Design
• What is design?
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What is design?
What is design?

Many definitions exist but my own is simply:

‘planning the outcome’
New Airport X-Ray Too Revealing?
New X-Ray Scanner Provides Full Body Scans That Show A Lot!
By Melissa Cheung

(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.
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

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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?
What is good design?

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• John Maeda
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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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