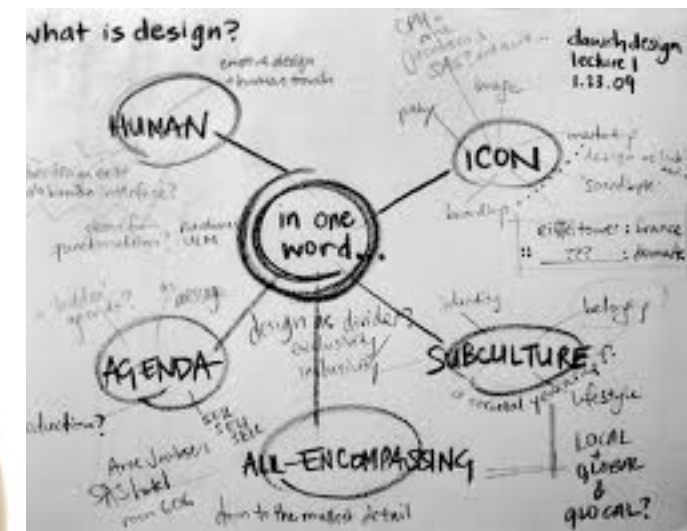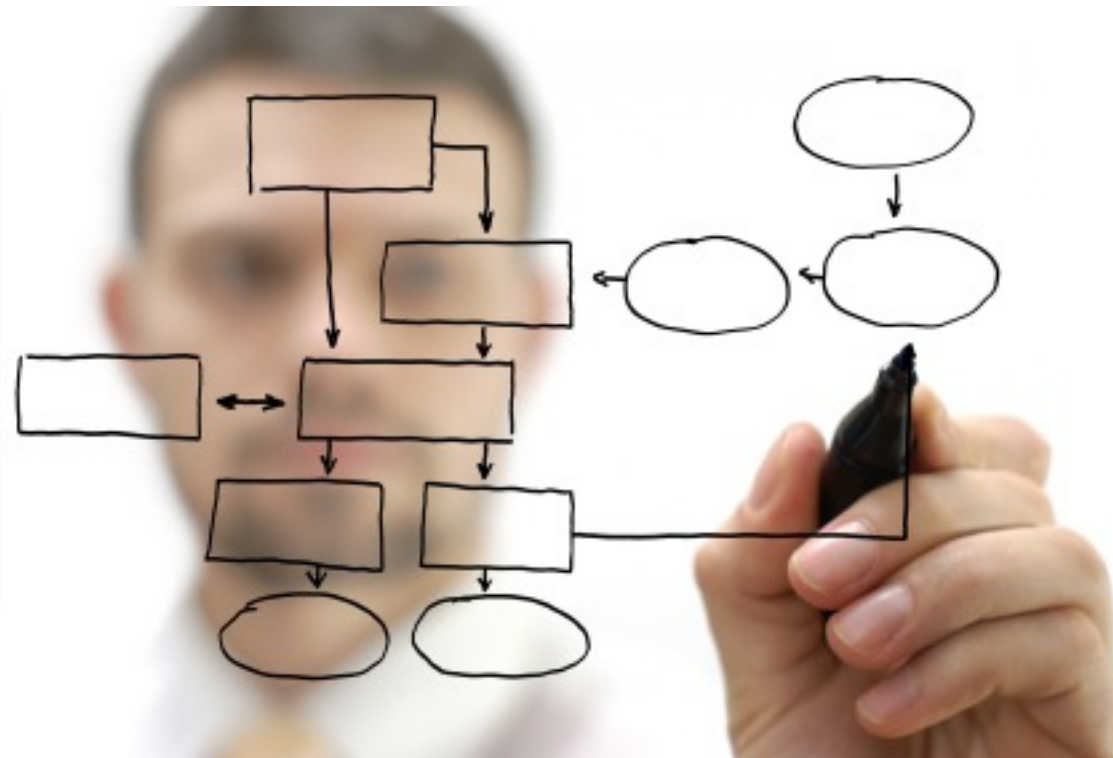# Media theory lectures 2012

Design

Lecture six, May 21, 2012

Werner Hammerstingl

- What is design?

- Why is design important?

- Timeline of key design related events

- What is good design?

- How to design: chasing ideas...

- New and emerging design

- Organisations and membership benefits

What is design?

What is design?

Many definitions exist but my own is simply:

'planning the outcome'

Example

Example

- http://cargocollective.com/4thamendment

Why is design important?

My first answer was "so that things don't happen by accident."

Understanding the user's actual needs, anticipating their future or hidden needs and ensuring they have deep satisfaction with the designed product or service is the key to sustainable design.

Good design begins with the user's requirements and shapes the product or service to take into account what is affordable, useful, accessible, sustainable and pleasurable.

Key design related events

| Timeline		Index : Who, What, When, Where...
Who		**People, Personalities, Heros ...** Philosophers • Writers • Explorers • Composers • Painters • Scientists • Royalty • Directors • Woman ...
What		**Events, Subjects, Issues ...** Arts • Science • Exploration • Nature • Cultures • Religion • Sports • Conflict • Issues • Kids ...
When		**Periods, Ages, Episodes ...** Hellenistic • Roman • Byzantine • Middle Ages • Renaissance • Enlightenment • Industrial Age • 20thCentury ...
Where		**Places, Countries, Continents...** World • America • Africa • Europe • Asia • Oceania • Arctics • Universe ...
Which		**Objects, Things, Creations ...** Books • CDs • DVDs • Paintings

Bauhaus
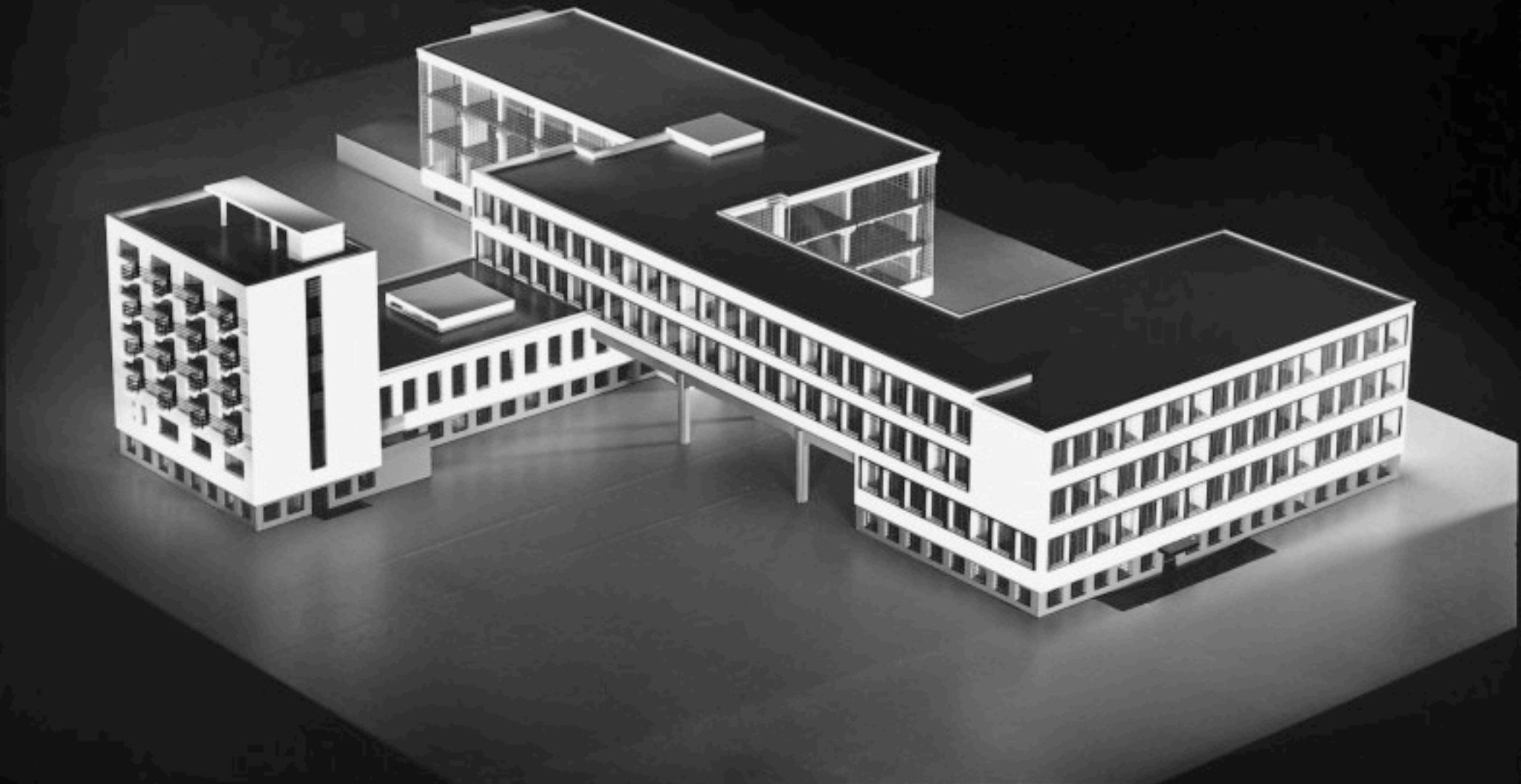
The Bauhaus

The Bauhaus was founded in 1919 in the city of Weimar by German architect Walter Gropius (1883–1969). Its core objective was a radical concept: to reimagine the material world to reflect the unity of all the arts. Gropius explained this vision for a union of art and design in the Proclamation of the Bauhaus (1919), which described a utopian craft guild combining architecture, sculpture, and painting into a single creative expression. Gropius developed a craft-based curriculum that would turn out artisans and designers capable of creating useful and beautiful objects appropriate to this new system of living.

Source: The Bauhaus, 1919–1933 | Thematic Essay | Heilbrunn Timeline of Art History | The Metropolitan Museum of Art

What is good design?

What is good design?

5 points of view on this topic ....

What is good design?

- <u>Dieter Rams</u>

What is good design?

The New York Times

- The New York Times

What is good design?

- <u>Metropolis</u>

What is good design?

- <u>Design Council UK</u>

What is good design?

- [John Maeda](#)

Where do ideas come from?

- <u>Steven Johnson</u>

New and emerging design methods and directions:

Synergic and interactive design.

The holistic DESIGN solution again...

Biomimicry

Organisations and membership benefits..

Organisations and membership benefits

Organisations and membership benefits

Q&A

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