Design Research - A Failure of Imagination?
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“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
Average 3.5 million UK viewers per episode
18.65 million iPhones in 1st quarter, 2011
40+ million copies worldwide (inconceivably)
“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.”
Maeda’s STEM of an IDEA

IDEA
Intuition Design, Emotion, Art

STEM
Science, Technology, Engineering, Math
Theory, research & practice - a false divide
A failure of imagination in schools

Source: RSA Animate Sir Ken Robinson, Changing Education Paradigms 16.06.08
“If the power to do hard work is not talent, it is the best possible substitute for it”
Expose the process, stop selling magic.
Jon Kolko on Synthesis
“Sensemaking is an internal, personal process, whereas synthesis can be a collaborative, external process.”

(Kolko, 2011)
“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.”
For most scientists, research is science, scientific practice is research.
“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)
The paradox of interdisciplinarity
The Security Needs Assessment Protocol: Improving Operational Effectiveness through Community Security

*Derek B. Miller and Lisa Rudnick*
“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
“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
Thank You!

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