

Intro to **The Development of Product Form**

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Overview

- Big Ideas
- Design Methodology Overview
- Assignment 1

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Big Ideas

art engineering

Emotional Functional
Expressive Scientific
Interpretive Precise
Symbolic Cerebral
Subjective Objective
Challenging Analytical
Evocative Exact

Industrial design

Hazlett vase Audi TT Sony Vaio Kolff Kidney dialysis machine

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Big Ideas

art engineering

Emotional Functional
Expressive Scientific
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Industrial design

Assignment 1 Assignment 2 Assignment 3

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Big Ideas

This class is about three things:

1. **The meaning of product form**
2. **The human experience with a product and how form affects this experience**
3. **Design methodology & process**

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Big Ideas : Form, aesthetics & meaning

Why do people spend over \$39,000 for the **Audi TT** when the **Ford Mustang** has a similar engine and costs about \$25,000?



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Big Ideas : Form, aesthetics & meaning


How – and **why** - did Apple's new iMac line revitalize a failing company?




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Big Ideas : Human experience

What's so great about OXO?




Why do people buy candles if we have lights?



What's the difference between the \$120 Michael Graves teapot and the \$30 Michael Graves teapot?

(can you tell which is which? how can you tell?)



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Big Ideas : Design Methodology

- A methodology is a **systematic approach**

What does this mean?

- Design methodology is a systematic approach towards **problem solving**

What does this mean?

- You will create your own methodology over time – your methodology directly impacts your **personal design process**.

What does this mean?

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Design Methodology Overview

```

graph TD
    Discover --> Define
    Define --> SynthesizeCreate[Synthesize & Create]
    SynthesizeCreate --> Reflect
  
```

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Design Methodology Overview

```

graph TD
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```

Discovery means immersive research: interviews, contextual-based information gathering; concept-boards, existing product analysis. **Immerse yourself in the problem space.**

Definition means re-evaluating your goals; what problem are you trying to solve? Why are you trying to solve it? How will you know when you are done? **Clearly establish constraints and boundaries to guide your design.**

Synthesize your research into new creations by creating many ideations, very quickly. Don't reject ideas initially as being strange or off the wall – **brainstorm crazy ideas to give yourself a large breadth of concepts.**

When you reflect on your work, you take a step back and focus an unbiased eye on your creation. What did you just do? Why did you do it? Did you succeed? What could you have done better? **Reflection is perhaps the most important part of a successful design methodology!**

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Design Methodology Overview

```

graph TD
    Discover --> Define
    Define --> SynthesizeCreate[Synthesize & Create]
    SynthesizeCreate --> Reflect
    Reflect --> Discover
  
```

Good design is always an **iterative cycle**.

What does this mean?

Why is this true?

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Design Methodology Overview

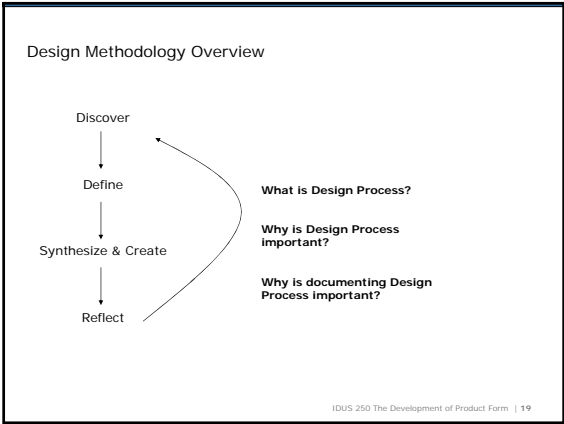
```

graph TD
    Discover --> Define
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    Reflect --> Discover
  
```

What the heck is Human Centered Design?

Why is Human Centered Design important?

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- ### Design Methodology Overview
- A methodology
 - Immersive
 - Iterative
 - User centered
 - Process oriented
 - Very personal!
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- Before we move on ..
- This class is about three things:
1. The meaning of product form
 2. The human experience with a product and how form affects this experience
 3. Design methodology & process
- Be explicit about how each assignment relates to these three things.**
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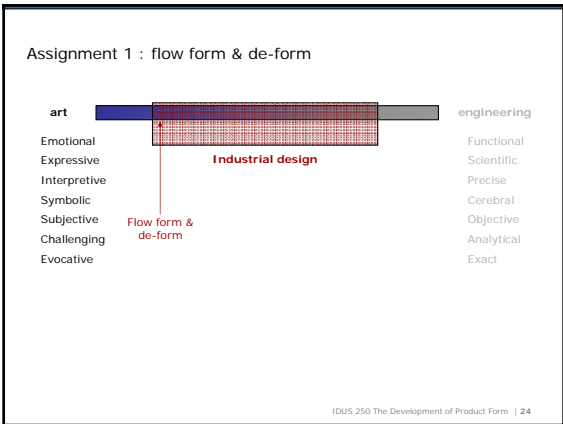
Assignment 1 : flow form & de-form

flowform.
Using only four cuts on the bandsaw, and working with a block of wood, create a form to convey movement through liquid. What qualities are conveyed in objects flowing through liquid? What types of existing objects move through liquid? What are adjectives that describe movement?

de-form.
Once you have successfully created the flowForm, de-construct the form, allowing it to revert back to a solid block. Create five foam representations to illustrate the deformation process, showing a slow progression from form to solid. The five foam models should, when placed next to each other, tell a story of the fluid form emerging from a solid block.

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- ### Assignment 1 : flow form & de-form
- Project Goals:
- To learn, through readings, practice and lecture, the components of a **basic design methodology**
 - To understand **immersive research techniques** and utilize these to discover the intended emotional and linguistic goals of a design problem
 - To **iteratively** develop **beautiful and appropriate forms** and to illustrate these forms in both two and three dimensions
 - To **translate two dimensional representations into three dimensions**
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Assignment 1 : flow form & de-form

This may be the hardest project you ever do.

This may be the most important project you ever do.

Assignment 1 : flow form & de-form

For Next Class :

*discover : **immersive research!***

- Bring in at least 3 physical forms **that indicate flow**
- Bring in at least 30 color images **that indicate flow** mounted to foamcore
- Start noticing form. Everywhere. In everything.
- Bring tracing paper and pencils to next class.