

Richard Buchanan : Declaration by Design

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Richard Buchanan : Overview



Professor of Design at Carnegie Mellon
Former Head of the School of Design

Well established in the field of **rhetoric of design**

What is the rhetoric of design?

rhet-o-ric: The art or study of using language effectively and persuasively

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Richard Buchanan : Big Ideas

- All forms of design encompass an aspect of rhetoric:
 - "The influence of a designer's personal attitudes, values or design philosophy"
 - "The way the social world of design .. and corporate policy shapes a design"
- As technology becomes more influential in pushing the direction of product design, successful design rhetoric (or language) becomes immensely important
- Designs always act as vehicles of persuasion: this may or may not be the intentions of the designer.

What does this mean?

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Richard Buchanan : Big Ideas

The designer as a speaker who fashions a world and invites others to share in it



The audience of users who may be persuaded to adopt new ways and means to achieve objectives in their lives



Practical life as the subject of design communications



Argument, connecting all the elements of design and becoming an active engagement between designers and users.

As a designer, we are creating a **persuasive argument** that comes to life whenever a user considers or uses a product

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Richard Buchanan : Big Ideas

Three elements of design:

1. Technological reasoning
Is this more than just function?
2. Character or ethos
If a product design contains a rhetoric including character, where do the lines between art and design collapse?
3. Emotion or pathos
Form follows function? Or form yields a persuasive emotion? What about texture, color, shape, size, material ...?

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Richard Buchanan : The Big Questions

How does form impact the rhetoric of design?

As designers, what implications does this have on the products you create?

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Richard Buchanan : The Big Questions

Is this brand?

Is it marketing?

Is it honest?

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Richard Buchanan : Summary

- The man
- His ideas
- How it affects us

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