CHAPTER 1  
DESIGN ETUDE

Designers should be able to articulate their designs and say how and why the choices were made.

• 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!