Vision, intention, project: Design Culture Collective and the culture of the design practice

WORDCAMP
LISBOA 2023

Olà Lisboa!

gratitude

yoast

The Yoast Diversity Fund

aims to increase the diversity of speaker lineups at tech events.

More information ***https://yoa.st/diversityfund***

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multidisciplinary designer

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dcc
design culture collective · aps

PROMOTING THE CULTURE AND VALUE OF THE DESIGN PRACTICE

Vision, intention, project: Design Culture Collective and the culture of the design practice

designer

Gen Z designer

(born between 1997 and 2012)

Gen Y designer

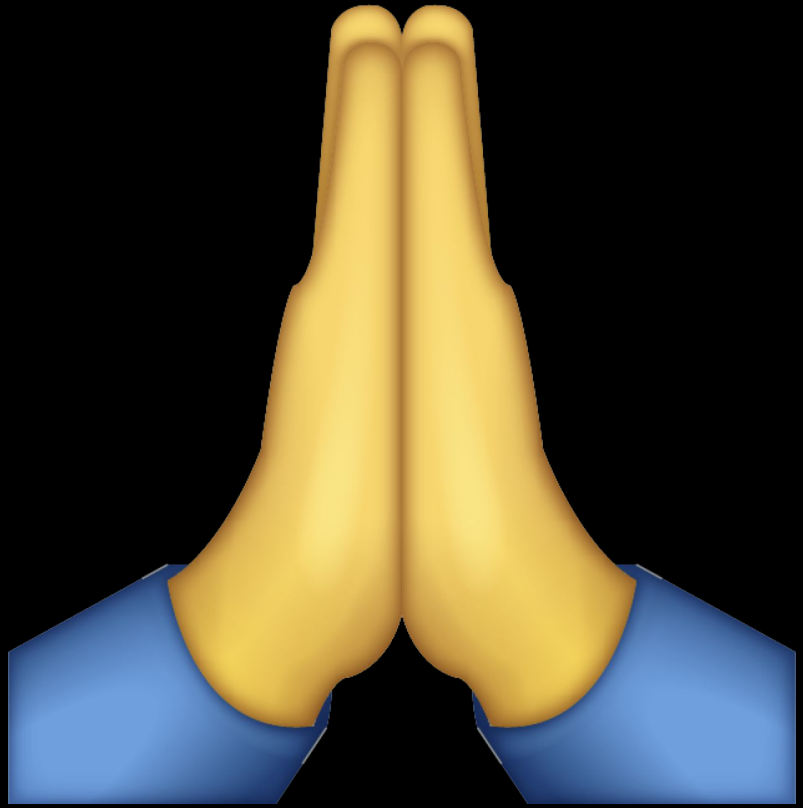
(a.k.a. Millennials, born between 1981 and 1996)

Gen X designer

(born between 1965 and 1980)

Baby boom designer

(born before 1964)



evolution

contexts of application

design?

design?

“Design is thinking made visual”

Saul Bass, graphic designer

“Good design is like a refrigerator: when it works, no one notices, but when it doesn’t, it sure stinks”

Irene Au, UX Designer

“Design is a solution to a problem”

John Maeda, technologist and designer

“Design is a plan for arranging elements in such a way as best to accomplish a particular purpose”

Charles and Ray Eames, industrial designers

“Styles come and go. Good design is a language, not a style”

Massimo e Lella Vignelli, multidisciplinary designers

“Design is the intermediary between information and understanding”

Hans Hoffman, artist and teacher

“Design is to invent with intent.

Rebecca Reubens, Designer

“Design is to invent with intent. If you take away the ‘invent’ bit, you have an engineer.

Rebecca Reubens, Designer

“Design is to invent with intent.
If you take away the ‘invent’ bit,
you have an engineer.
If you take away the ‘intent’ bit,
you have an artist.”

Rebecca Reubens, Designer

Design is the practice of ideating physical, digital, or conceptual objects through the drafting of a plan

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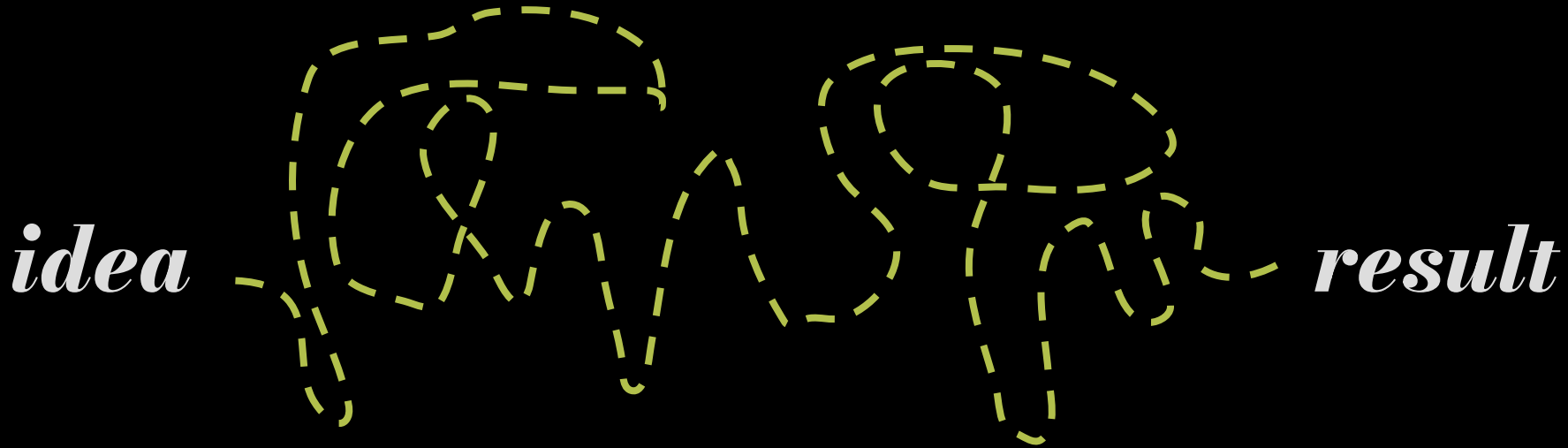
idea - - - - - - - - - - DESIGN - - - - - - - - - - *result*


idea
process
result

Design is the practice of ideating physical, digital, or conceptual objects through the drafting of a plan that combines functionality and aesthetics

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Design is the practice of ideating physical, digital, or conceptual objects through the drafting of a plan that combines functionality and aesthetics

design=planning

design=planning

design>project

design>project

project>throw forth

design

How many kinds of design?

digital design

graphic

digital design

graphic

digital design

communication

graphic

digital design

communication

content

graphic

digital design

service

communication

content

brand

graphic

digital design

service

communication

content

brand

graphic

experience

digital design

service

communication

content

product

brand

graphic

experience

digital design

service

communication

content

product

brand

graphic

experience

digital design

service

communication

fashion

content

product

brand

graphic

experience

industrial

digital

design

service

communication

fashion

content

product
brand
graphic
textile
experience
industrial
digital
design
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product
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graphic
textile
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communication
fashion
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product

brand

graphic

textile

experience

industrial

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communication

fashion

lighting

content

sound product brand

graphic textile

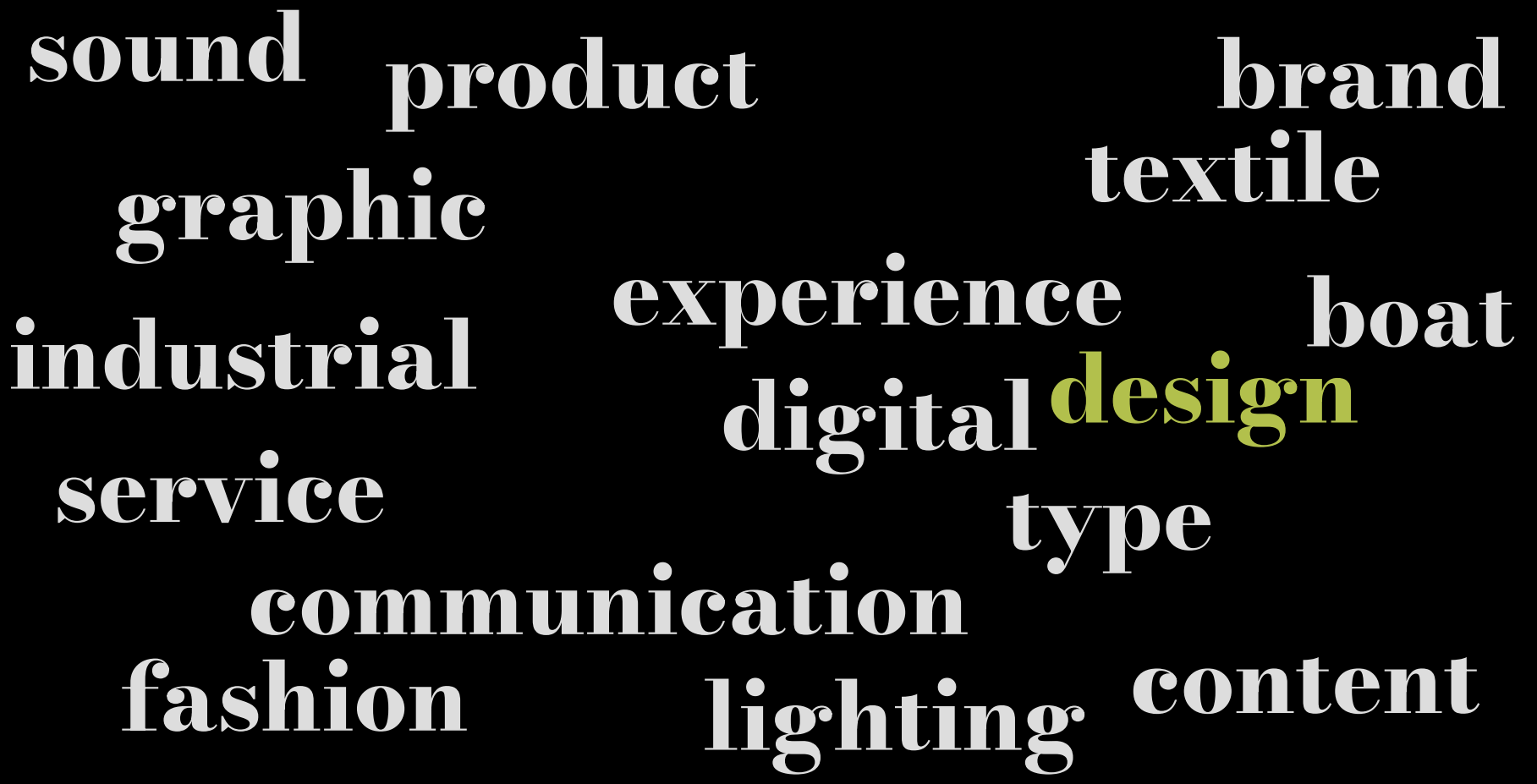
experience

industrial digital design

service type

communication

fashion lighting content


sound
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graphic
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industrial
digital
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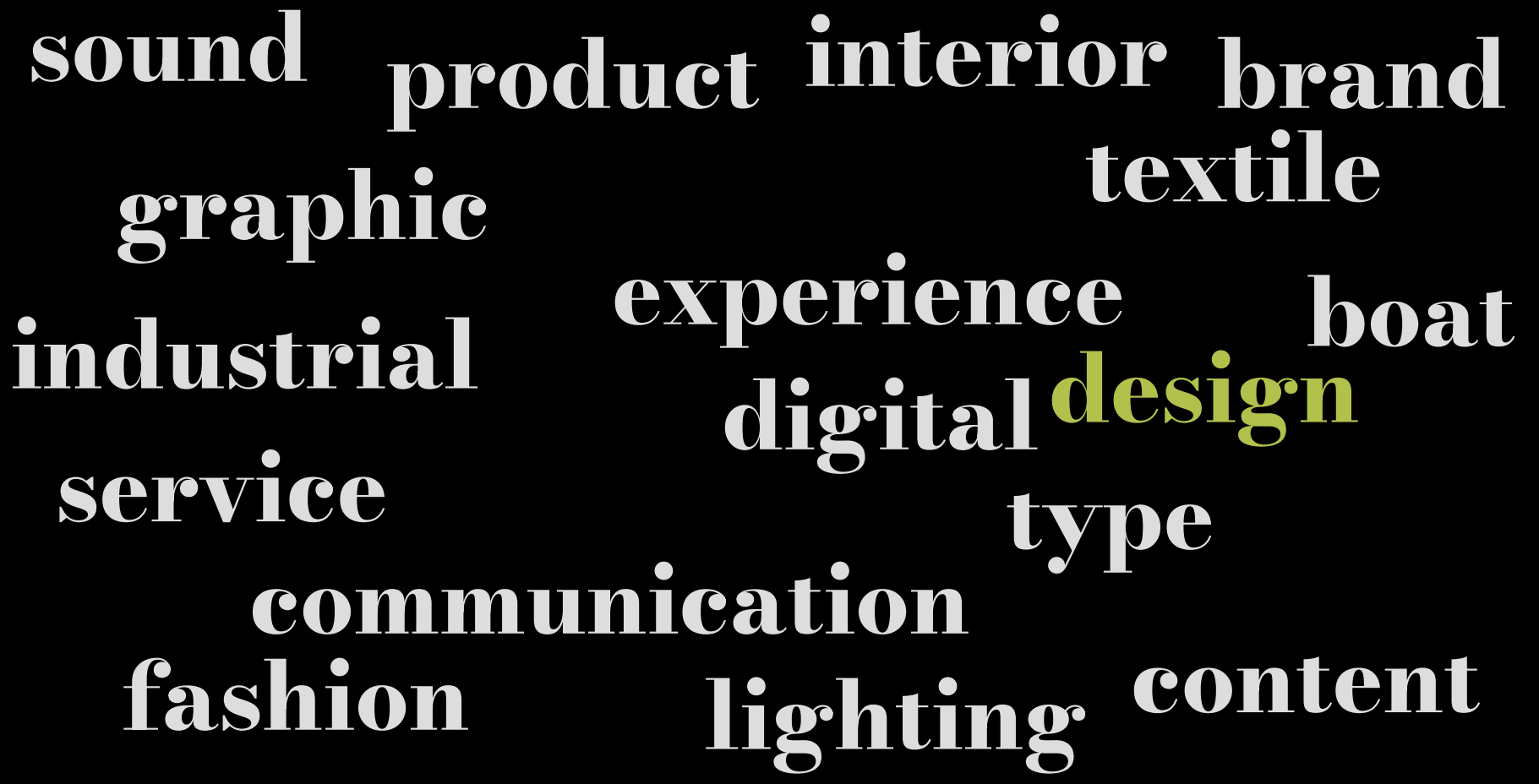
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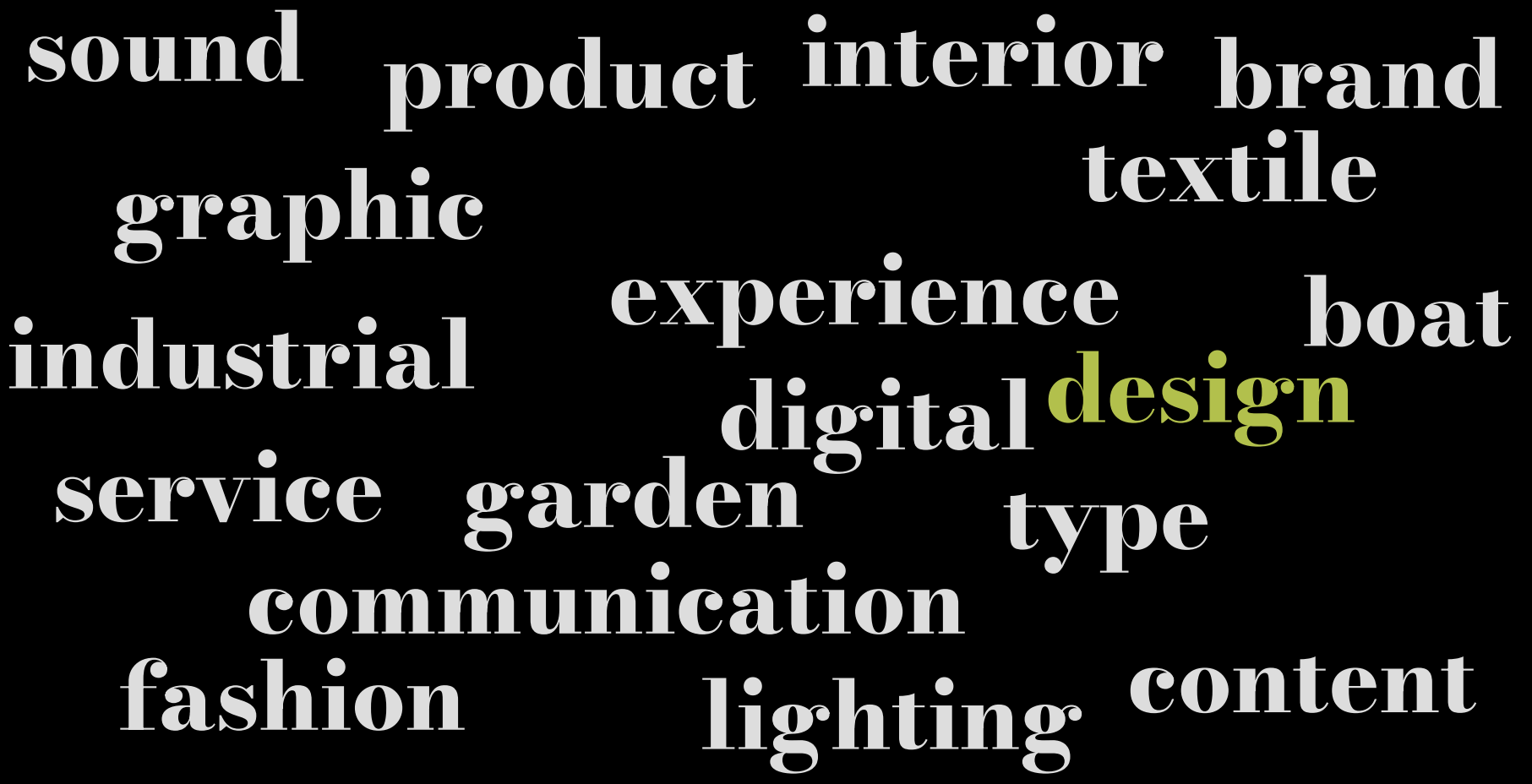
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aesthetics≠design

aesthetics≠design

and yet

perception: design=aesthetics

perception: design=aesthetics

perception: design=aesthetics

perception: design=aesthetics

"Most people make the mistake of thinking that design is what it looks like.

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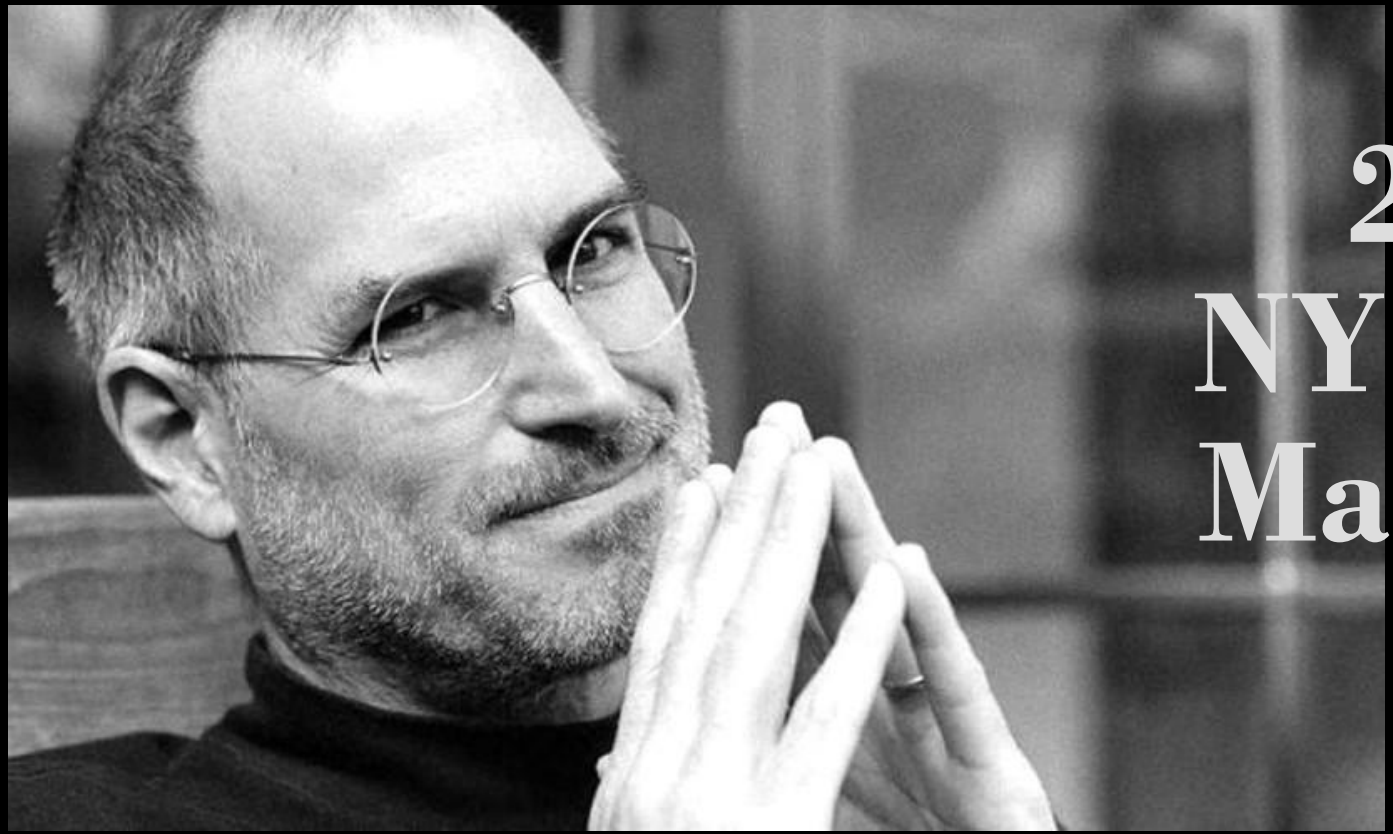
That's not what we think design is.

"Most people make the mistake of thinking
that design is what it looks like.
People think it's this veneer,
that designers are handed this box and told,
“Make it look good!”
That's not what we think design is.
It's not just what it looks like and feels like.
Design is how it works.”

design is HOW it WORKS



2003 NY Times Magazine

Apple has retained the title of the world's most valuable brand:

Apple has retained the title of the world's most valuable brand: the highest brand value ever recorded in the Brand Finance Global 500 ranking.

and yet

and yet

then it’s up to us

desàin

desàin>design

design

design

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Vision

Vision

Vision

Vision, intention

Vision, intention

Vision, intention

design has great power

design has great power

design has great power

design has great power

design has great power

design has great power

design has great power and from great power come great responsibilities

design has great power and from great power come great responsibilities

awareness
of ethical implications

awareness
of ultimate purposes

awareness
of transparency

the inalienable right to always be able to understand and choose

ethics, respect, inclusion

vision, intention, project

vision, intention, project

design is political

design is political

design is political

ethical, social, economic, systemic implications

ethical, social, economic, systemic implications

ethical, social, economic, systemic implications

awareness

impact

Design Culture Collective: the culture of the design pratice

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critical thinking

the culture of the design pratice

the culture of the design pratice

culture

Culture is the acquired knowledge people use to interpret experience and generate behaviour

James Spradley, Anthropologist

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James Spradley, Anthropologist

values

the culture of the design pratice

pratice

1

the carrying out or exercise of a profession, especially that of a doctor or lawyer.

2

the customary, habitual, or expected procedure or way of doing of something

2

the customary, habitual, or expected procedure or way of doing of something

the culture of the design pratice

the culture of the design pratice

culture > pratice

culture > pratice

culture > pratice

Design Culture Collective: the culture of the design pratice

Design Culture Collective: the culture of the design pratice

Design Culture Collective: the value of the design pratice

Design Culture Collective: the power of the design

Design Culture Collective: the culture of the design pratice

Design Culture Collective: the culture of the design pratice

designers, students, teachers

clients, users, stakeholders

clients, users, stakeholders

design has great power and with great power comes great responsibility

design has great power and with great power comes great responsibility

vision, intention, project

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english.designculturecollective.org

raffaella isidori

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perguntas?