

# CHAPTER 1

## DESIGN ETUDE

DESIGNERS SHOULD BE ABLE TO **ARTICULATE** THEIR DESIGNS AND SAY **HOW** AND **WHY** THE CHOICES WERE MADE.

TRY THEM AND GET  
OTHERS TO DO THEM!



### • PART 1: TAKING NOTICE

TAKE NOTE OF **THREE THINGS** IN YOUR DAY YOU FIND **BEAUTIFUL** AND THAT YOU RECOGNIZE TO BE **DESIGN**.

#### EXAMPLES

- AN EVERYDAY OBJECT
- A TOY OR A GAME
- A KITCHEN APPLIANCE
- THE LAYOUT OF A ROOM
- THE PLOT (TWIST) OF A MOVIE
- A SOCIAL INTERACTION
- A TOOL
- A BUILDING



### • PART 2: MEANS AND ENDS

FOR EACH THING YOU NOTED IN PART 1, PERFORM A **FUNCTIONAL-AESTHETIC** ANALYSIS: THINK ABOUT AND ARTICULATE WHY YOU FIND IT BEAUTIFUL. DOES IT HAVE TO DO WITH ITS FORM, OR FUNCTION, OR A SURPRISING INTERPLAY OF BOTH? IS IT SATISFYING? HOW SO? DO YOU FIND IT ELEGANT? WHAT EMOTIONAL RESPONSES DOES IT ELICIT? IN WHAT WAY IS IT MEANINGFUL TO YOU? CHARACTERIZE ITS FUNCTION/PURPOSE VS. ITS FORM/AESTHETICS. WHAT **MEANS-TO-AN-END** DOES IT SERVE, AND WHAT **END-IN-ITSELF** DOES IT SPEAK TO? WRITE A FEW SENTENCES OR MAKE A DIAGRAM OF YOUR ANALYSIS.

### • PART 3: GUERRILLA DESIGN

**INFILTRATE** YOUR DAILY LIFE WITH DESIGN. ADD AESTHETICS TO SOMETHING THAT DOESN'T SEEM TO NEED IT (THIS IS OFTEN THE BEST PLACE TO EXPERIMENT WITH AESTHETICS). IF YOU DRAW SOMEONE A MAP TO YOUR HOME, DO IT WITH AESTHETICS, GIVE IT PERSONALITY. IF YOU COMPOSE A MESSAGE, EMPLOY A POETIC STRUCTURE THAT FITS THE MESSAGE! **WHATEVER YOU DO, DO IT WITH AESTHETICS** -- EXPERIMENT, AND HAVE FUN!