

# DESIGN MINDSET SOLUTIONS

WEEK 12: CLASS 01

# DESIGN MINDSET INCLUDES A 2-STAGE PROCESS

**ANALYSIS**

Problem Identification – the gathering of data

**SYNTHESIS**

Translation into Form – Solution - Design

# STUDIO CONCEPTS: Design is about actions

## ■ DESIGN:

verb de · sign \ di- 'zīn \

1 : to create, fashion, execute, or construct according to plan : Devise, Contrive

2 a : to conceive a plan out in the mind

2 b : to have as a purpose

2 c : to devise for a specific function or end

4 a : to make a drawing, pattern or sketch of

4 b : to draw the plans for

intransitive verb

1: to conceive or execute a plan

2: to draw, lay out, or prepare a design

Merriam-Webster

# STUDIO CONCEPTS: Design is about actions – working method

## ■ Action: Act on a piece of paper.

Step 1 – Each person needs seven sheets of paper

Step 2 – Do something with a piece of paper to make it stand.

Step 3 – Do this four more times.

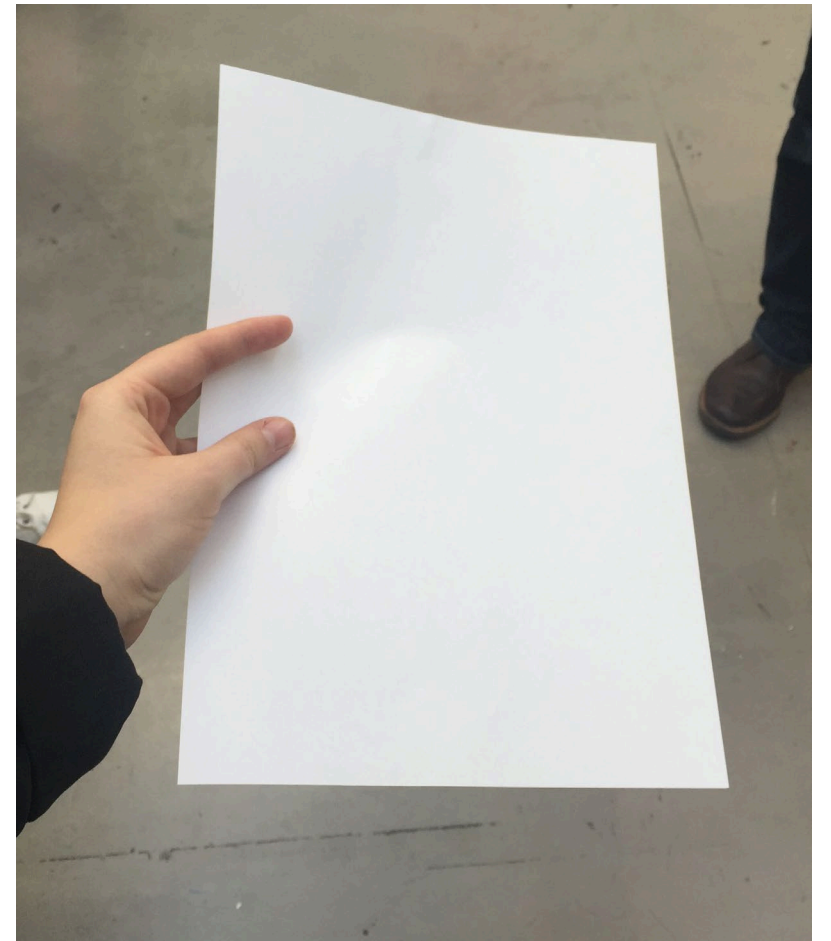
Each one must be different

Step 4 – Choose the best one

Why is it best? Make it better.

Step 5 – Is it better? Why?

Discuss with your team



# STUDIO CONCEPTS: Lesson learned – Design Process

## ■ What is a Design Process?

### 1. Gathering of Data

Define the problem

### 2. Formulation of an Idea

### 3. Translate idea and data into form

Create and consider many options

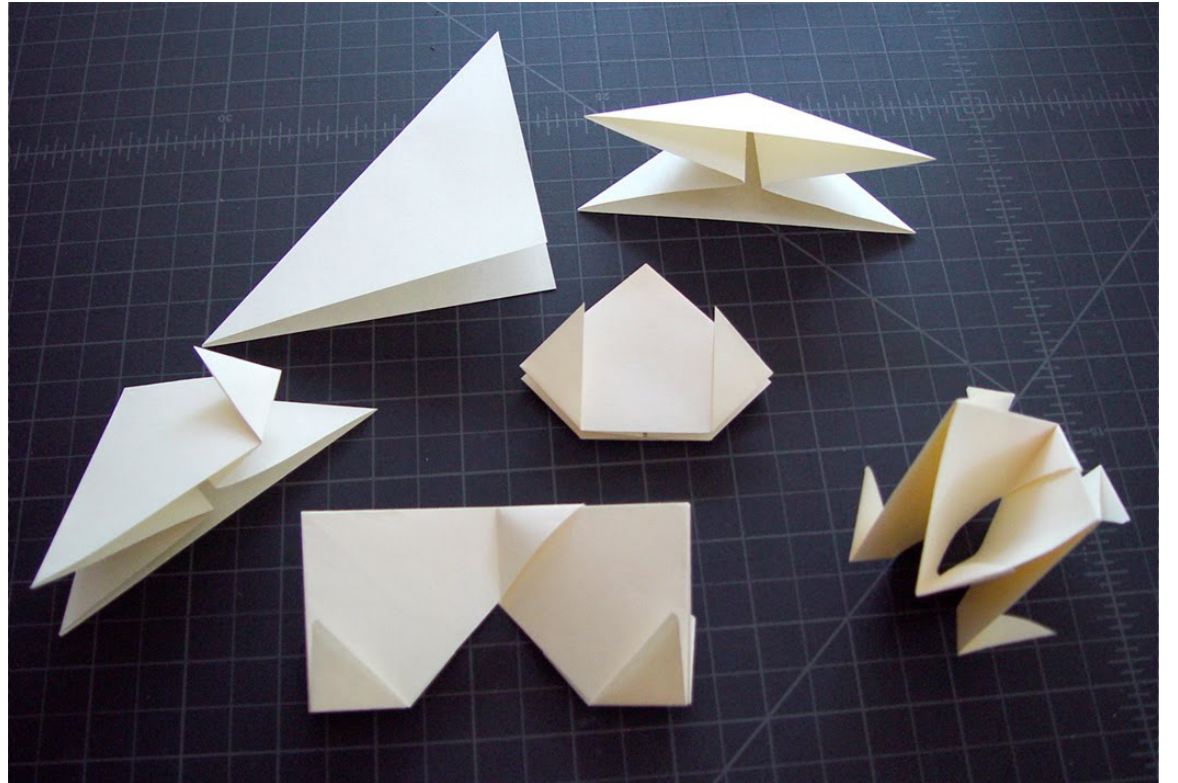
### 4. Refine selected options

### 4.5 Repeat (optional)

### 4. Pick the winner, Execute, Present

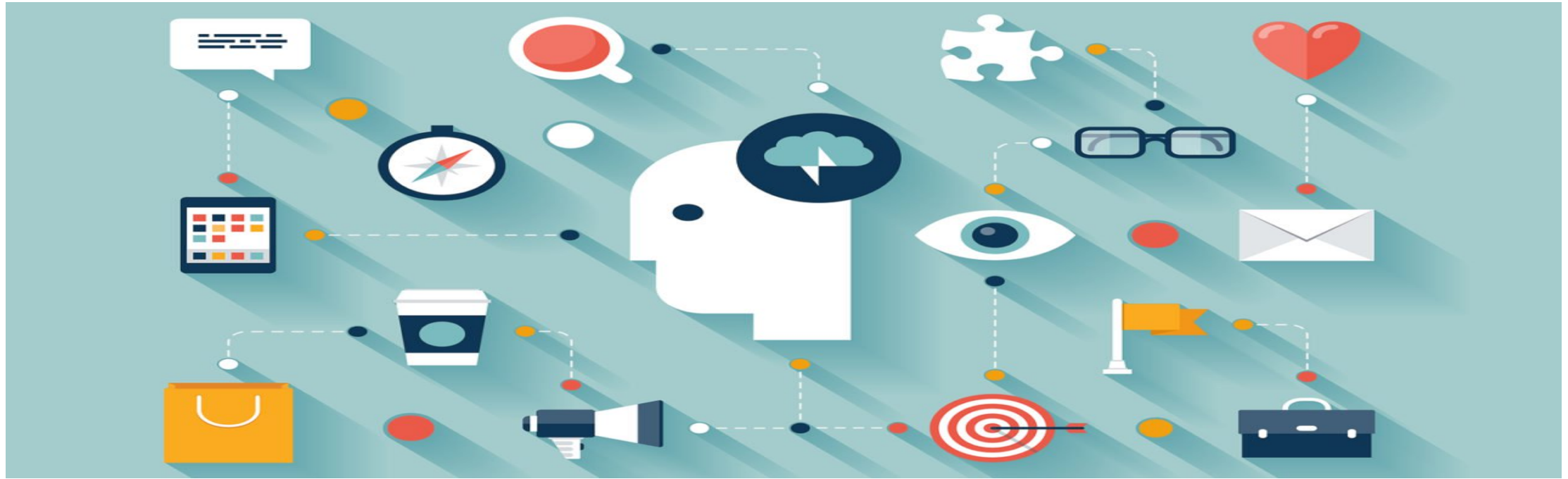
“To Design: to translate, to transform – a description of requirements into a visual structure and activities.”

-Bernhard Hoesli



# WORKING SESSION





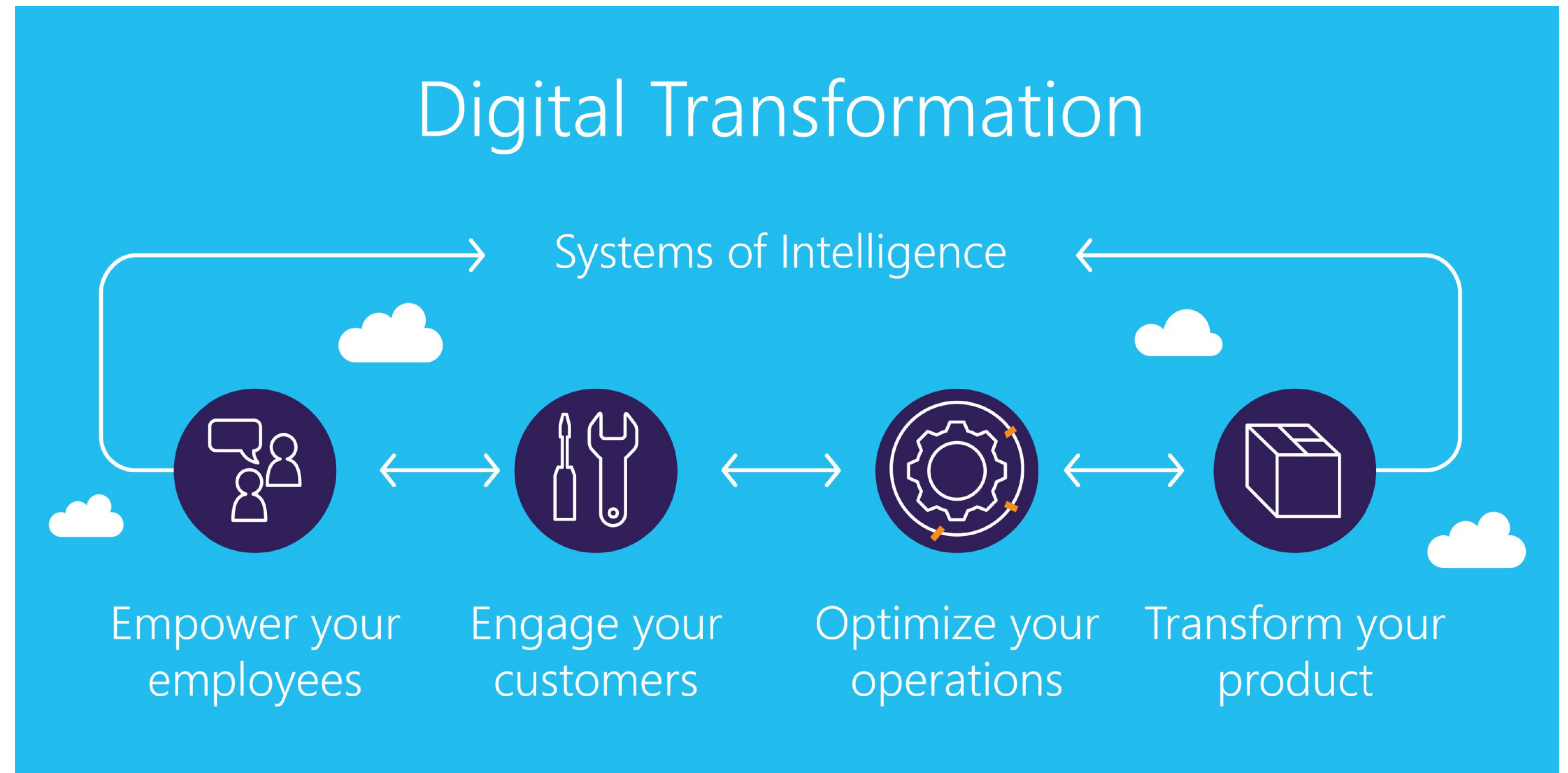
# DESIGN MINDSET SOLUTIONS

WEEK 12: CLASS 02



## DISCUSSION: Want Universal Design? Make Technology More Intuitive

- How are technologies meeting more consumer needs with inclusive solutions?
- How humanistic can we make technology?





# WORKING SESSION

