

Title: Paying close attention to the terms of 'designer design', 'quiet design' and 'the plenitude', critically discuss the work of TWO practitioners within your field and ascertain how their design work adheres to one or all of the terms.

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“Design” is a word that many people have heard it countless times and have many different understandings. But how many people will know and understand the meaning of the word Design, what exactly is it?

If we try to search from the Internet or browse through various dictionaries, we will find the meaning of the word design. Here are some of the examples I've come across on the Internet

“A plan or drawing produced to show the look and function or workings of a building, garment, or other object before it is built or made.”

“Design is defined as purpose, planning, or intention that exists or is thought to exist behind an action, fact, or material object.”

“Design is the creation of a plan or convention for the construction of an object, system or measurable human interaction (as in architectural blueprints, engineering drawings, business processes, circuit diagrams, and sewing patterns).”

Here are just 3 examples that I have found. Actually, there are hundreds or thousands of words, one word means a lot. So, which one is the correct meaning...? It's all right. Nothing is wrong. Different people understand and interpret Design differently.

Design is Omnipresent

The design is so close to your life that it is indistinguishable. From the moment you wake up, you pick up a tube of toothpaste and squeeze it gently onto the brush. Not counting the time to get dressed, standing in the cold weather at the bus stop, thinking in his mind how uncomfortable it is. Plus, the car number that is difficult to read. These are all designs.

Good design with both looks and functionality or a design that stands out on one side and lacks support on the other? In other words, the design fails to satisfy both way in its first role, design is to design everything that make life more comfortable. And I really mean everything so whether you are a designer, an investor, a wealthy person etc. Everything around your life is still waiting for your thoughts. Waiting for comments entering into propose ideas, design, develop a pattern, or whatever that respond to life better.

Another closest thing that many people overlook such How does design influence our lives, both in our daily life and society in which we live? With the national economy or even with the ethnic, culture, different perspective depends on the meaning of this word in your own world too. I don't want to lock in the word design just in the problem of artificial beauty. I want to take a closer look at it. Because in fact whether it's good or bad, to be beautiful or offensive. All things that are created by man on this planet...that's the design.

Designer design

Firstly, if you ask most people what they think design is, they will probably mention something like the Apple product such iPhone or iPod; something that look aesthetically different in the other thing in the same category (in this case a smart phone devices) and they probably attracted to the brand as a renowned status symbol or fashion accessory as well as something that performs differently. Besides, people might have thought of Dyson the brand that take vacuum cleaner and air blowing to the whole another level with their innovations. Their responsible include something like the No Blade Multiplier Fan and the World-famous Air Blade hand dryer. It is true that it is looking good, but also useful product that help millions of people too. However, it is not only objects that can have this “design” status. A new fashion collection ‘design by Alexander McQueen’ or an iconic building such The Gherkin a distinctive spiral design ‘designed by Sir Norman Foster’

Figure 2: Apple smart phone



Figure 1: Alexander McQueen 2019 fashion show.



Figure 3: Norman Foster, The Gherkin building

This is what I would say a ‘designer design’ is a thing that made to showcase their work. A design that thought with of a creating with aesthetic or stylistic intent. A definition that applies by a society at large and are advertised and published accordingly. Many of a fashion trend create by a fashion designer, they created a style that individually stood out among the other type of clothing. The word ‘designer’ often added a value to its existing product because they’d has the singular recognition on individual. Nonetheless, the word design is used much more than you could have think of.

“Design is to design a design to produce a design”

(Heskett, 2005, p.23)

Quiet design

Secondly, it is said that creativity and design have long been deeply rooted in our humanity. In other words, the design process can reflect the humanity within us. 'Designer Design' sometimes postpone us from engaging with design. Occasionally, it seems like things have been offering to us by designers, rather than being something we take part in. Still, there is another side to design that I will call 'Quiet Design'. By this I mean the kind of design that carried by you or me, things we do design without us being realize such our personal space. These stuff that without noticing before we sit and think, it's slowly changes our lives. One example is the traffic light, where the flow of vehicle at junctions is regulated or you can say that they assign the right way for each direction. Besides, as the number of the vehicle increases close to the road capacity, they monitor the traffic and control the movement of vehicle which resulting to minimise the road temper as well as this they form a vehicle into a group, so that individual vehicle does not drive at high speed and pose a risk to pedestrians when crossing. Quiet design is much more common and influences nearly every part of our lives compare to Designer design. Not to mention that Quiet Design is not Designed by experts. It is yes indeed, except it is often not referred to as the definite design. In other words, an activity in design that is not called design. Quiet design may be best referred to as being the result of design theory. A good example of a Quiet Design thinker is Lester Wire, who had the idea of traffic light. His design thinking affected the whole country and many more, yet he is little known as a designer.



Figure 4: Lester Wire, Traffic light

Plenitude

Lastly, what come to my mind when saying the word 'Plenitude' in term of design is the understanding of design elements in order to be able to design properly, beautiful and in harmony. Therefore, able to convey the design idea. The key element of design are as follows:

Line

Line, bringing line together to form a shape and outline which can influence on emotions and feelings. The use of lines in design therefore should take into the nature account of as

- Vertical line gives a feeling of strength, stability and elegance
- Horizontal lines or parallel lines gives a feeling of calms, smoothness and wide
- Oblique or diagonal line gives a feeling of stability, uncertainty and rapid movement
- The curve feels gentle, soft and sensitive
- Crooked lines give a feeling of non-stop and no conflict
- Wavy or serrated lines giving a feeling of violence, confusion excitement

Shape

Refers to the appearance of the workpiece in a 3D shape with width, length, thickness or depth and a 2D figure, that is, width and length.

Proportion

Proportion in design and creation of the craft must take into account the size and proportion of the work piece. If the workpiece size is too small, then this will not be appropriate.

Roughness of the Surface (Texture)

Texture is an appearance of the workpiece. Which we can tell the differences in senses by sight or touch which are two main characteristics of the texture. Naturally occurring texture feature such as the texture of the tree bark, sand, animal and man-made texture feature by scraping fruits and vegetable.

Colour

Colour is an important element in art. It's influence mood and feelings in the design of the craft, therefore necessary to take into account the characteristic and the influence of the used in colour. Tone of colour divide into two categories:

- Hot colour is a colour that gives a feeling of warmth, cheerfulness, love of daylight Liveliness
Example of hot colours are red, magenta, yellow and orange etc.
- Cool colour is a colour that gives a feeling of calmness, cool and dull.
Example of cool colours are blue, green and grey etc.

Design essential

Function

Function is the first thing to be considered in design essential because each item has different functions, and the design must be suitable for use.

Economy

Economy is saving materials and money invested. The right design should be easy, suitable for utility, good quality and cheap price.

Durability

Good design besides being economical, durability must be considered. Any item, even cheap, beautiful style, but if it lacks durability that thing has no value.

Material

Selection of various materials must be suitable for use and durability, so the selection of the materials used therefore is of great importance in design.

Construction

Nice design should study the structure or nature of artifacts to understand first. So, you can be good designer because the structure of various artifacts is not the same.

Beauty

Beauty is not too much or too little fit. Beauty is indispensable in design because beauty influence human feelings.

Unique Characteristic

Anything that is man-made or occur naturally will have a distinctive feature in its design. Designer must try to create unique characteristic to attract attention and there should be only one point that distinct you from other. Therefore, considered as a completed design.

The designer has to adhere to all criteria, which are considered the heart of the designer. This is to be used as a basis for design work into a beautiful pattern. Of course, by all mean these things that I have mention mostly applied to designer design aspect. Combining each of the missing element is what I called Plenitude. However, in his book *Creativity, Innovation, and Making Stuff (2007)*, Rich Gold calls the totality of designed things we have around us 'the plenitude'. He looks around his kitchen and tries to count the number of things there are:

I can easily count a thousand, but the actual answer is fractal. Every appliance, every tool, even every food (certainly if you count pesticide residue) is compound and is composed of tens, hundreds, sometimes thousands of other things. And every day new shopping bags arrive filled with yet more things. The bags were filled at malls and supermarkets, themselves filled with millions of things. It's a lot of stuff.

Some of the stuff is called media and it's filled with transient, slightly more ethereal stuff. Some large part of the stuff in the media are words and images designed to get us to purchase the non-mediated stuff (and services to manage the stuff). While it is true that each piece of stuff satisfies some desire, it is also true that each piece of stuff creates the need for even more stuff. Cereal demands a spoon; a TV demands a remote. The stuff coevolved and is intertwined and interdependent. Recently some of the stuff, like an early Disney movie, has begun to chat and dance behind our backs. And all the while, more bags of stuff keep coming in the door.

(Gold, 2007, p.2-3)

According to Gold, this world of stuff is 'plenitude'. Tellingly, he says that 'satisfies some desire' for every piece of the material, and this is the main aspect of design. Design is something that satisfies a need and the fact that there a need in the first place means that need must be closed by fulfilled something that missing. Typically, human design product for specific reason. For example, someone has an idea that a large beanbag could also work as a chair or a paperless payment system that can work as effectively as the manual system and can make life easier. Whatever need, design is something that can help.

"Stuff desires to be better stuff"

(Golg,2007, p.47)

Gold points to the idea that satisfying one desire generates a need for another desire. Calculator, it is a tool that help us calculates and solve math problems to get answers quickly. Nowadays, calculators are basic devices that we are familiar with and use all over the world. They come in different shapes, size and form. From a small and then size like credit card for use un addition, subtraction, multiplication, and division, as well as large scale calculators that can calculate complex math and science problem. Before the invention of the calculator ancient human have been finding the way to help them calculate for thousands of years. By writing on the sand, counting stones, fingers, toes or knots. The abacus was the first human made calculator for calculation since 2400 BC. Which is still in used sometime, especially for

Chinese traders. Modern abacus evolved from dust abacus which is made of flat stone slabs, sprinkle the surface with fine dust or sand. When using they draw a line to divide the area into space with their fingers. Each field represents the position of the numbers. The calculation can be made by drawing symbols or placing small pebble down between the field marked to represent the number. Later the dust abacus developed into a line abacus. It is made from a sheet of smooth material such as wood, marble or metal, with a linear engraving on the surfaced. This sound so difficult, but the desire of a human improves our live quality. Human will never desire something once there always be a second and more.



Figure 5: David Carson, Magazine design

When talking about the 90, two things that will be remembered are the super magazine named Ray Gun and the magazine's art director David Carson. His unconventional and eccentric work has earned him the nickname of the grunge. 'Grunge' typography' style is some of his great work that influenced David Carson to become one of the most influential graphic designers of the era. His work is rather more toward 'Designer design' compared to the other terms as his piece of work has a thought of aesthetic and style that has a desire to showcase. The design that creates by a designer to showcase their work.

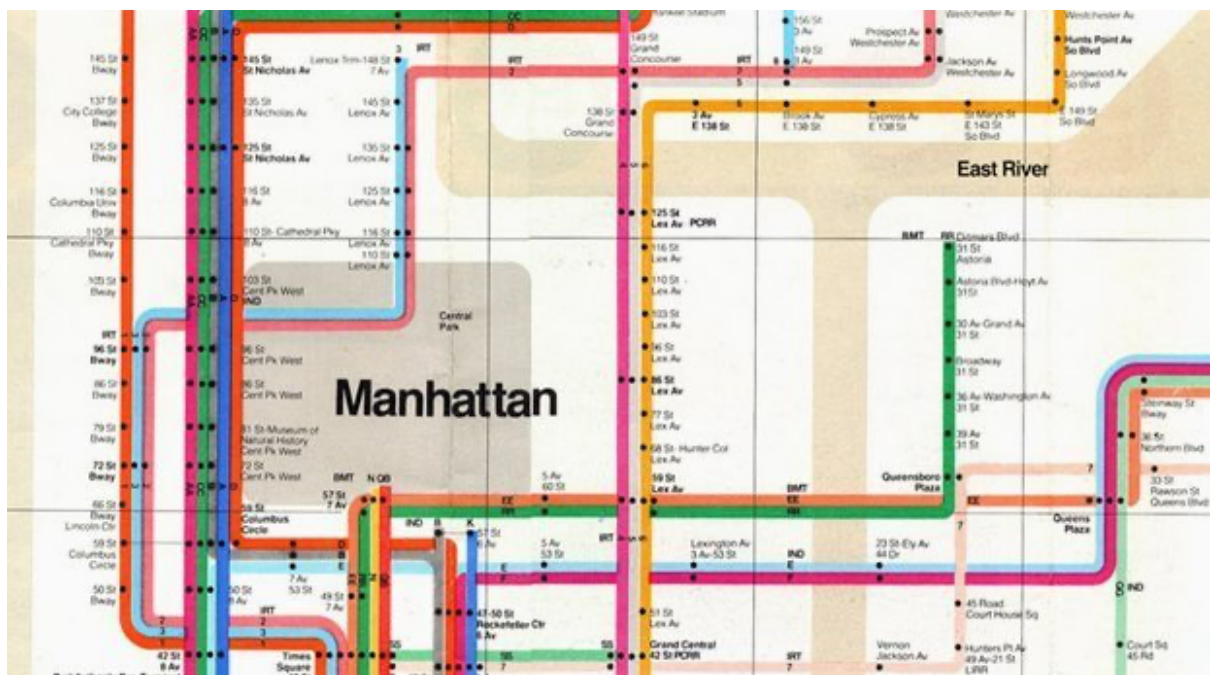


Figure 6: Massimo Vignelli, Manhattan Subway Map

Another influential designer in the past century, Massimo Vignelli, self-proclaimed 'information architect' Vignelli attempt to condense large, busy ideas through design into smaller, understandable formats. In comparison to David Carson, I feel that Vignelli work can be applied to more than one of the terms such 'Designer design' as his work is aesthetically pleasing and easy to understand. 'Plenitude' as his work seeking to affect the lives of millions of people such navigate a city's transportation system through a design. The design that fulfilled the missing gap and make people lives much comfortably. If imagine his design never exist the New York City subway would have left meander down a plain track, disorganized around a crowded and illegible map or something even terrible, marred by a haughty serified typeface instead of a clean, democratic Helvetica.

In conclusion, design is not just an object or product that create by a designer but can be created by everyone and can be find in everywhere and anywhere in every form. Design is something that meet desire, something that can fulfilled the missing gap.

Bibliography

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