

design-attitude(s)

design(s) – attitude(s) to innovation / resistance to change

_ .. / ... / change(s) / method(s) / obstacle(s) / instinct(s) / target(s) / _ / . innovation(s) / collaboration(s)

... the main conclusion that follows from our description of **attitudes to innovation**, except at the very ends of the chain, there is an **inherent resistance to the kinds of radical change** at the systems level that seems to be **necessary to solve the major design and planning problems of our time**
...

John Chris Jones – Design Methods
/ play / tribe(s) / network(s) / identity / flow(s) / chart(s) / cycle(s)

design-change(s)

design thinking – fundamentally an exploratory process

... / design(s) / change(s) / attitude(s) /
obstacle(s) / culture(s) / _ / . twinkle(s) / difference(s)

design is now too important to be left to designers ...

... the power of design ... ”not as a link in a chain but as the hub of a wheel” ... not as a stage in a process but as a center of gravity, as a gravitational/centrifugal force, with involvement at all levels and in all areas of operation.

from review: change by design / trivium / attitude(s)

play / program(s) / science(s) / eye(s) / cycle(s) ! Æ

design-culture(s)

design(s) – culture & technology / vision(s)

_ .. / design(s) / attitude(s) / change(s) / human(s) / _ / .
innovation(s) / collaboration(s)

design is where technology meets culture

information in space: explorations in media and architecture
play / physic(s) / math(s) / cycle(s)

design-engineer(s)

design engineer(s) – inventor(s) of technology

_ .. / design(s) / attitude(s) / change(s) / human(s) / _ / .
innovation(s) / collaboration(s)

... like everyone we get frustrated by products that don't work properly.
as design engineers we do something about it.
... we're obsessed with improving and inventing!

James Dyson – inventor of cyclone vacuum technology www.dyson.nl
play / attitude(s) / jed˘innovation(s) / error(s) / force(s) / cycle(s)

design-form(s)

design(s) / innovation(s) / method(s) / obstacle(s) / – / .

twinkle(s) / difference(s)

1. **form** follows *function*
2. *form* follows **fortune**
3. **form** follows *failure*
4. *form* follows **fashion**
5. **form** follows *future*

Henri Petroski – The Evolution of Useful Things
/ play / tribe(s) / network(s) / identity / flow(s) / chart(s) / cycle(s)

design-how-to-apple(s)

design(s) – how to innovate / idea(s)

design(s) / innovation(s) / interaction(s) / – / .

1. **clear your mind** – understand (how to make) ... products
2. **build your fortress** – create the infrastructure to innovate
3. **cultivate your elite** – empower your (valuable) employees
4. **don't rush, don't dawdle** – prevent short-term, cyclical or competitive pressures
5. **clone your (*Steve Jobs*)** – if you put a tyrannical perfectionist in charge, institutionalize his/her thinking!

source: How to Innovate Like Apple (Chris Morrison/BNET)
/ play / tribe(s) / network(s) / identity / flow(s) / chart(s) / cycle(s)

design-innovation(s)

design(s) – invention vs innovation

how to / design(s) / relation(s) / method(s) / obstacle(s) / – / .

twinkle(s) / difference(s)

- **invention** – engineering solution at system level
- **innovation** – meets demands in (**envisioned**) context

John Chris Jones – Design Methods
/ play / tribe(s) / network(s) / identity / flow(s) / chart(s) / cycle(s)

design-limit(s)

design(s) – theme(s) / vision(s)

– .. / design(s) / attitude(s) / change(s) / human(s) / – / .
mission(s) / challenge(s) / ethic(s)

design is where technology meets culture

negative design criteria for technological devices

tools for conviviality / WWGD

doctrine(s) / dream(s) / education(s) / design(s) / context(s)
play / reading(s) / physic(s) / method(s) / math(s) / cycle(s) ! Æ

design-literacy(s)

design(s) – experience(s) / problem(s) / language & emotion / – .. / design(s) / attitude(s) / change(s) / human(s) / – / .

soul

heart

body

artist(s) / law(s) of engineering / payoff(s) / war(s) / singularity / mood(s) / observation(s) / display(s) / cycle(s) ! Æ

design-math(s)

iframe scrolling=”yes” width=80

life(s) / closure(s) / reflect(s) / fight(s) / reference(s)

design-method(s)

design – art, science or form of mathematics? – .. / role(s) / life(s) / form(s) / HCI / obstacle(s) / science / – / .

	divergence	transformation	convergence
community	experience	...	value analysis
system(s)	brainstorming
product(s)	dependency graphs
component(s)	requirements

John Chris Jones – Design Methods

/ play / tribe(s) / network(s) / identity / flow(s) / chart(s) / cycle(s)

design-obstacle(s)

design obstacle(s) – resistance to change

role(s) / attitude(s) / method(s) / innovation(s) / – / .

sponsor(s) (design) team
supplier(s) producer(s) distributor(s)
purchaser(s) user(s)
(system) operator(s) society

John Chris Jones – Design Methods

design-theme(s)

design(s) – technology & culture / vision(s) – .. / design(s) / attitude(s) / change(s) / human(s) / – / .
mission(s) / challenge(s)

design is where technology meets culture

design

as

art

pirate(s) / skin(s) / science(s) / color(s) / vision(s)
play / reading(s) / physic(s) / method(s) / math(s) / cycle(s)

design-topic(s)

design(s) – technology & culture / vision(s) – .. / design(s) / attitude(s) / change(s) / human(s) / – / .
mission(s) / challenge(s)

design is where technology meets culture

design
as
art

pirate(s) / skin(s) / science(s) / color(s) / vision(s)
play / reading(s) / physic(s) / method(s) / math(s) / cycle(s)