

LESSON 7

Critical Concept

Oct. 9–18
/ Review Oct. 23

DESIGN THINKING

Watch

Tony Fadell, “The First Secret of Design Is ... Noticing.” *TED*.

Dave Evans, “Want to Make Better Decisions?” *Big Think*.

Haubursin & Barton, “How to Solve Problems like a Designer.” *VOX*.

Read

Bruno Latour, “A Cautious Prometheus.”

SPECULATIVE DESIGN

Watch

Simone Giertz, “Why You Should Make Useless Things.” *TED*.

Michael Stevens, “Why Do We Ask Questions?” *TEDx*.

Karim Rashid, Lecture at the MFAH, 2008.
<https://www.dropbox.com/s/4mliuot7nknc9cx/Karim%20Rashid-2008%20MFAH%20lecture.m4v?dl=0>

George the Poet, “Benin Bronze.”

Read

Barnes & Papaelias, “Critical Making at the Edges.” *Visible Language* 49.3. pp. 5-7.

Dunne & Raby, *Speculative Everything*.

Self-Evaluate

Imagine yourself as an antagonistic stranger as you critically examine your content and pages. Pretend to be someone who either knows nothing of design or who is actively hostile to it.

While adopting this critical and antagonistic persona, look over your workbook and ask the following questions of every element or rule:

why?

yeah, and?

so what?

Have fun with this exercise, but take it seriously. Be savage, aggressive, or snobby! With a highlighter, pick your victims, then etch each question in the paper.

Take a break, and clear your head. When you return, look over the notes that some jerk left in your workbook and attempt to answer the questions. Write your answers in a separate document or sketchbook.

Review and Rework

Integrate your answers into your existing workbook where they can improve clarity and explain things like importance and context.

Preface

Using your notes from self-evaluation as a guide, find the aspects of design that you are passionate about, then condense them down into a short list.

Draft a preface for your Workbook that addresses the items from your list. Explain the over-arching purpose of the information it contains. Explain graphic design, perhaps by offering a personal definition or by stating how you view the profession's role in society.