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FH Zentralschweiz

Design Research - A Failure of Imagination?

DRS/Cumulus Symposium - 18/19 May 2011

Dr. Andy Polaine Lecturer/Research Fellow - Service Design andrew.polaine [at] hslu.ch Twitter: apolaine



"I am forced to read a lot of crap" - Don Norman

http://core77.com/blog/columns/why_design_education_must_change_17993.asp



- A Public Voice
- School Curricula
- Research, Theory, Practice false divide

Three Key Reasons

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Average 3.5 million UK viewers per episode

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18.65 million iPhones in 1st quarter, 2011

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THE INTERNATIONAL BESTSELLER DAN BROWN ÍNCI D NDF

40+ million copies worldwide (inconceivably)

for anyone who appreciates a great, riveting read. Dan Brown is my new must-read.

I loved this book.' HARLAN COBEN

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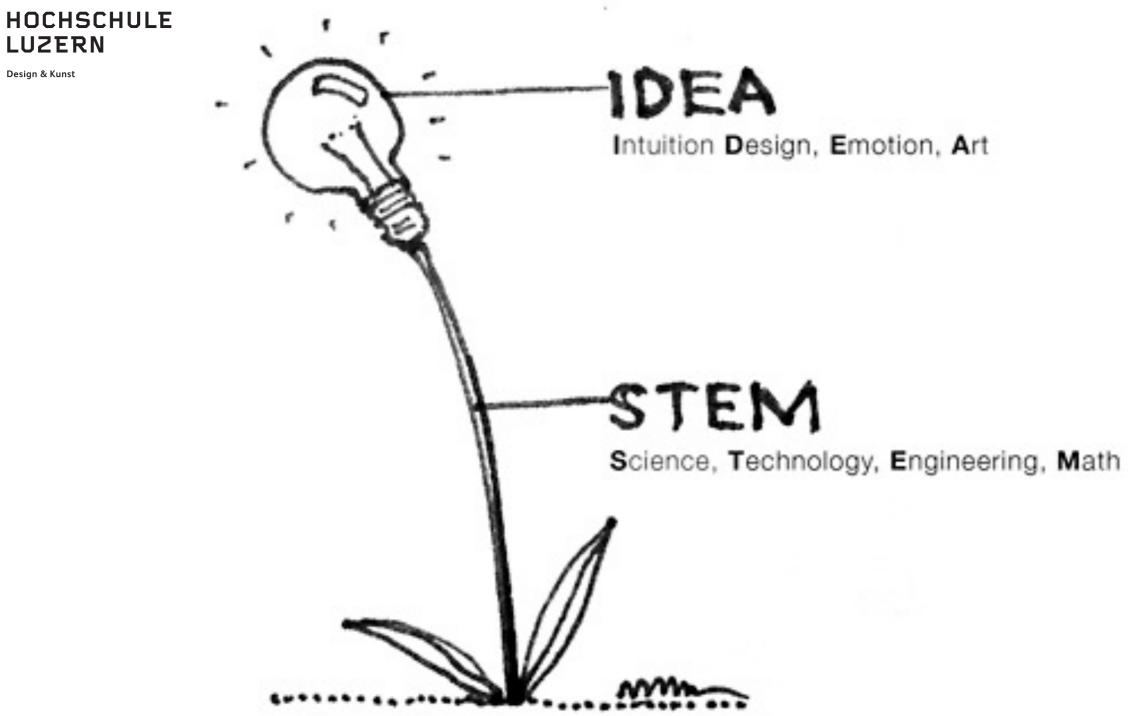
"Design education, design research and, by extension, design education research, have failed to imagine an integrated vision of design's role in society comparable to that of science."

We lack a loud enough voice in public



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Maeda's STEM of an IDEA



Theory, research & practice - a false divide



A failure of imagination in schools

Source: RSA Animate Sir Ken Robinson, Changing Education Paradigms 16.06.08



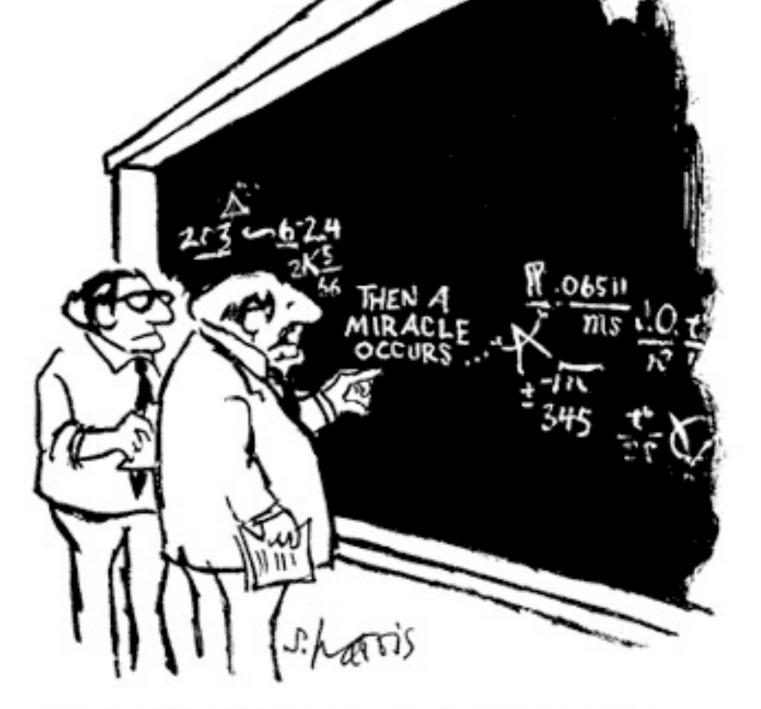
James A. Garfield 1881

"If the power to do hard work is not talent, it is the best possible substitute for it"

Image: http://popartmachine.com/blog/pop-art-portraits-usa-presidents-washington-to-obama.html

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"I think you should be more explicit here in step two."

Expose the process, stop selling magic.

Image: © Sidney Harris - http://www.sciencecartoonsplus.com/gallery/math/index.php

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EXPOSING THE MAGIC OF DESIGN

A Practitioner's Guide to the

Methods & Theory of Synthesis

Jon Kolko

With contributions from Beth Johnson. Gianna Marzilli Ericson, Paul Gould, Colleen Murray, Hugh Dubberly, Lauren Serota, and Rachel Hinman

HUMAN TECHNOLOGY INTERACTION SERIES

OXFORD

Jon Kolko on Synthesis

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"Sensemaking is an internal, personal process, whereas synthesis can be a collaborative, external process."



(Kolko, 2011)

Jon Kolko on Synthesis

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"For science, the process and method are everything.

In design practice, results are seen to be what count and often speak for themselves in the designed artefacts. Process is simply a means to an end."



Science Method vs Design Method

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For most scientists, research is science, scientific practice is research.

EW91

Image: http://www.flickr.com/photos/49503126065@N01/2271657367/

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"Service design, interaction design, and experience design are not about the design of physical objects: they require minimal skills in drawing, knowledge of materials, or manufacturing. In their place, they require knowledge of the social sciences, of story construction, of back-stage operations, and of interaction"

(Norman, 2010)



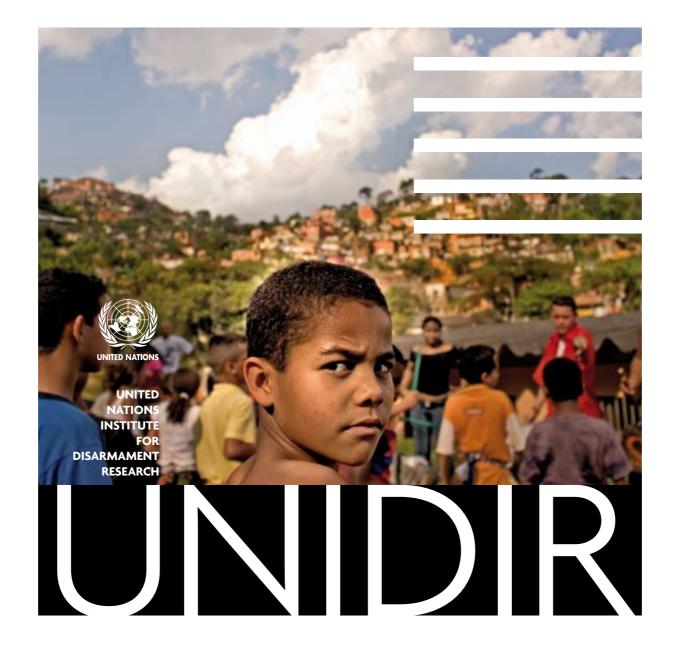
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The paradox of interdisciplinarity

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The Security Needs Assessment Protocol: Improving Operational Effectiveness through Community Security

Derek B. Miller and Lisa Rudnick

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"Design is both a social process, with implications for others who are participants to that process, and also brings something new into the world that may have social force. Attending to both matters responsibly will be essential as the field moves forward."

- Derek B. Miller, 2010, The Policy Lab/UNIDIR

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"These are real issues that need [...] attention by people who are committed — professionally – to trying to figure out what is wrong with their own ideas, and not what is right about them. Designers are worryingly not involved in that process. Design is trying to prove itself, rather than disprove itself. It is the latter, though, that will serve the social good."

– Derek B. Miller, 2010, The Policy Lab/UNIDIR





andrew.polaine[at]hslu.ch