

EXTENDED CONTENTS

xiii Preface

xvii Acknowledgments

1 INTRODUCTION

1	Objective
1	Key Concepts
2	Designing Is Up Close and Personal
2	The Design Process: A Relationship
4	Designing Responsibly
5	Designing Is in the Mind
6	The Map: From the World of Imagination to the World of Objects
6	Inspiration
6	Identification
6	Conceptualization
7	Exploration/Refinement
8	Definition/Modeling
8	Communication
8	Production
9	Perspective: Karl Aspelund, Designer
12	Process into Practice
13	Exercises
13	The First Journal Entry, a Reverse Design
13	The Design Journal
14	Reverse-Designing
14	Stage 7: Production
14	Stage 6: Communication
15	Stage 5: Definition/Modeling
15	Stage 4: Exploration/Refinement
15	Stage 3: Conceptualization
16	Stage 2: Identification
16	Stage 1: Inspiration

17 STAGE 1: INSPIRATION

17	Objective
17	Key Concepts
18	Inspiration: An Act of Creation
18	Finding Inspiration
19	Beware of the Myth
19	Genies Don't Return to Bottles
21	Play Somewhere Else
21	All Work and No Play Doesn't Work
22	Inspiration Is Just the Beginning
24	Perspective: Yeohlee Teng, Fashion Designer
27	Process into Practice
28	Exercises
28	Creating an Inspiration Journal
28	Brainstorm
28	Visualize
28	1: Focus
29	2: Energy Transferred
30	3: The Beauty of the World
31	4: Irresistible Force

32	5: The Noise That Keeps You Awake
32	6: A Challenge
33	7: Reflect Influences
34	8: Communicate Feelings
34	9: Be Completely Quiet
35	10: The Beginner's Mind I
36	11: The Beginner's Mind II
36	12: Pain
37	13: Get Up and Look
38	Endnotes

39 STAGE 2: IDENTIFICATION

39	Objective
39	Key Concepts
40	Identification
40	Constraints
43	End User Constraints
45	Constraints of Production
47	Constraints of the Designer
51	Constraints of Responsibility: Unintended Consequences and Sustainability
55	Sustainability
63	Perspective: Brower Hatcher, Artist
66	Perspective: Justice Stephen G. Breyer, Supreme Court of the United States
70	Process into Practice
73	Exercises
73	1: Design Thesis
76	2: Identifying Constraints
77	3: Toward Sustainability
78	Endnotes

79 STAGE 3: CONCEPTUALIZATION

79	Objective
79	Key Concepts
80	Bringing the Idea into the World
80	Creating Sustainable Concepts
82	Gestalt Perception
87	Brainstorming
87	Preparation for Brainstorming
88	Rules of Brainstorming
89	Brainstorming as Inspiration
90	Simile, Metaphor, and Analogy: A Poetic Tool Kit
92	Brainstorming Tools
96	Analysis
96	Listing Pros and Cons
97	Visualize and Sketch
97	SCAMPER
98	Presenting Concepts
99	Do
100	Don't
101	Perspective: Jill Pable, Interior Designer, Professor of Interior Design

105	Process into Practice
108	Exercises
108	1: Brainstorm
109	2: Concept Board
110	Endnotes

111 STAGE 4: EXPLORATION/REFINEMENT

111	Objective
111	Key Concepts
112	Practicing Alchemy
112	Observing and Testing
113	Looking for Green
114	Exploration and Refinement
115	Sketching and Illustrating: Tools and Languages
118	Do
120	Don't
120	Forming
121	Computer-Aided Design
122	Dialogue
123	Reflection
125	Perspective: Leifur Breidfjörð, Artist/Designer
129	Perspective: Mari Kussman, Designer and Futurist
131	Process into Practice
132	Exercises
134	Endnotes

135 STAGE 5: DEFINITION/MODELING

135	Objective
135	Key Concepts
136	Making It Real
136	The Basis of Decisions: When Is "Good Enough" Enough?
137	The Hierarchy of a Design's Needs
142	Anatomy of an Idea
143	Details
144	Creating Models and Samples
148	Obsession with Modeling Techniques and Methods
149	Strategies
151	Reinspire
152	Perspective: Ian Cunningham, Design Director
155	Process into Practice
156	Exercises
156	Revision and Remodeling
156	1: What Will You Design?
156	2: What Is Its Nature?
156	3: Who Is It For?
157	4: Why Is It Needed?
157	5: What Are the Benefits of Your Design?
157	6: Why Is This Interesting?
157	7: How Will You Proceed?
157	8: Create the Model
158	Endnotes

159 STAGE 6: COMMUNICATION

159	Objective
159	Key Concepts
160	The Art of Communication: Speaking to Different Audiences
160	The Audience: The Team
164	Information
166	Venue
167	Organization and Quality
168	Language
168	The Art of Presentation
169	The Tailor's Rule Revisited
169	Presentation Methods and Techniques
178	A Designer Prepares
182	Perspective: Mark Zeff, Designer/Architect
185	Process into Practice
186	Exercises
186	1: Designing a Presentation: Layout and Graphic Design
186	2: A Stylistic Experiment
186	3: Illustrating the Designs
186	4: Designer's Notes: Planning for the Audience
186	5: Designing a Presenter: Assembling the Presentation
187	Endnotes

189 STAGE 7: PRODUCTION

189	Objective
189	Key Concepts
190	It's a Wrap!
190	The Production Team: Meeting Your Maker
192	Working with Feedback
194	Prototyping and Testing
195	Concept Prototyping
195	Throwaway Prototyping
196	Evolutionary Prototyping
196	"Reality"
196	Decisions
197	Budgets
197	Scheduling
198	Materials and Aesthetics
199	Sustainability
199	Documenting
199	Reviewing the Design Process
201	Perspective: Pálmi Einarsson, Design Director, Ossur Generation II
204	Perspective: Madison Maxey, Designer and Entrepreneur
206	Process into Practice
207	Exercises
207	1: Prototyping
207	2: Planning
208	3: What Now?
209	Endnotes

211	Appendix 1: Elements and Principles of Design
211	Color
211	Hue
212	Value
212	Intensity
213	Temperature
213	Light Versus Pigment
214	Symbolism and Psychology
215	Color Trends
216	Examining and Setting Up a Color Story
216	Line
216	Direction
216	Clarity
217	Shape
217	Length
217	Width
217	Space
218	Texture and Pattern
218	Harmony
219	Proportion
220	Ergonomics
221	Materials
222	Endnotes
223	Appendix 2: Recommended Reading and Resources
223	Artists' Writings and Journals
223	Color Theory
224	Creativity
224	Drawing
224	History of Art and Design
224	Philosophy and Cognition
225	Principles and Practice of Design
226	Responsible Design Practices
227	Appendix 3: Notable Designers and Architects
236	Endnotes
237	Appendix 4: Reading the Zeitgeist: Trendspotting in a Decentralized World
237	Observing the Zeitgeist
238	Observation
238	Technology and Communication
239	Media
239	Is It Real or . . . ?
240	Tracking Generations
241	Events
241	Technology
241	Trendspotting in a New Century
243	Endnotes
245	Appendix 5: Zeitgeist and Design: A Timeline

275 Photo Credits

279 Index