Introduction to Design

Katrin Wolf

Learning Goals

- Understanding what design is about

- Understanding the complexity of design

- Discussing design from different perspectives

Definition: Design

- A **design** is

  Die Gestaltung

  - **a plan** for the construction of an object or system or for the implementation of an activity or process,

  Die Gestalt

  - **or the result of that plan** or specification in the form of a prototype, product or process.

Cambridge Dictionary of American English

Design Disciplines

- Architektur
- Corporate Design
- Datenbankdesign
- Fotodesign
- Game Design
- Grafikdesign
- Kommunikationsdesign
- Interaktionsdesign
- Interface Design
- Lichtdesign

- Mediendesign
- Modedesign, Bekleidungsdesign
- Produktdesign
- Schmuckdesign
- Service Design
- Sound Design
- Textildesign
- Orientierungsdesign
- Webdesign

form follows function

Louis Sullivan 1896

Image Source https://commons.wikimedia.org/wiki/File:Louis_Sullivan_-_Wainwright_Building,_
Seventh_%2B_Chestnut_Streets,_Saint_Louis,_St._Louis_City_County,_MO.jpg by Paul Piaget

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Disfunctional design

- Alessi's Juicy Salif by Philippe Starck (1990)

- Gold plated special edition comes with a little paper saying:

*"Don't use this juicer to make juice.
The acid will ruine the gold plating"*

Don Norman: https://www.ted.com/talks/don_norman_3_ways_good_design_makes_you_happy?language=de#t-49049

Image Source https://de.wikipedia.org/wiki/Alessi_(Design) by Niklas Morberg

Design milestones

- A portable typewriter Olivetti Valentine (1969)

- For use "anyplace *but* an *office*

- Used by David Bowie & Dieter Rahms

Design milestones

- Braun T3 Pocket portable transistor radio by Dieter Rams (1958)

- Apple's iPod by Jonathan Ive: homage to the T3 design

Image Source https://commons.wikimedia.org/wiki/File:Jon_Ive_and_
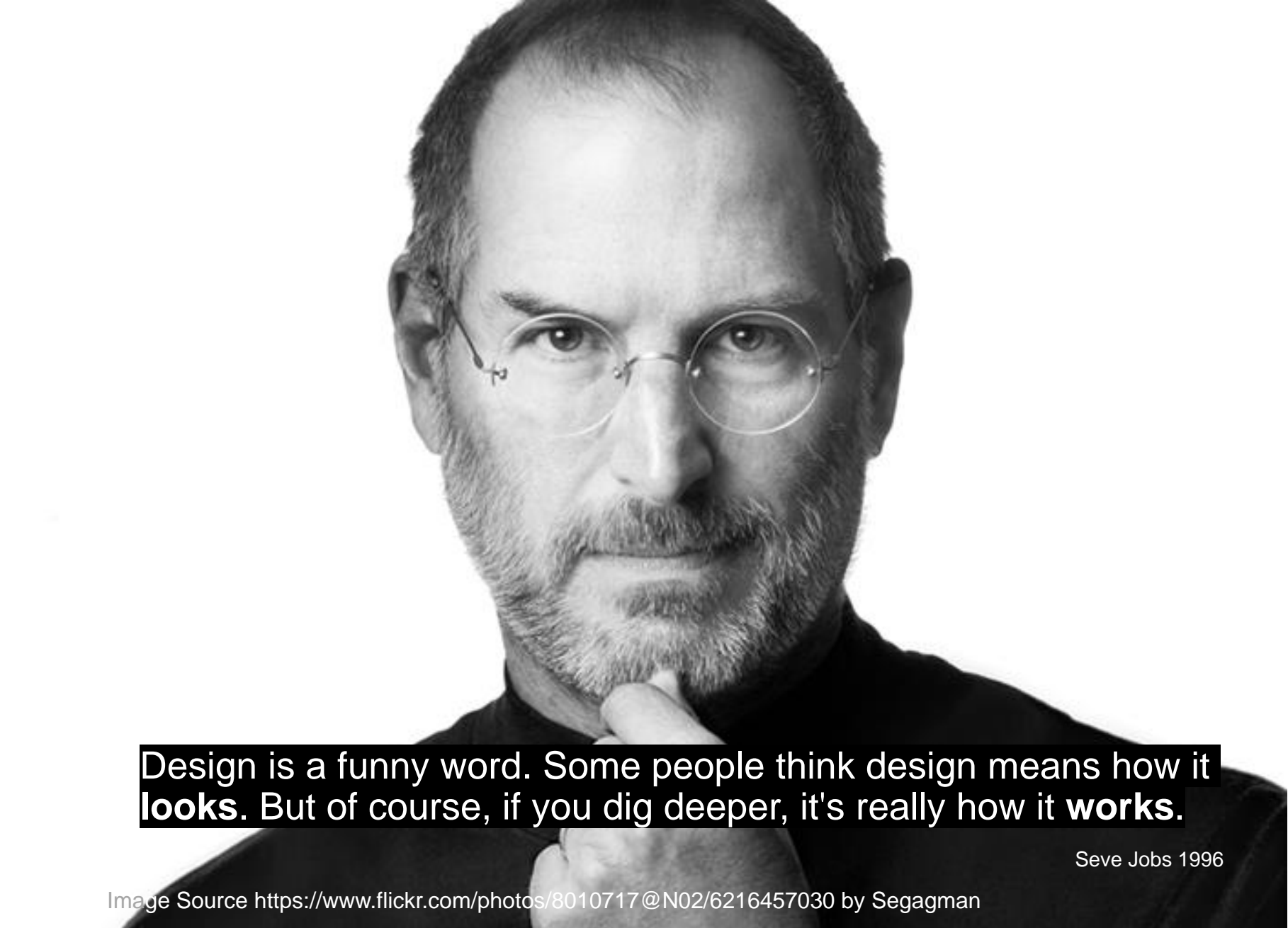Dieter_Rams_works.jpg by ArenysDep

Design milestones

- iPod portable music player (2001)

- Jonathan Ive: Red Dot Design Award

- More than an aesthetic design: entire ecosystem including an online shop

Image Source https://commons.wikimedia.org/wiki/File:Jon_Ive_and_ Dieter_Rams_works.jpg by ArenysDep

Design is a funny word. Some people think design means how it **looks**. But of course, if you dig deeper, it's really how it **works**.

Seve Jobs 1996

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