

Research in practice
Freedom . Growth . patience
Product design
Julia Lockheart
Word count 2,268

The three keywords I have chosen are things I feel are relatable to me as a designer, these are words I try and keep in my mind while designing for a personal project or for a specific brief. By keeping to these puts my designs into perspective. Also the artists and designers I will be looking at throughout this essay are people I follow their work and take a great amount of inspiration from. By keeping to these three words allows me to see passed the flaws in some designs and make the best designs that I can produce.

Freedom

My first keyword is Freedom, this has a lot of different meanings to it in design. Freedom is something every designer loves to have while designing a product or a piece of art. Being able to have freedom is what allows a designer to show their true passion for design, if working for a company or working on a brief cuts some of your freedom to create a product of your own. Not having any specifications such as, size, shape, colour, are small things that I love not having to be in a brief as these small things allow me to take a form and make it into my own. "You need a stubborn belief in an idea in order to see it realised." (James Dyson) many of James Dysons products are things that he has had the complete freedom to achieve the highest of quality on all of his products. James Dyson made over 5,000 different prototypes to get his hoovers to the standard they are today. The freedom he shows throughout either making or design sketches is very inspiring. The sketches he produces are of such high standard, showing each component which allows engineers to be able to take into manufacturing simply from his sketches.



From these photos gives a big effect on the ability to take things like this into production. James Dyson knew exactly how these products would work before he took them into production, these are all down to the designer freedom James Dyson had with all of his products. "Companies are not ingenious, it's the people in them that are." (James Dyson) this quote says a lot about how James Dyson did his work. The quote is linked to

my point, as a designer this helps me knowing that people in higher places know our capabilities. Its people who put all this time and ideas to products are who should have the major credit for these products. Design teams and artists who work for big companies don't

get the credit needed, they are the ones with the knowledge to keep these companies going. "design... is a manifestation of the capacity of the human spirit to transcend its limitations." (George Nelson) the key word from that quote for this topic is limitations, there are no limitations within design. Freedom links well with limitation, with the designer having the freedom to use his own imagination while doing this is what lets the designer exceed limitations of design. These points are what James Dyson have brought to the world of design, he's made products go with a lot of day to day life. Products that have normally been quite simple have easily engineered. James Dyson changed engineering of many products like bag less hoover, the hair dryer without a blade also the fan. These products have been the same for countless years and he changed the whole engineering of this and made them without this main component. James Dyson is one of the best designers that there is and this has always been down to his big ideas and his designer freedom has given him the ability to get his name where he is today.

Growth

The second keyword that I think links so much with design and people who have built such a big portfolio as one of the top designers in the world. As designers we all aspire to be the best we can be, and to achieve the highest quality of work we can do. Growth means different things throughout design, which could be down to personal growth or possibly a companies growth, personal growth for a designer studying is very important. As someone who's always loved designing and making products, being taught through secondary school following a process felt like personal growth was being limited, university has taught me my own style of design. Growth is something I feel very passionate about and believe it is what makes designers achieve the ideas and products we have out there on the market today. Growth could also mean company growth which there are plenty of designers who have had a vision and they've achieved great things throughout their carrier Steve Jobs is the perfect person to show growth, Steve Jobs started his business from a small garage in Silicon Valley, he built a company that started from nothing from a small idea and turned it into a company worth billions.



The photo of the starting place of apple speaks volumes, for designers this shows self-belief is something that allows this growth to reach places above any expectation.

"I think the things you regret most in life are the things you didn't do." (Steve Jobs) what he did was best he never held back on what he believe was a evolutionary product. He has created products where it is hard to know someone who doesn't own any of his

products, he's changed the world by creating products which make everyone's day to day life easier. That to me is growth through shows through companies who's come from nothing to being a worldwide company with thousands of stores.

Products take years to achieve the standard they do, a company like Apple have products like the 'iphone' which have 24 different models which have given them the name they have today. By Apple having all these models has shown everyone how much growth they've achieved throughout all these years in the industry. The growth of these products have been changed in different ways, the biggest things they've changed are the power it has inside of these phones. Throughout all these years they've invested a lot of time and money to make sure that the products they have out there are the best quality they can. Company growth is not as important as personal growth this is what builds a company and products, without personal growth companies like these do not work as they should. This leads me onto artificial intelligence, this had grown throughout the last 10 years and has a massive possibility that it could take over the design industry. "If people trust artificial intelligence (AI) to drive a car, people will most likely trust AI to do your job." ~Dave Waters this quote shows us that people are falling into these places of trusting this AI technology, so will this change the whole factor of personal growth. The biggest question about AI technology is who will be able to get hold of it and what are the limits, obviously its linking with that quote is it something that people want to trust can we trust these computers to generate things that we could all be living with everyday are these things we could all trust with maybe our lives.

Patience

The last keyword that link to my studies is Patience. The one thing that can't be taught, in design you have to have patience. Nothing will be built in a day, wanting to perfect a product or design you have created takes time. Listening to others opinions have the patience to look beyond your idea and question others if the product is suitable. As said further up in the essay "I made 5,127 prototypes of my vaccum before I got it right. There were 5,126 failures. But I learned from each one. That's how I came up with a solution. So I don't mind failure." (James Dyson) the last thing said in that quote is very important saying that he doesn't mind failure, being able to take the time and patience shows why his products are such a high standard. He's built such a good name for his company due to having patience and trust in his own products.

I have been designing tables which has been a big trial and error for many reasons, I've had to make a lot of different things in the way. Time is a factor but also the fact that the wood needs to be dry enough to work with. I've had a log been maturing for over a year, this will now allow me to not have to worry about the wood being to moist.

"The word patience means the willingness to stay where we are and live the situation out to the full in the belief that something hidden there will manifest itself to us." - H.J.M Nouwen. People spend years searching for the things that are right in front of them, this quote shows us that not only is patience a key factor but also that success is only what we make it to be, failing is sometimes not a bad thing it's what builds the person to know what success feels like. "It took me a few seconds to draw it, but it took me 34 years to learn how to draw it in a few seconds." —Paula Scher. People spend a lifetime to work on themselves which allows them to be how they are, the quote shows just how important that patience is while doing design. Products to not come over night and neither does the skill that it takes to produce these products. Every single top designer has not just gained the skills they have form

nowhere they've spent endless hours perfecting their skills to become the best version of themselves.



The Sistine Chapel painted by Michelangelo between 1508-1512, is one of the best work of art in the world which took 4 years to complete. Michelangelo hand painted all these individually which has such great detailing. He demanded that the ceiling was to be hand painted, which is absolutely beautiful to look at. This shows exactly why patience is a huge key to the world of design, we all knowing paint a room of that scale

would be daunting, but shows how much of a perfectionist. Art and design are not things that come within hours products take years before manufacturing which take a lot of thought and knowledge to bring to the market. Going back to that photo of the Sistine Chapel just brings into consideration the time and effort that some people put into their work to get it perfect.

Conclusion

Through writing this essay I've found a lot of different meanings to the words design, by looking at these words has made me look into areas of design I would not normally have looked at. Design is such a hard industry to come into due to the mass of people trying to get these massive ideas, me as a designer I want to find a way to help people with their day to day life and create products that shows meaning and knowing I've helped someone who find doing some tasks challenging is what I want to achieve. Through looking at these designers really has shown that things can't be taken for granted, things don't come within hours, days and as shown by the Sistine Chapel years, I want to know what waiting to achieve and pursuing my passion feels like to be able to grow as an individual. I have brought up the use of artificial intelligence which has a large threat on us as designers. Personally we will not be able to depend on things for a very long time, we will always need someone to manage these programs from doing the wrong things. Design is a human experience that should stay this way, we are getting too much AI technology to do our jobs with manufacturing, this can not lead to the design world as it is something that could lead to an uncontrollable amount of products which links with the amount of waste that will be left, by mainly generating products that are single use.

Dissertation research Question

After writing this essay I've been looking at the way these designers work. These are all quite old fashioned designers who do a lot of their work themselves, which leads me into looking into Artificial intelligence(AI) this has had a huge effect on the design industry and with years of programming could generate products and designs which will be as good as human intelligence. I would like to look deeper into this to see if the AI technology we have out there today could begin to take a hit on us as designers. This will allow me to see the existing products that we already have, and also look into the future and see what 10 years difference could mean to the design industry. Also who will be taking credit for the doings of these AI and what if there is a problem with these products who will take blame for what has happened.

Dissertation question

My proposed dissertation research question “how will artificial Intelligence have an effect on us as designers, will we lose the whole design industry to these computers. Who will be in charge of what these AI design and also take credit.” “who will be in charge and also manage the products of the AI generated designs. When would we draw the line as too much?”

Bibliography

“You need a stubborn belief in an idea in order to see it realised.”(James Dyson)

<https://www.azquotes.com/quote/84499>

“I made 5,127 prototypes of my vaccum before I got it right. There were 5,126 failures. But I learned from each one. That’s how I came up with a solution. So I don’t mind failure.”

(James Dyson) <https://www.azquotes.com/quote/751441>



<http://www.jamesdysonfoundation.co.uk/drawing/default.asp>



<https://www.pocket-lint.com/laptops/news/apple/131939-famous-garage-where-first-apple-computers-were-built-is-a-myth-says-steve-wozniak>

"I think the things you regret most in life are the things you didn't do." (Steve Jobs)
<https://www.lifehack.org/articles/communication/15-steve-jobs-quotes-inspire-your-life.html>

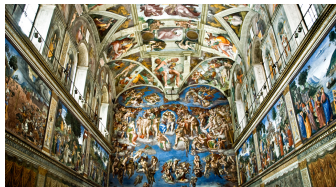
"The word patience means the willingness to stay where we are and live the situation out to the full in the belief that something hidden there will manifest itself to us." - H.J.M Nouwen

<https://slowdesign.no/english-1/2017/5/16/why-patience-as-a-virtue>

"design... is a manifestation of the capacity of the human spirit to transcend its limitations."
(George Nelson) the problems of Design, 1957.

"If people trust artificial intelligence (AI) to drive a car, people will most likely trust AI to do your job." ~**Dave Waters**
<https://www.supplychaintoday.com/best-artificial-intelligence-quotes/>

"It took me a few seconds to draw it, but it took me 34 years to learn how to draw it in a few seconds." —Paula Scher.
<https://www.printmag.com/imprint/89-essential-quotes-about-design/>



<https://cdn.mos.cms.futurecdn.net/kErzVuVZR7khRaGafwVbnX-1200-80.jpg>