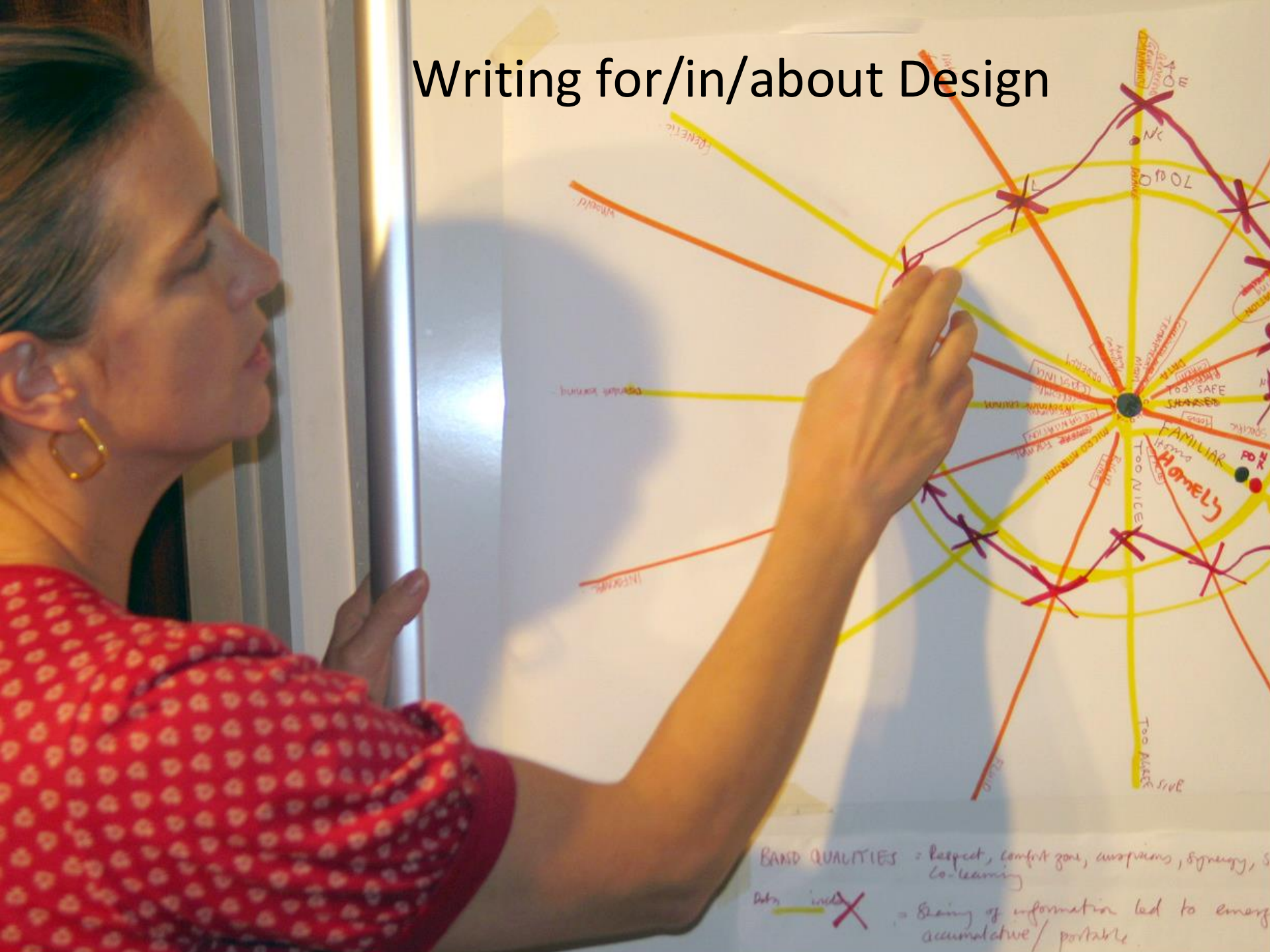


Writing for/in/about Design



Writing for/in/about Design

Writing for/in/about Design

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 viewpoint,
 - d) The viewpoint from the context of your work and practice.

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



Sustainability

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?

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.

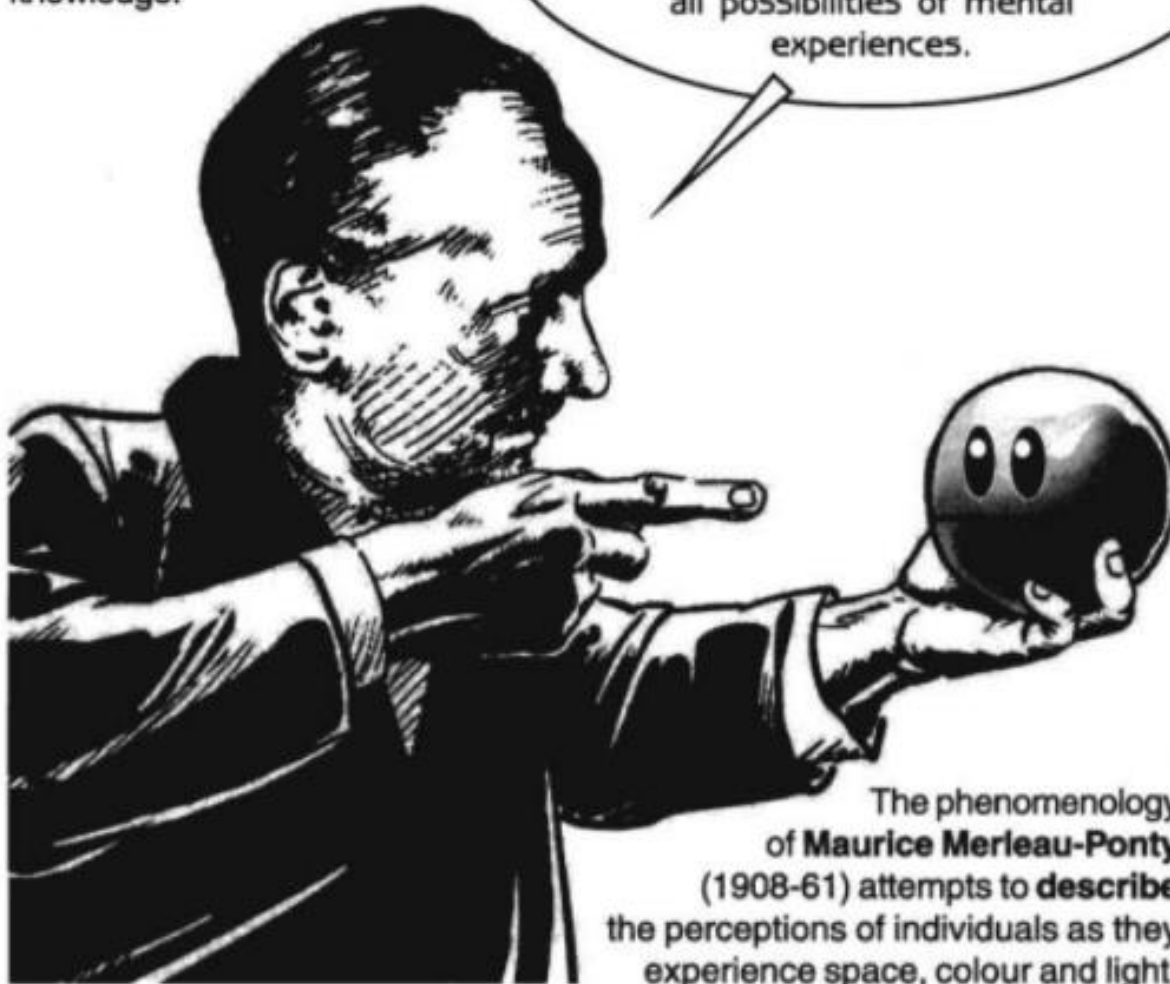
Some versions of *pure* phenomenology, such as that of **Edmund Husserl** (1859-1938), seek the grounds of human knowledge.

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

We must exclude all assumptions and theories about the contents of consciousness in order to discover innate structures or forms of consciousness which constitute all possibilities of mental experiences.



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

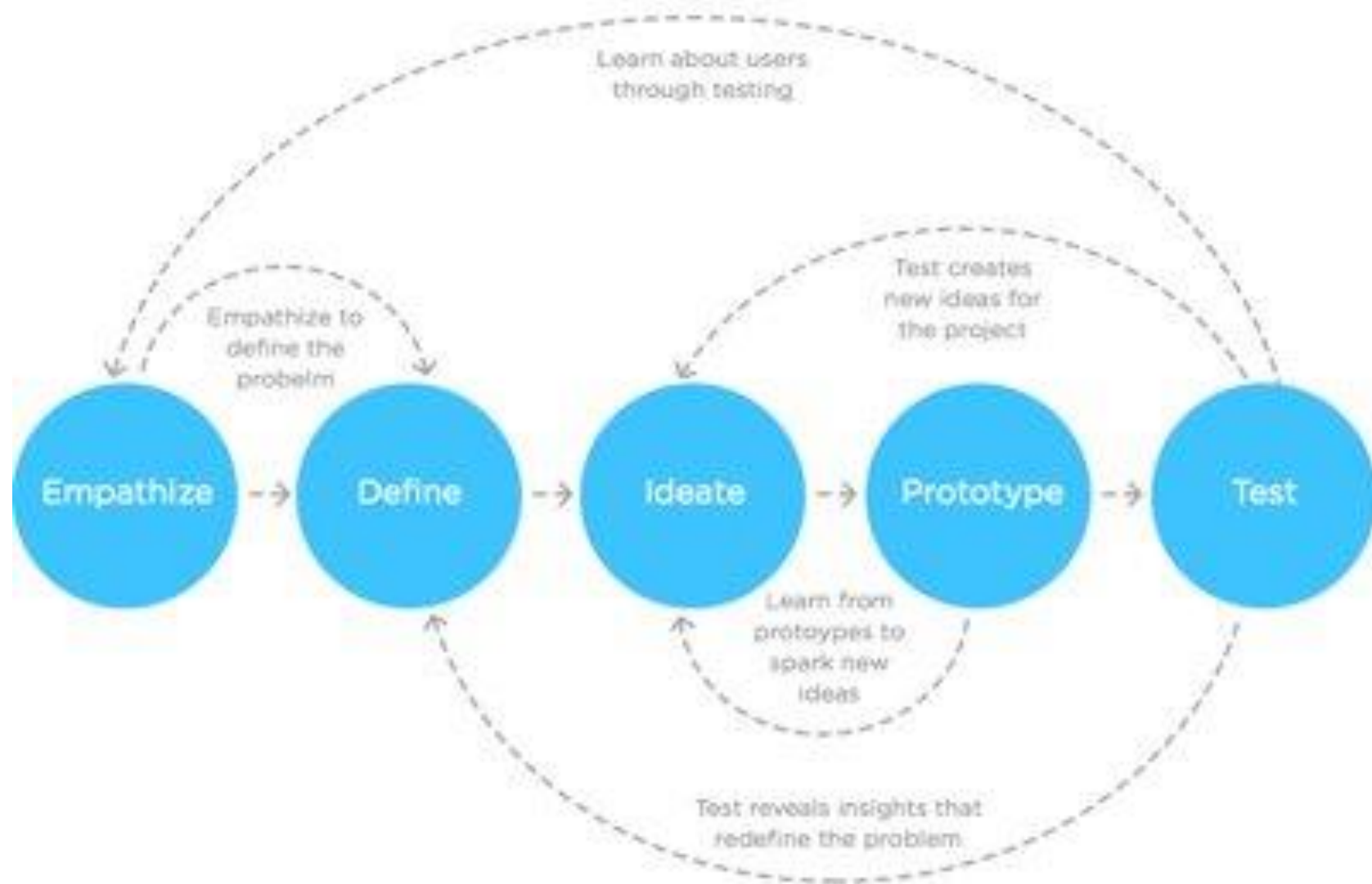
My
Design
Practice

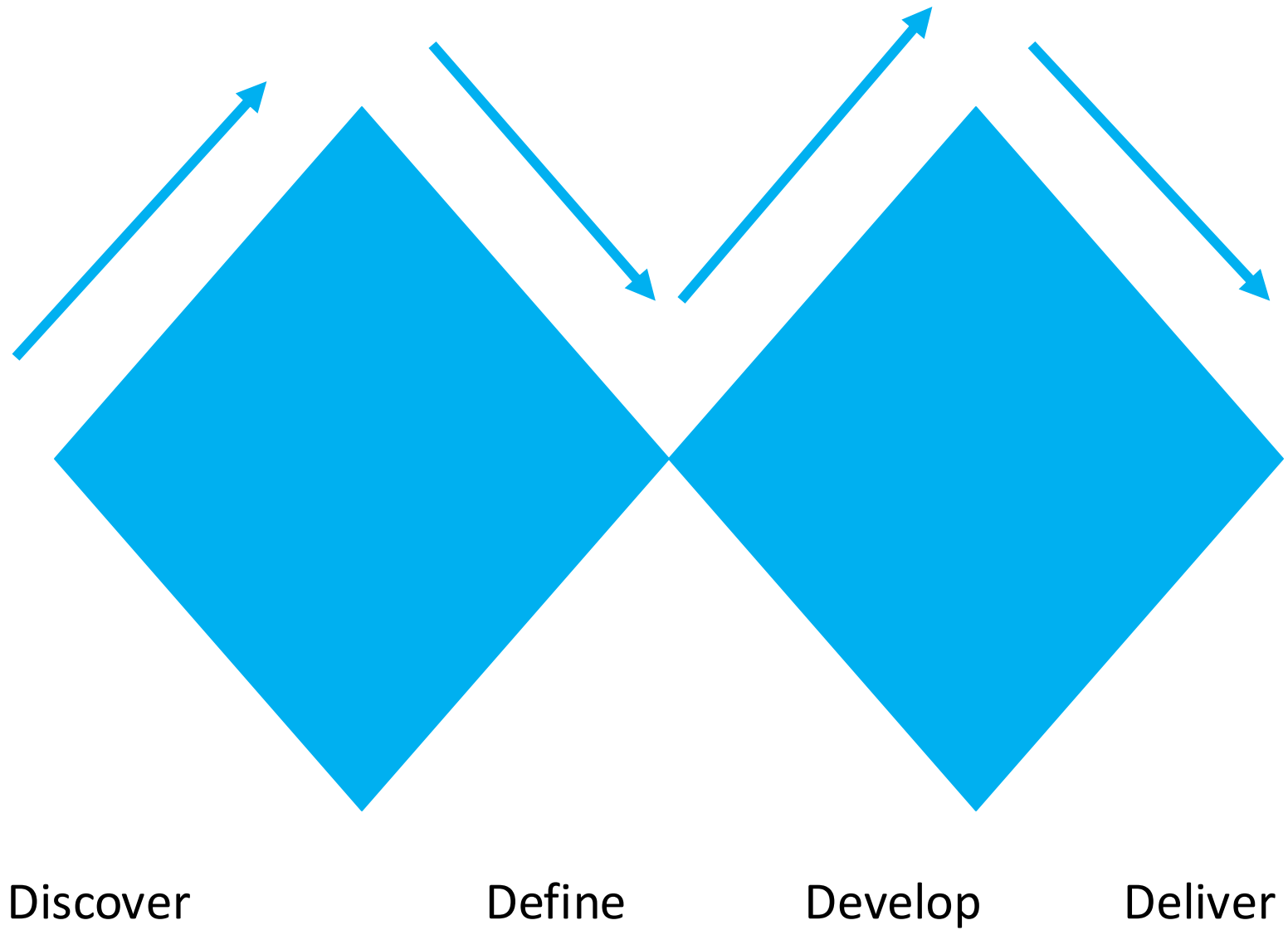
Myself



DESIGN THINKING:

A non-linear process





Design is Relational

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



TASK 3 – Writing Structure

100 words

Paragraph 1: The context of the object + image (its history, contemporary context, design context)

100 words

Paragraph 2: Define the context/derivation of your Keyword: Dictionary definition + who (theorist) uses it + how is it used in a design context?

150 words

Paragraph 3: Explain your idea when these two approaches (above) combine. Outline what the reader (your client) needs to know.

150 words

Paragraph 4: Develop or deliver the idea from the context of your work, practice, discipline area (PFD/SPD/DC).

TASK 3

By combining and designable object and a theoretical keyword you can frame your idea for a client and suggest ways forward to make or design a new approach to the object or a new object.

