

VizAbility - Culture

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Overview



Visual Thinking Culture
Methodology
Sketching
Prototyping
Critiquing
Readiness

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Visual Thinking Culture

"Key to the visual culture ... is the premise that one does not know everything. ... One does not know what a new book or a new house or a new product will look like or feel like before it is invented or produced" (43)

Have you ever heard that it is ok to *not know* something? When?

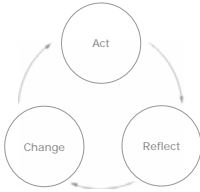
"In the early stages of a design process it is quite acceptable, and oftentimes very desirable, to be involved in very divergent approaches to the same problem. It seems important that participants get immersed in the problem ..." (43)

Have you ever heard that it is ok to try *multiple solutions* to a problem? When?

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Methodology

The ARC Cycle:



"The visual thinking culture thrives in the alternation of action and reflection, of concrete representations and reflective considerations" (46)


**What does "Reflect" mean?
Why is reflection critical to visual culture?**

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Sketching

"When sketching is a public experience, it can become a critical element in communicating and collaborating with others" (51)

What's the difference between *sketching*, *drawing* and *rendering*?



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Prototyping

"A good prototype has two basic characteristics: it is appropriate to the level of a given idea, and it is designed to help distinguish the alternate possibilities under consideration. Its overall goal is to allow decisions to be made" (55)

What does "appropriate to the level of a given idea" mean?

Is a prototype a sketch? Is it a drawing? Is it a rendering?

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Critiquing

"The primary purpose of sketching, prototyping and other actions is to make an idea concrete enough for reflection and feedback" (58)

Your ideas will get better with reflection and feedback. A negative critique of a concept will positively mature your idea.

That's so important that I'll write it again.

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What does "Mutual Trust Is Key" mean?



Critiquing : Good Techniques

- If you are critiquing someone else's work ..
 - Point out something good prior to pointing out something bad
 - If you don't like something, *explain why*
 - If you like something, *explain why*
 - Don't just point out bad ideas – propose potential solutions
 - Think before you speak

In this class, it is not ok to simply like something; you have to know (and articulate) why.

In this class, it is not ok to be apathetic.

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Critiquing : Good Techniques

- If you are being critiqued ..
 - Don't over-defend your work
 - Internalize the comments you receive
 - Build on the comments and work of your peers

Design is iterative.

You will not be right the first time.

Your ideas can always be improved.

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Readiness

"A state of readiness is one that is balanced between relaxation and focus, a condition of physical and mental alertness that is unhampered by fatigue and distraction" (68)

Why is readiness important?

How can we achieve readiness, or flow?

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Visual Thinking Culture

Why is this reading particularly important for Industrial Designers?

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Wrap Up

Visual Thinking Culture
Methodology
Sketching
Prototyping
Critiquing
Readiness

IDUS 250 The Development of Product Form | 12