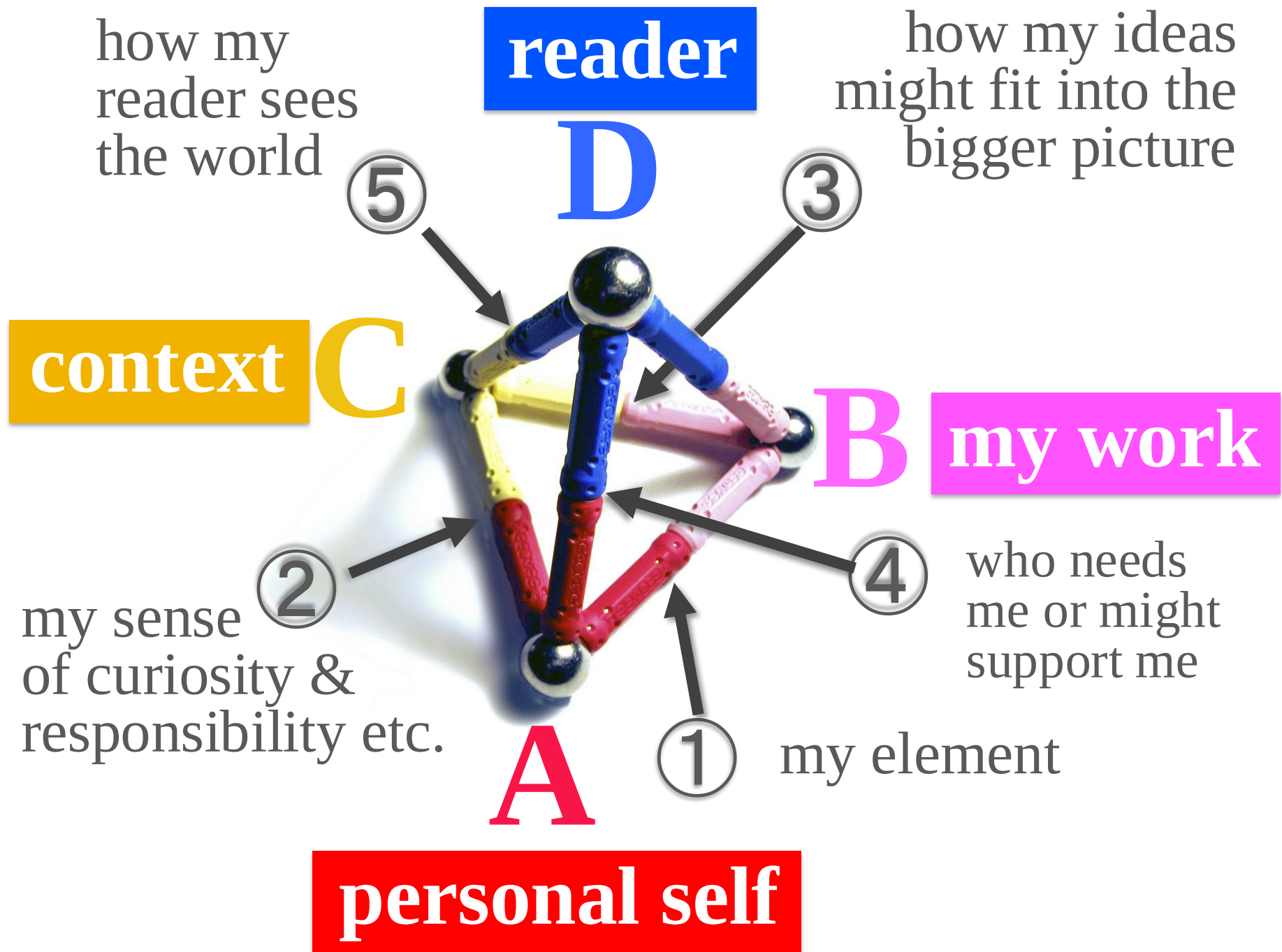
①

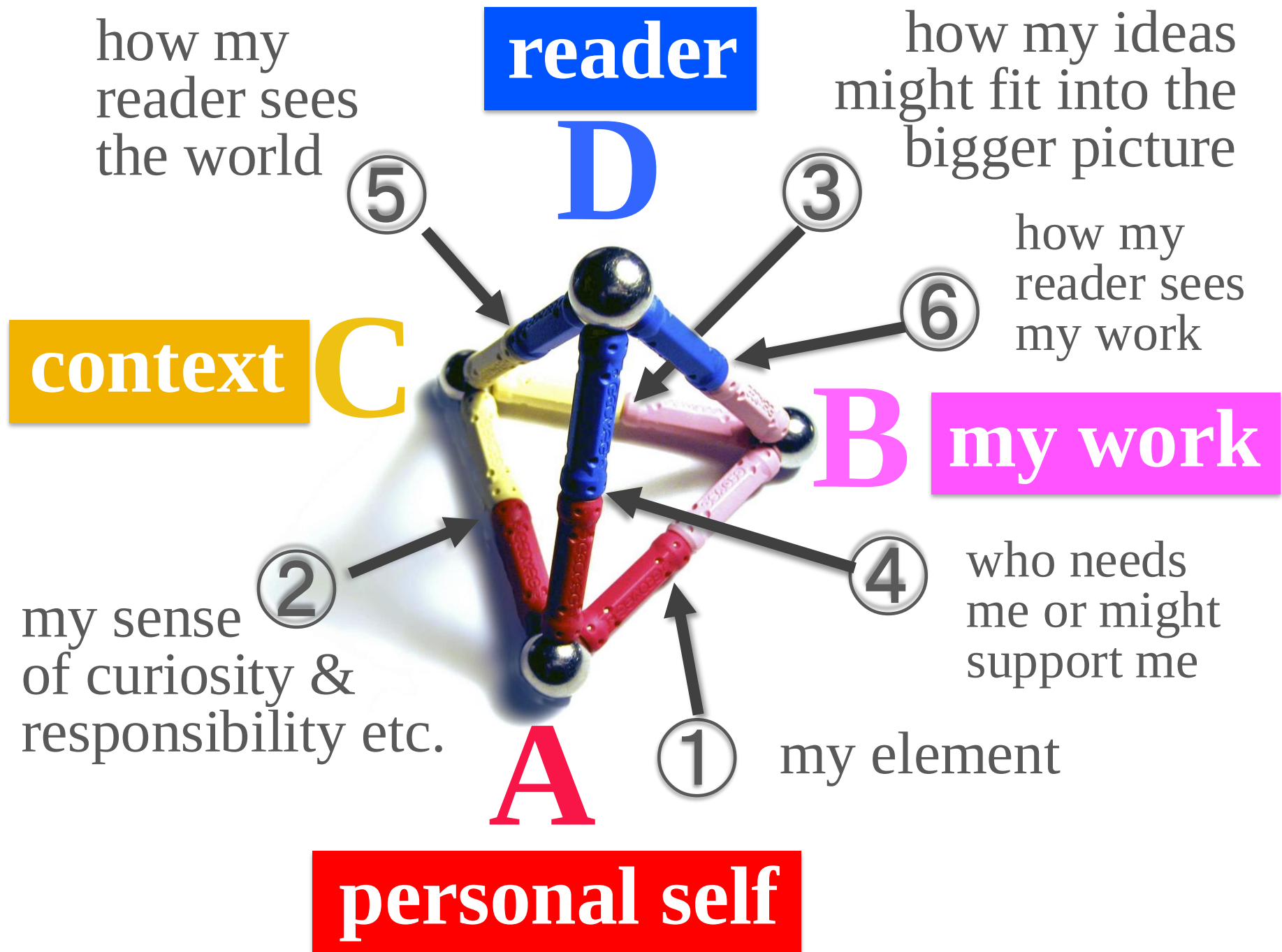
my element

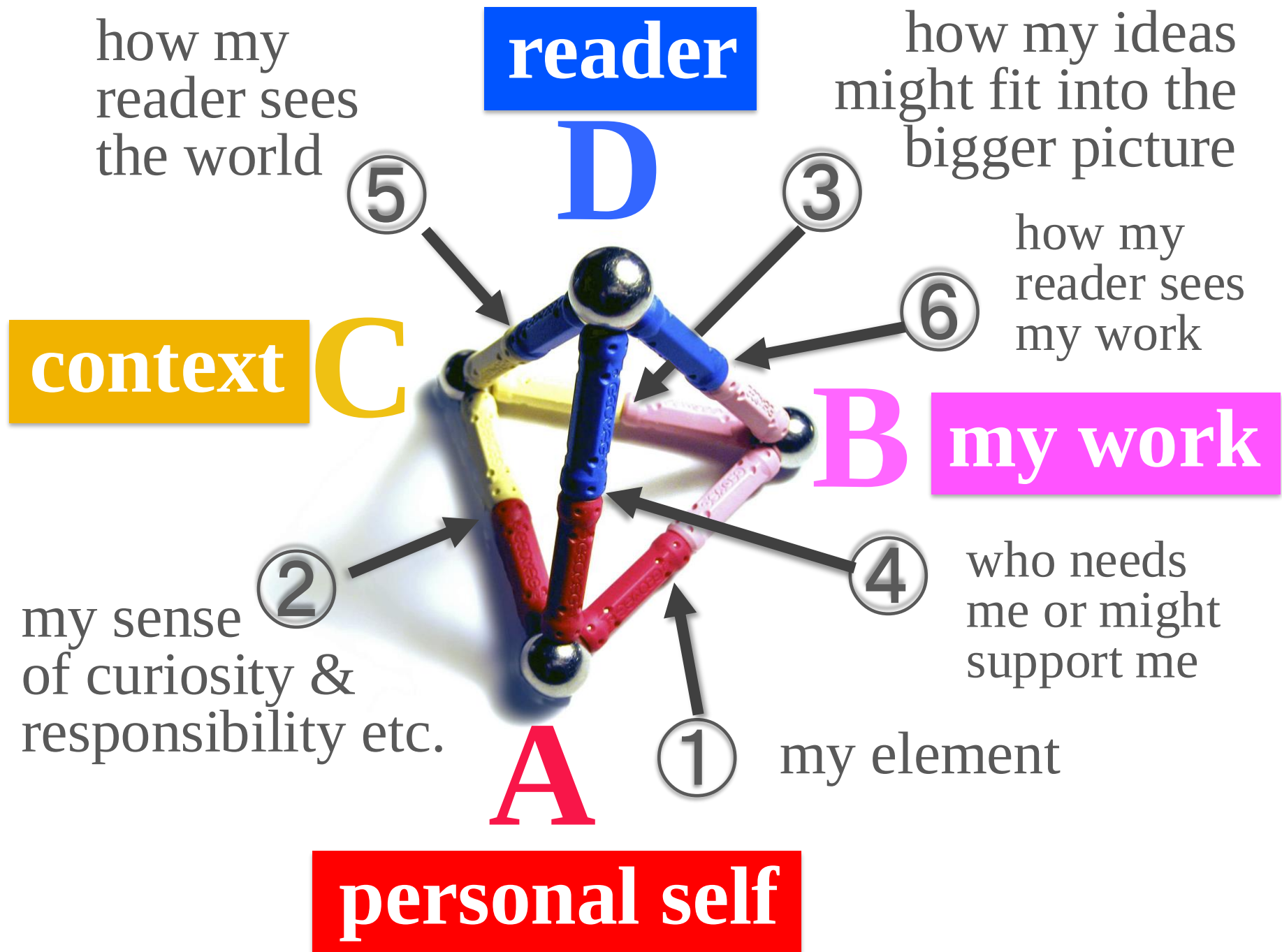
A

personal self









TASK 3

Juxtapositioning

(20-minute task)

What happens when your object's relationships to design keywords (design concerns) are mapped?

TASK 3

- Find a design keyword and define it using two or three sources.
- Choose a (one) natural, meaningful or designed object (provide an image).
You can choose a different object at this stage if you like.

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.



Sustainability

Sustainability

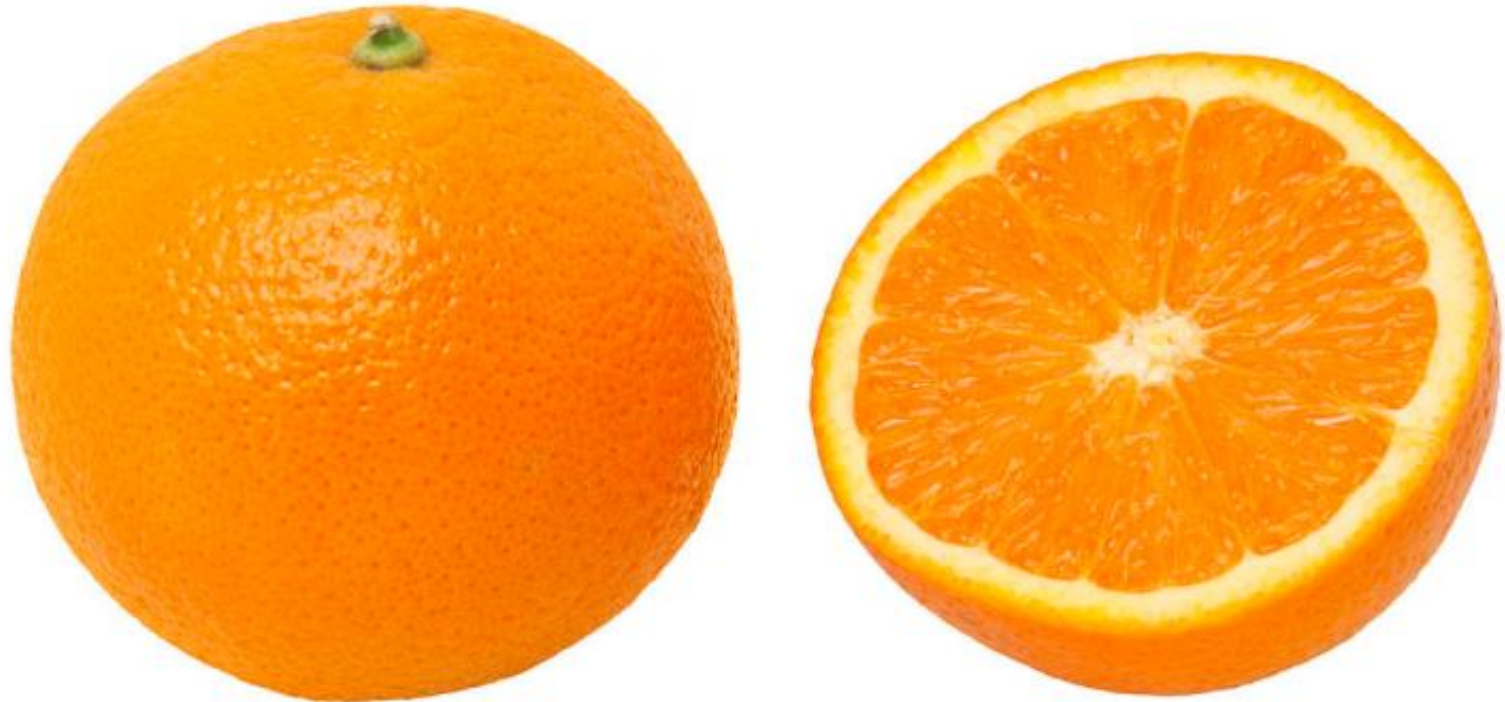
Thesaurus »

b. spec. The property of being environmentally sustainable; the degree to which a process or enterprise is able to be maintained or continued while avoiding the long-term depletion of natural resources.

- 1980 *Jrnl. Royal Soc. Arts* July 495/2 Sustainability in the management of both individual wild species and ecosystems..is critical to human welfare.
- 1992 *Oxfordshire Bull.* Nov. 1/1 This country is now pledged to move towards sustainability; that is, to conserve resources, to curb pollution, and to achieve the better balance between demand and supply that will protect the environment not only for us, but for our descendants.
- 2005 *Guardian* 15 Nov. (Educ. section) 10/3 The University of Bradford..will be promoting sustainability in everything from course content to student housing.
- 2010 *N.Y. Mag.* 28 June 48/3 Stringent conservation measures, including a minimum size and maximum size of keepable lobsters, have made the Maine-lobster fishery a rare story of successful sustainability.

(Hide quotations)

What is the Context of the Orange



How can we make orange production sustainable?

What is the Context of the Orange

1



ARTICLE

Organic versus conventional citrus. Impact assessment and variability analysis in the Comunitat Valenciana (Spain)

Ribal, Javier ; Ramírez-Sanz, Clara ; Estruch, Vicente ; Clemente, Gabriela ; Sanjuán, Neus Arena, Alejandro Pablo ; Suppen-Reynaga, Nydia ; Quispe, Isabel ; Kahhat, Ramzy ; Arena, Alejandro Pablo ; Quispe, Isabel ; Vázquez-Rowe, Ian ; Kahhat, Ramzy ; Vázquez-Rowe, Ian ; Suppen-Reynaga, Nydia
Berlin/Heidelberg: Springer Science and Business Media LLC
The international journal of life cycle assessment, 2016-02-17, Vol.22 (4), p.571-586
Taking into account the large area of citrus in Spain and the impacts generated by agriculture, reducing the environmental impact of this crop represents an...
PEER REVIEWED

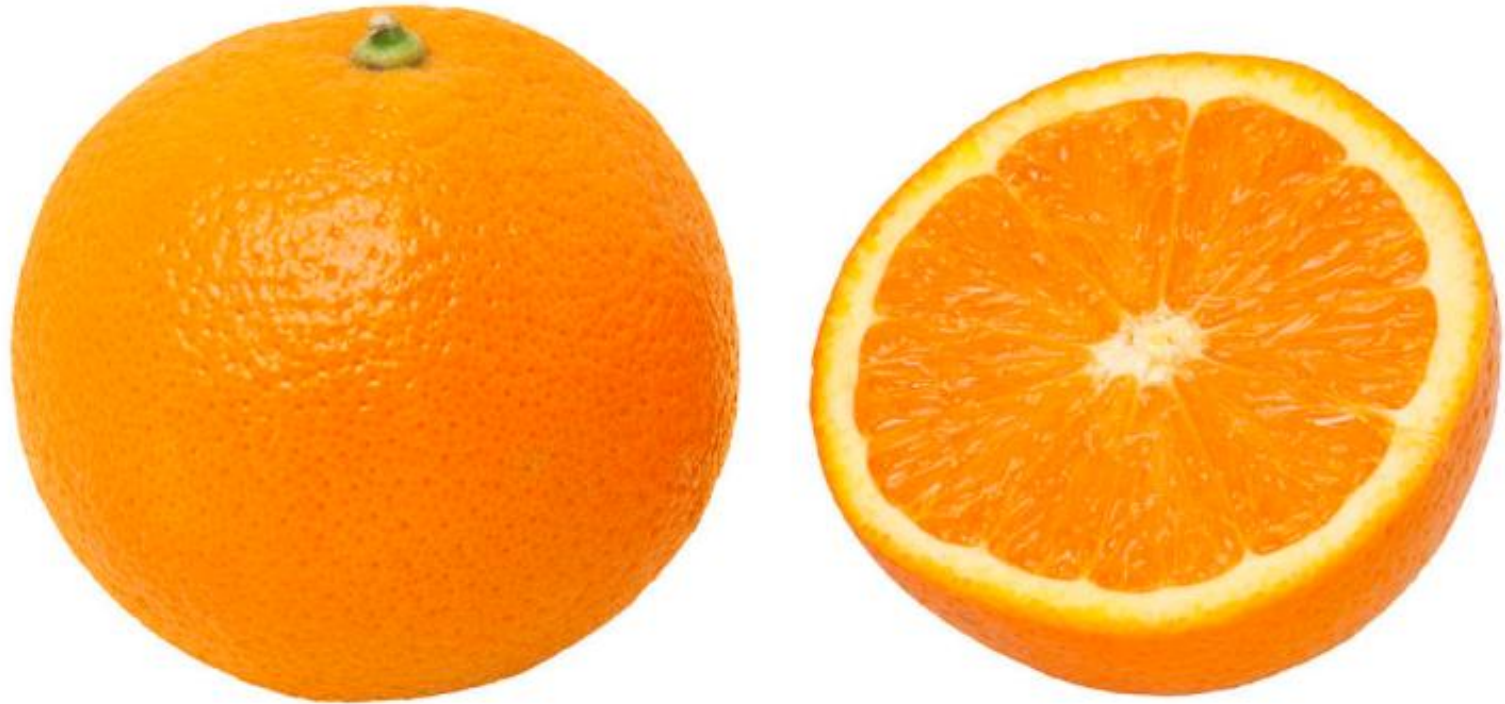
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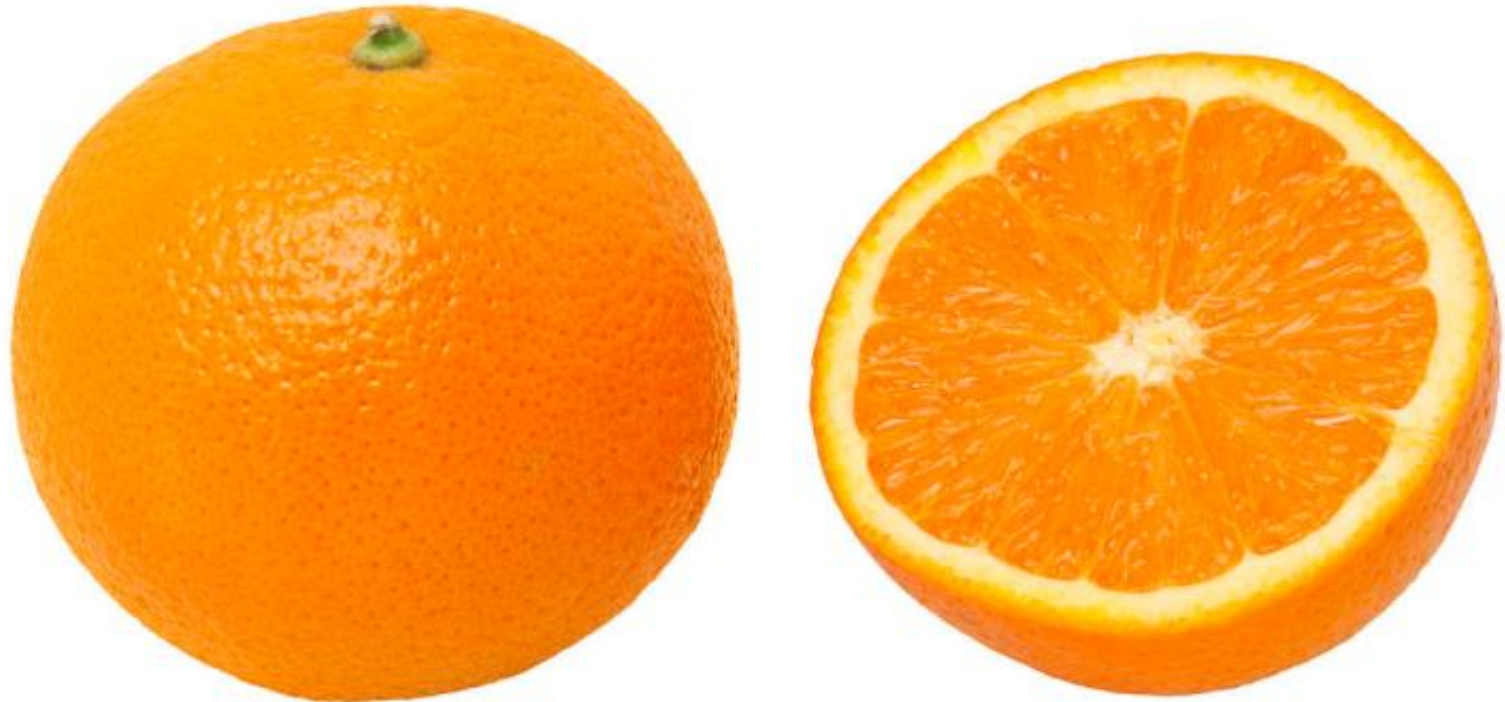
How can we make orange production sustainable?

Who wants to know about the Orange



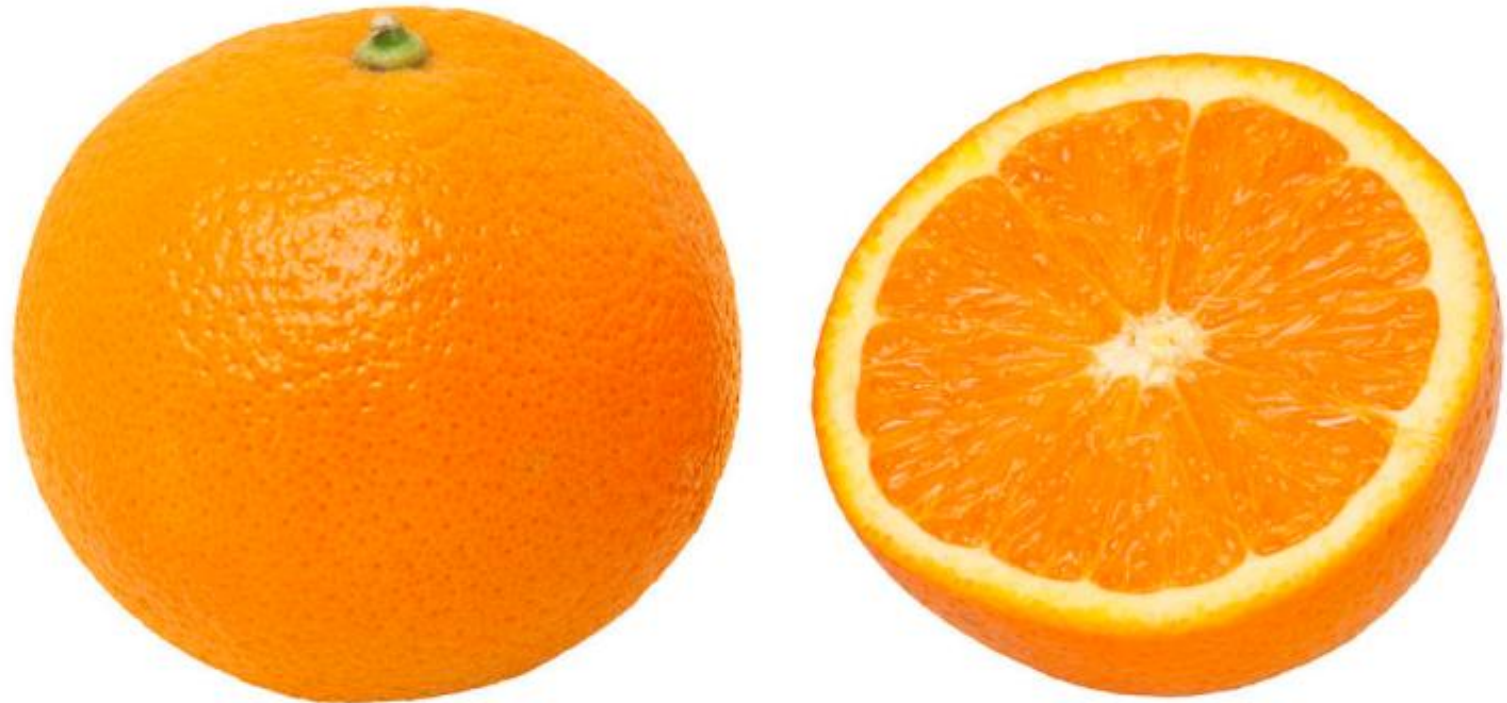
Be specific about your reader/ client.

What do I think about Oranges?

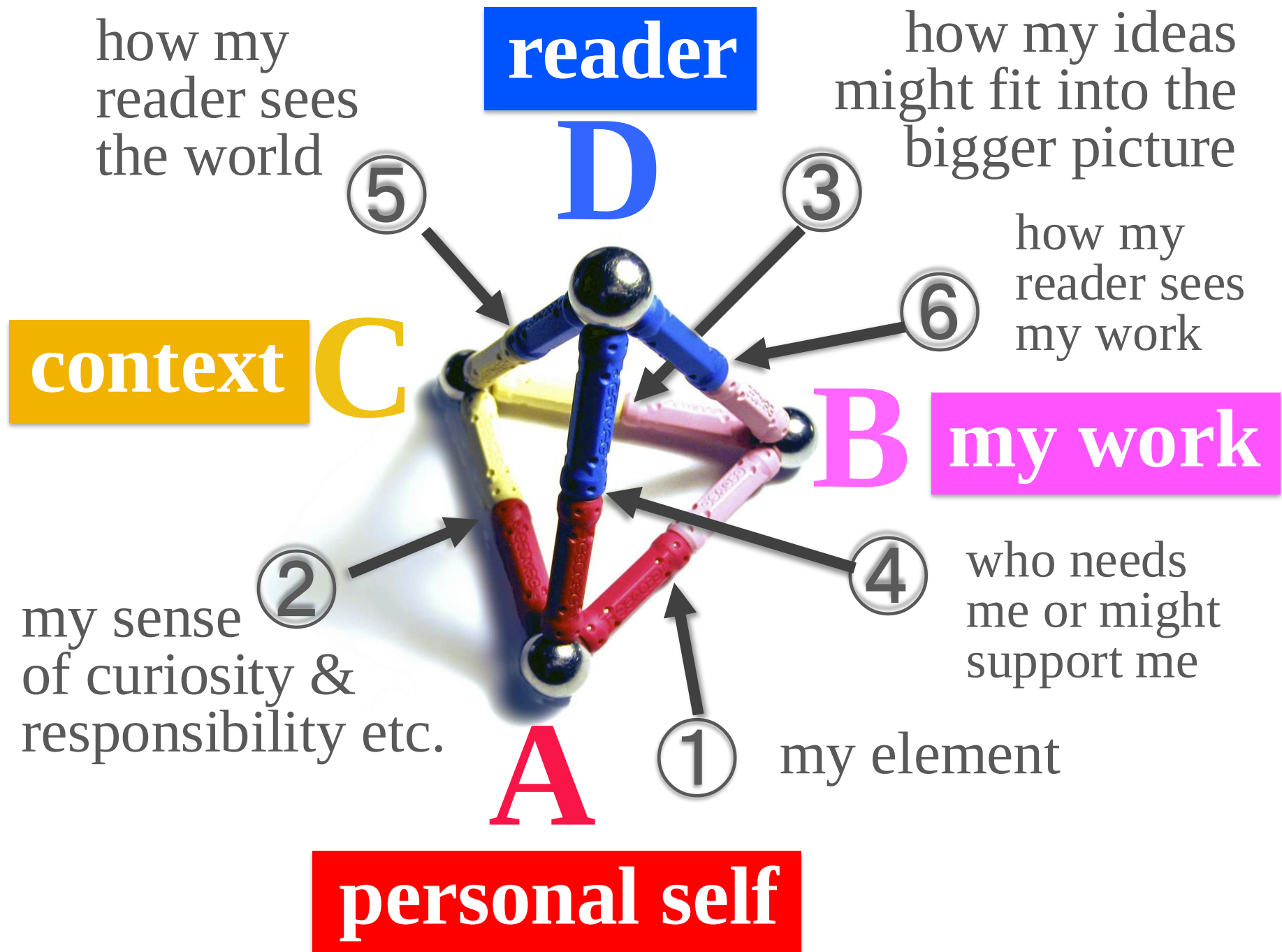


Be specific about your opinion - based on factual information rather than supposition.

How can I design this better?



Be specific about what could be done based on your research.



Mapping in sentences

Orange + Sustainability

- A-B What is the relationship between your personal self opinion (with research) of Orange/Sustainability to your design practice (with research)?
- A-C What is the relationship between your personal self opinion (with research) of Orange/Sustainability to your research about the context of Orange/Sustainability?
- A-D What is the relationship between your personal self opinion (with research) of Orange/Sustainability to your understanding of the needs of the Reader or Client?

Mapping in sentences

Orange + Sustainability

- B-A What is the relationship between your design practice (with research) to your personal self opinion (with research) of Orange/Sustainability?
- B-C What is the relationship between your design practice (with research your research about the context of Orange/Sustainability?
- B-D What is the relationship between your design practice (with research) to your understanding of the needs of the Reader or Client?

Mapping in sentences

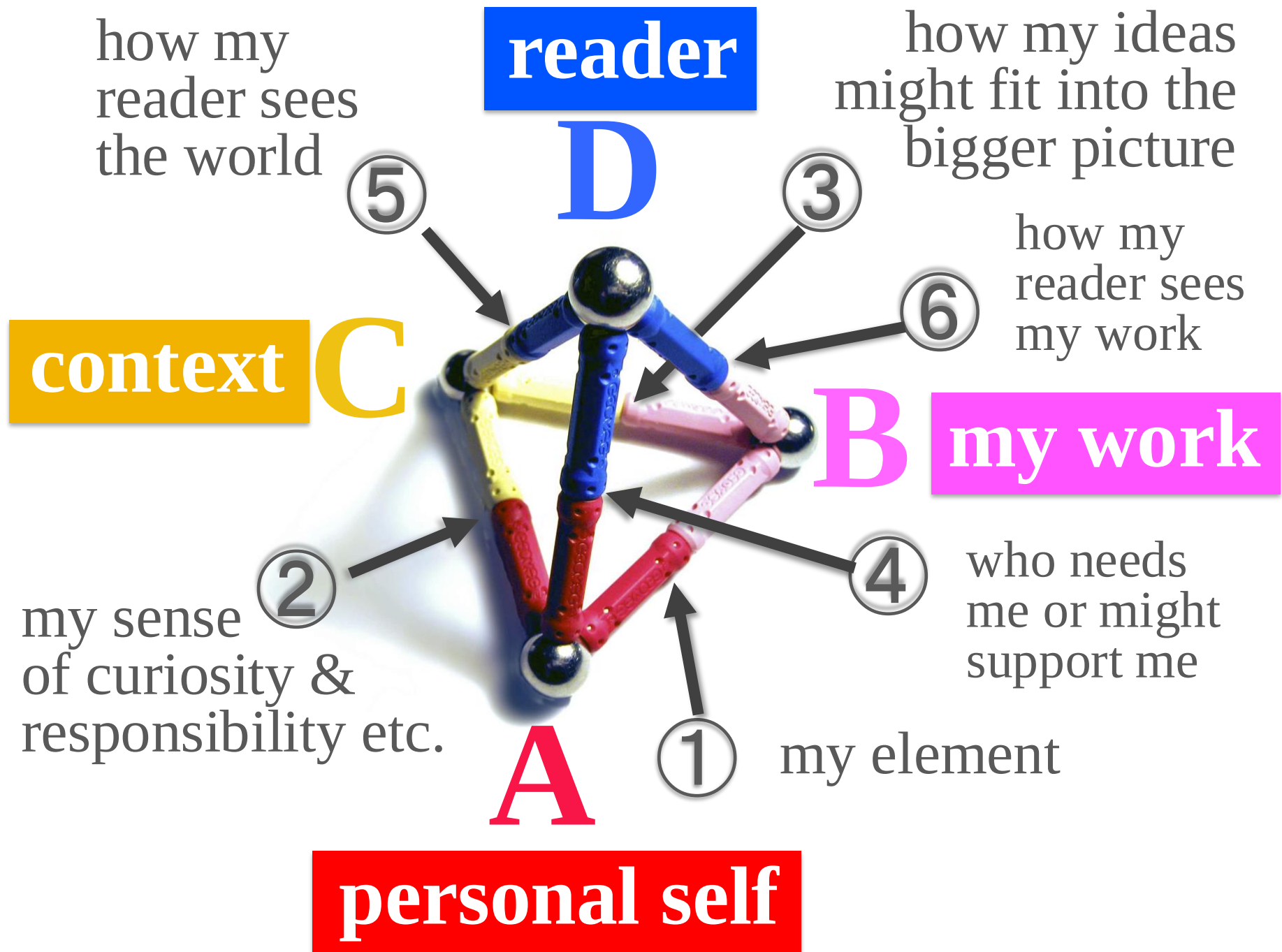
Orange + Sustainability

- C-A What is the relationship between your research about the context of Orange/Sustainability to your personal self opinion (with research) of Orange/Sustainability?
- C-B What is the relationship between your research about the context of Orange/Sustainability to your design practice (with research)?
- C-D What is the relationship between your research about the context of Orange/Sustainability to your understanding of the needs of the Reader or Client?

Mapping in sentences

Orange + Sustainability

- D-A What is the relationship between your understanding of the needs of the Reader or Client to your personal self opinion (with research) of Orange/Sustainability?
- D-B What is the relationship between your understanding of the needs of the Reader or Client to your design practice (with research)?
- D-C What is the relationship between your understanding of the needs of the Reader or Client to your research about the context of Orange/Sustainability?



TASK 3

A whole orange is positioned on the left, and a sliced orange showing its internal segments is on the right. The text 'Have a go for next week' is overlaid across the middle of the image.

Have a go for next week

Bring a map of these 4 aspects as a starting point.

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?