

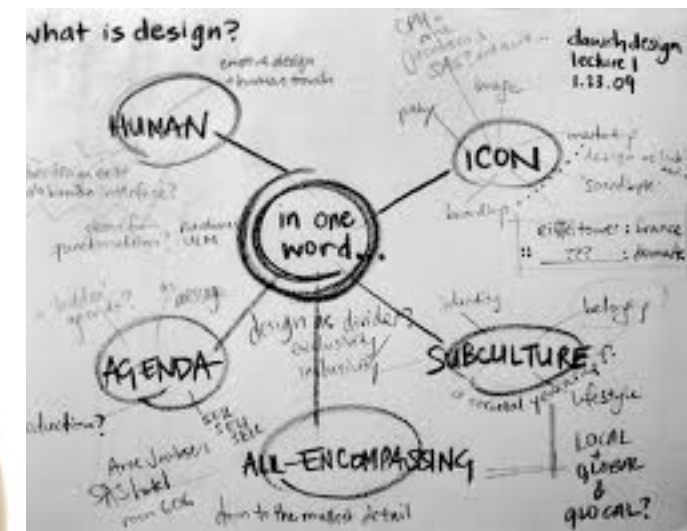
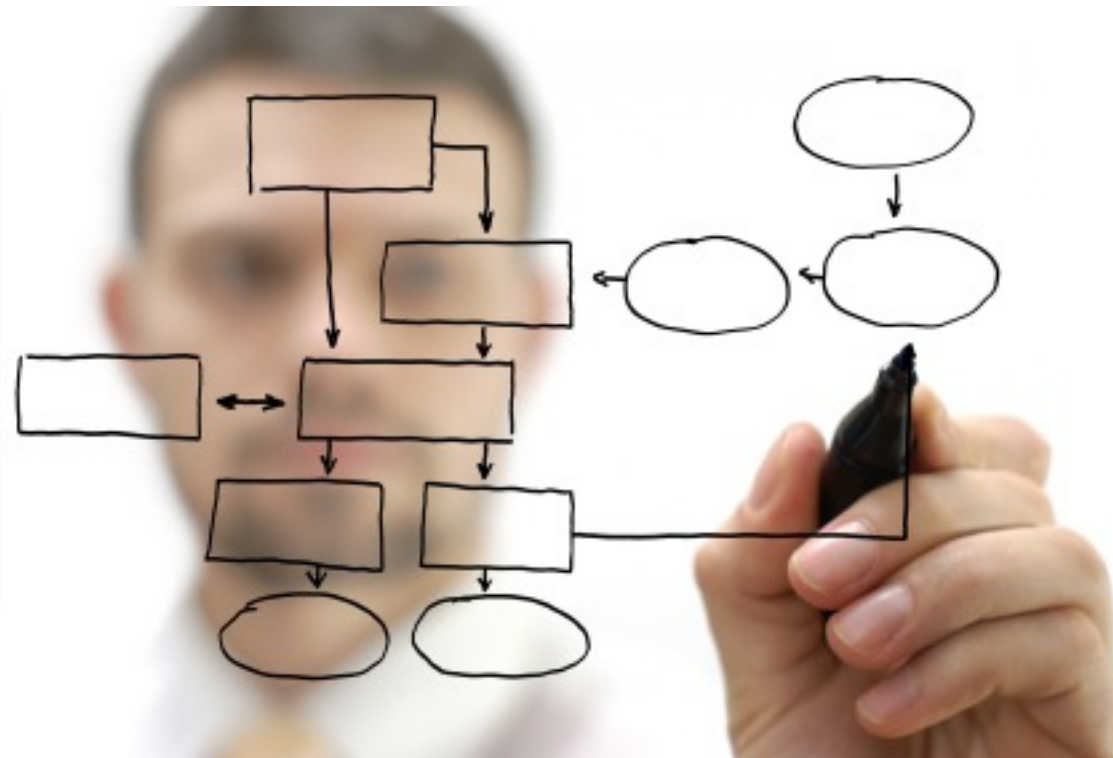
Media theory lectures 2012

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

[CBS News.com](#) [CBS Evening News](#) [The Early Show](#) [48 Hours Mystery](#) [60 Minutes](#) [Sunday Morning](#) [Face the Nation](#) [Up to the Minute](#)

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 **SUNDAY MORNING**
"Book of Mormon":
Taboos broken,
tickets scarce
4 of 9

 **THE EARLY SHOW**
Great grilled burgers,
dogs: Pro's tips,
recipes
5 of 9

 **SUNDAY MORNING**
End of an era for
shuttle, and NASA
6 of 9

[Home](#) > [CBS Evening News](#)

July 17, 2003

New Airport X-Ray Too Revealing?

New X-Ray Scanner Provides Full Body Scans That Show A Lot!

By Melissa Cheung

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Images from the new scanner are a little too

(CBS) It wasn't that long ago when this kind of airport security was the stuff of Hollywood fantasy, reports **CBS News Correspondent Lee Cowan**.

But that fantasy has now become a bare bones fact.

Ever since terrorist Richard Reid tried to detonate a bomb hidden in his shoes, the government has been searching for a faster, more efficient way to detect plastic explosives.

"The technology we're using today, in some cases, can take 12 seconds to do a scan," says Randal Null, Chief Technology Officer of the Transportation Security Administration. "We'd like to drive that down to a few seconds."

So now, instead of looking at your shoes, Null says, "we are actually going to do a full body scan of an individual."

Airport security screeners have the ability to take the shirt right off your back, "so all anatomical features are shown," says Null.

It's called Backscatter X-ray — low levels of radiation that could deliver high levels of embarrassment at airports all across the country.

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5. **Casey Anthony dad: Car smelled like corpse**

Example



- <http://cargocollective.com/4thamendment>






Why is design important?

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

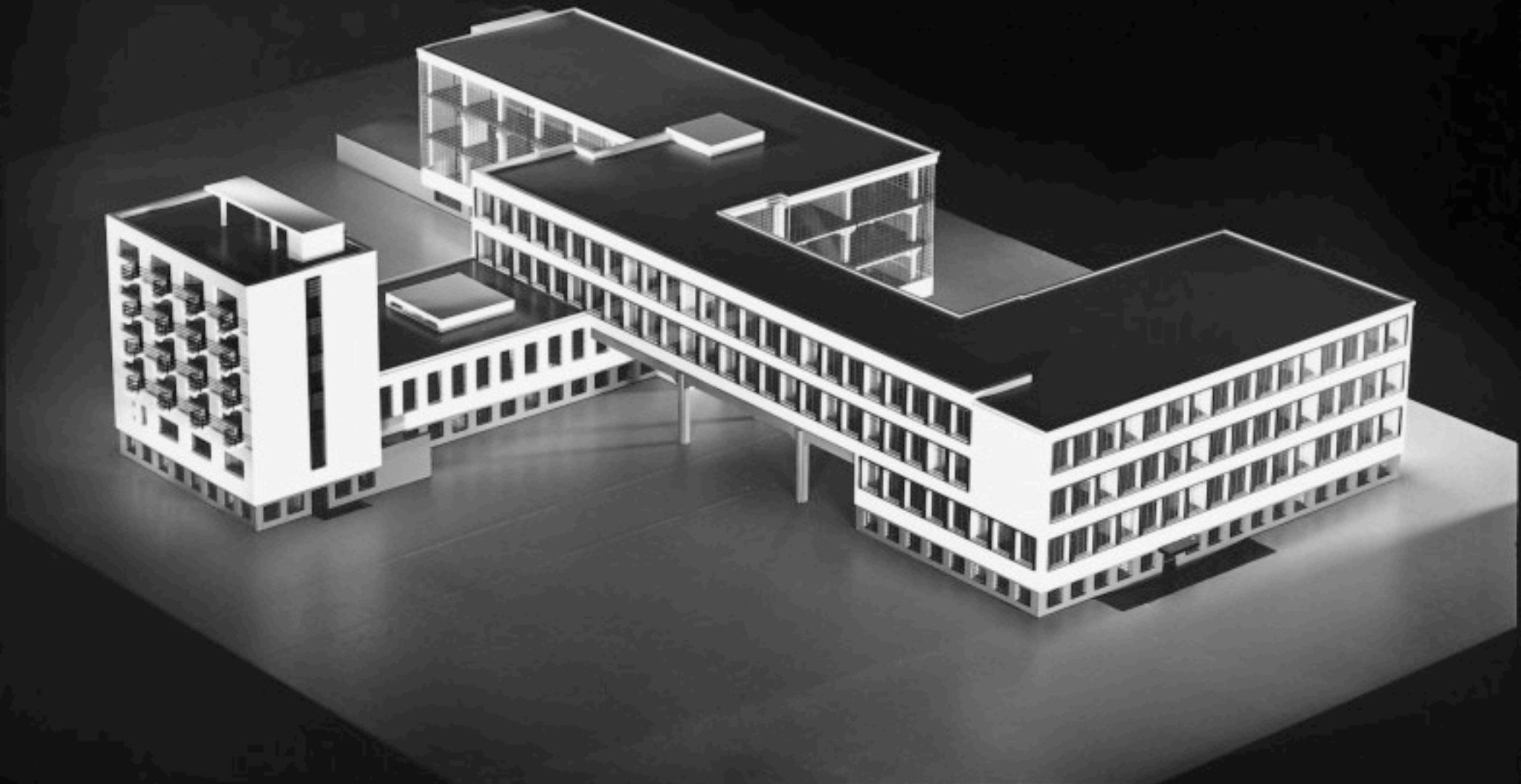
Understanding the user's actual needs, anticipating their future or hidden needs and ensuring they have deep satisfaction with the designed product or service is the key to sustainable design.

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	TIME LINE INDEX	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?

- Dieter Rams



What is good design?

- The New York Times
The New York Times

What is good design?

- Metropolis



What is good design?

- Design Council UK



What is good design?

- John Maeda



Where do ideas come from?

- Steven Johnson

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



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Original sketches for the VE Commodore
Holden Design Team

Events

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Fresh Ground Business Seminar Series 2011 (QLD)
16-June-2011



Interwoven 2011 (NSW)
16-June-2011



DIAS Interior Design Forum (NSW)
21-June-2011



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Spark
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Organisations and membership benefits



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Q&A



