

Perspectives on design and on how to manage disappointment

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2.11.2021, week 1, day 1

Process Management for Media and Design

Process

Process

a series of actions or steps taken in order to achieve a particular end (outcome).

Management

Management

planning, controlling, monitoring, organising
and evaluating resource utilisation.

Management i.e. control and organisation vs.
Leadership i.e. vision, inspiration and intrinsic
motivation.

Media

Media

the primary means of (mass) communication (broadcasting, publishing, and the internet) regarded collectively.

New Media? Social media?

Design

Design

to create and execute, or construct according to plan. The planning process for artefacts i.e. design implies a (crafted) considered choice.

Homework reading: [the-meaning-of-design](#)

Learning design and dealing with disappointment

Learning design and dealing with disappointment

Learning design and dealing with **disappointment**





Learning design?

Learning **design**?

Everyone designs who devises courses of action aimed at changing existing situations into desired ones.

Herbert Simon
(1916 - 2001)



A reflective conversation with the
materials of a situation.

Donald Schön
(1930-1997)



Design thinking ... uses the designer's
sensitivity and methods to match peoples
needs with what is technologically possible

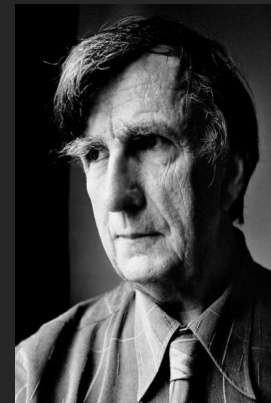
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Tim Brown
(IDEO)



Design is ... changing matters of
fact into matters of concern.

Bruno Latour

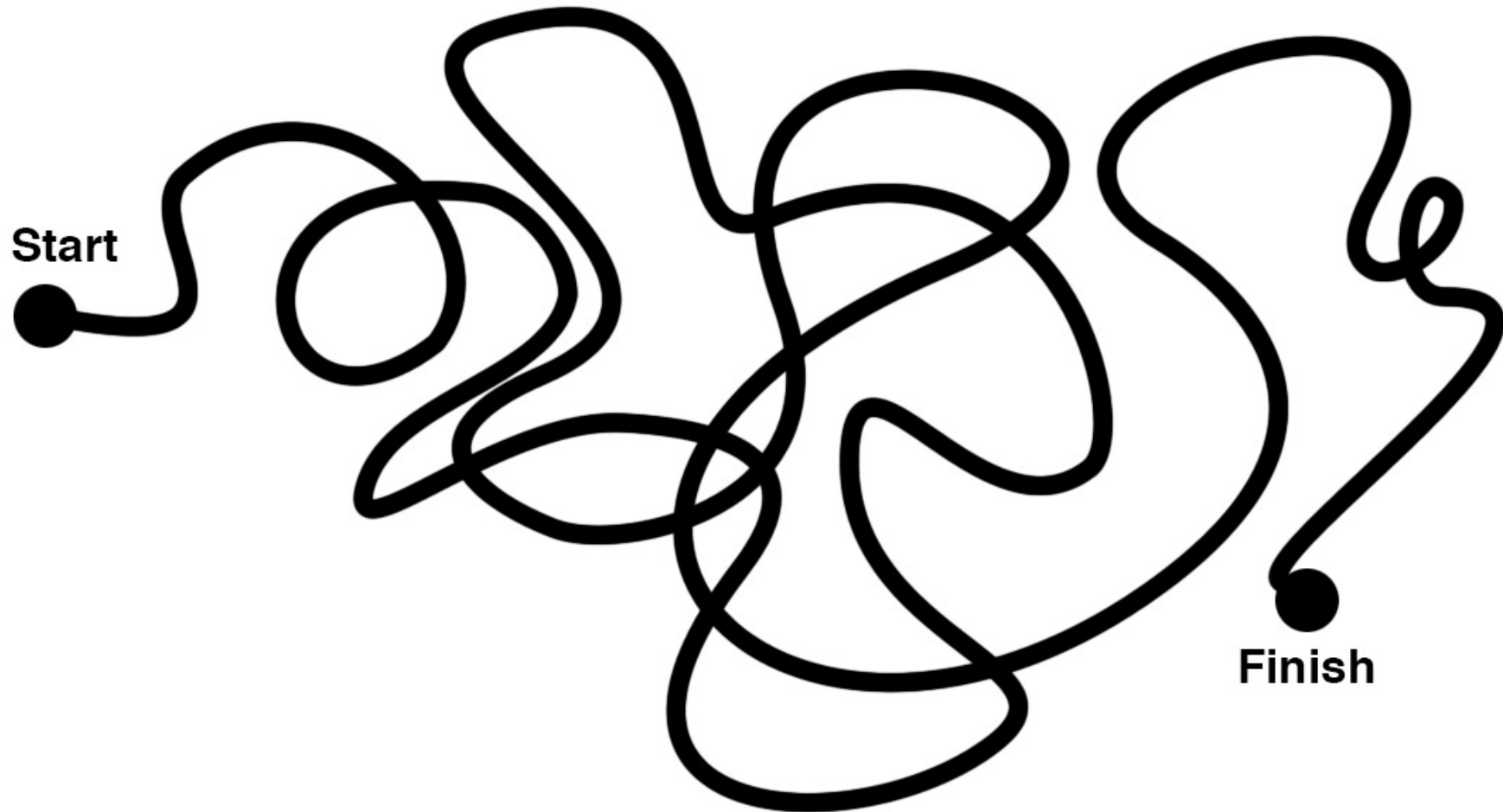


... Design is not creation of
discrete, intrinsically meaningful
objects, but
the cultural production of new
forms of practice.

Lucy Suchman

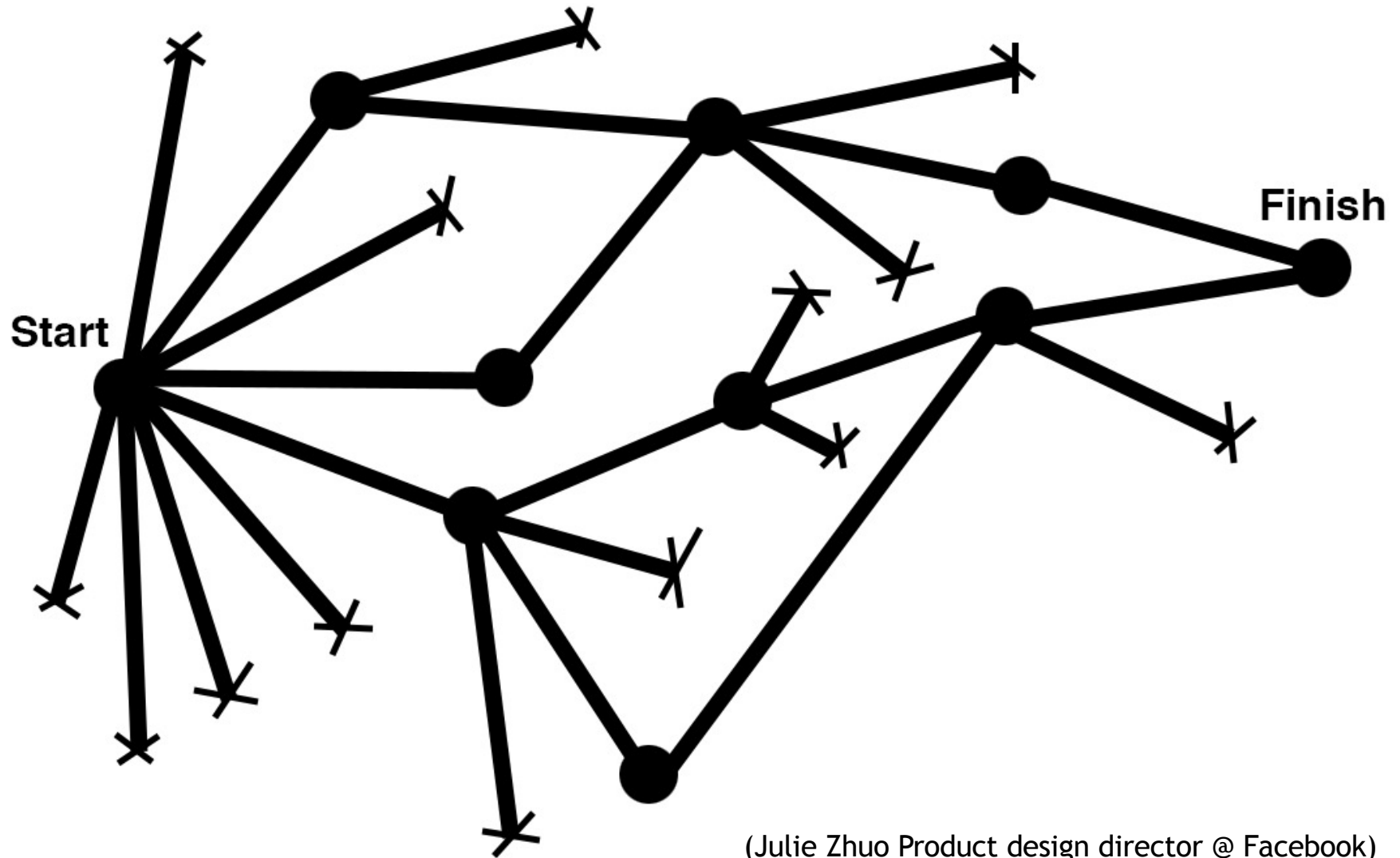


The Process of a Junior Designer



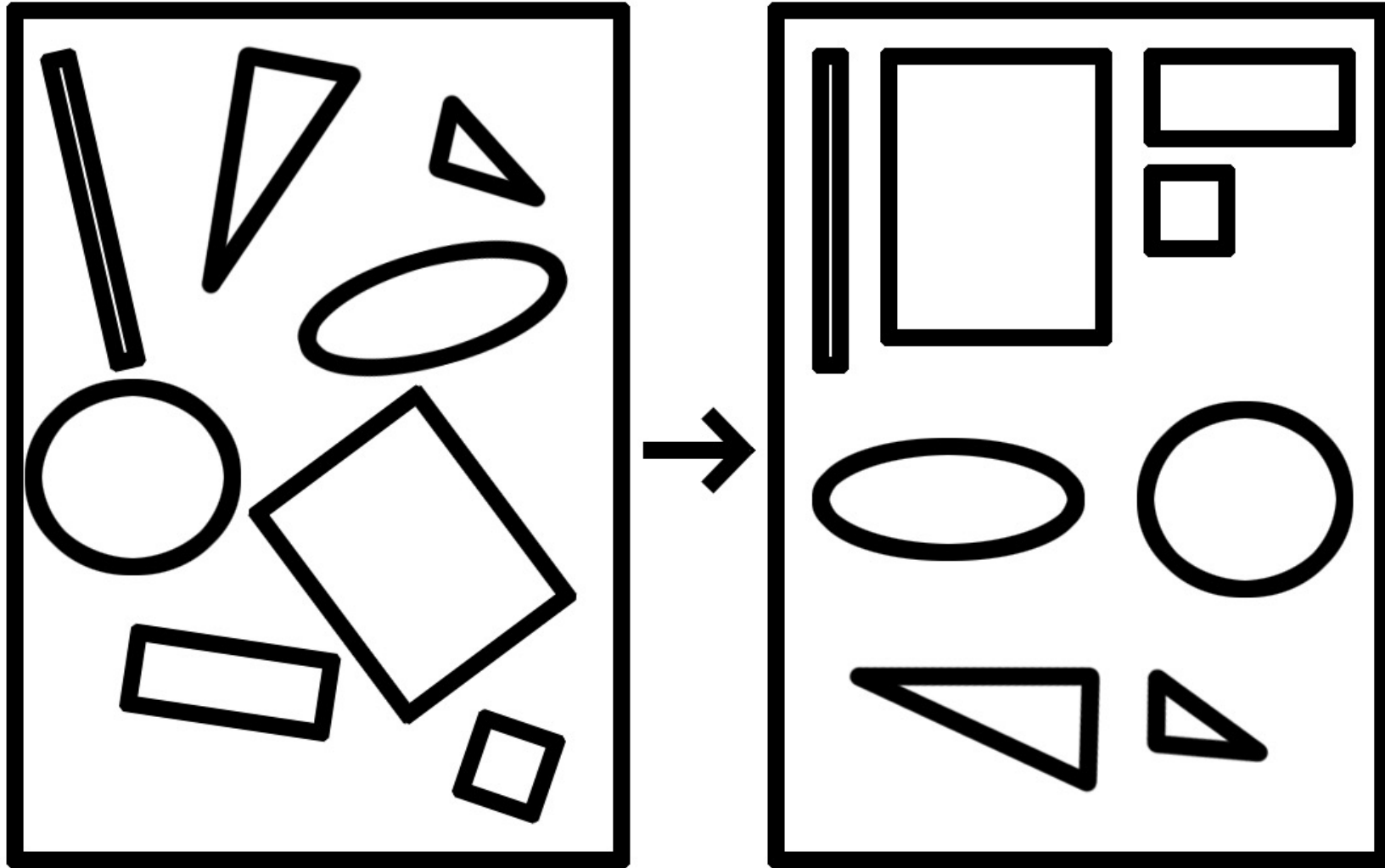
(Julie Zhuo Product design director @ Facebook)

The Process of a Senior Designer



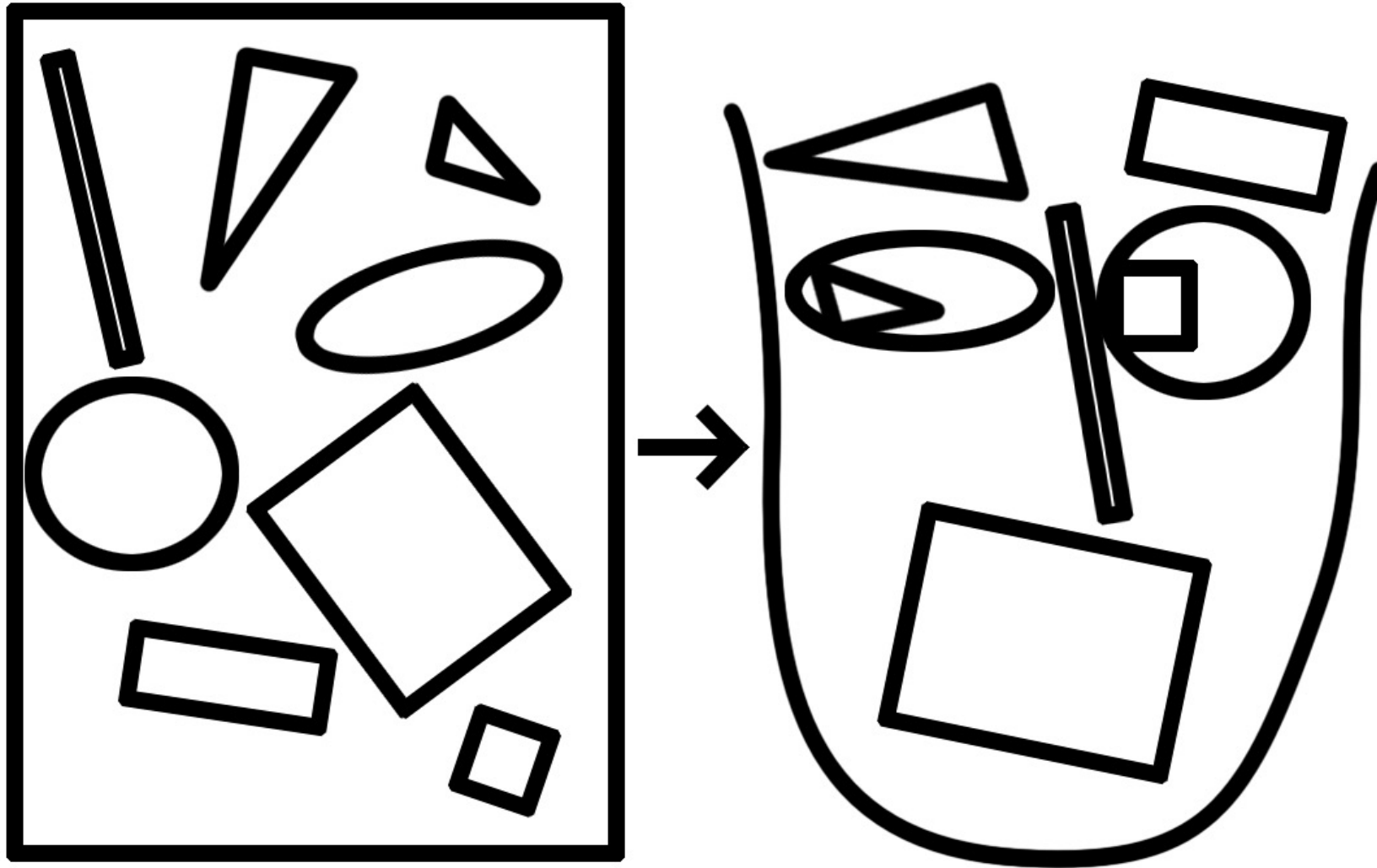
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The Ambitions of a Junior Designer



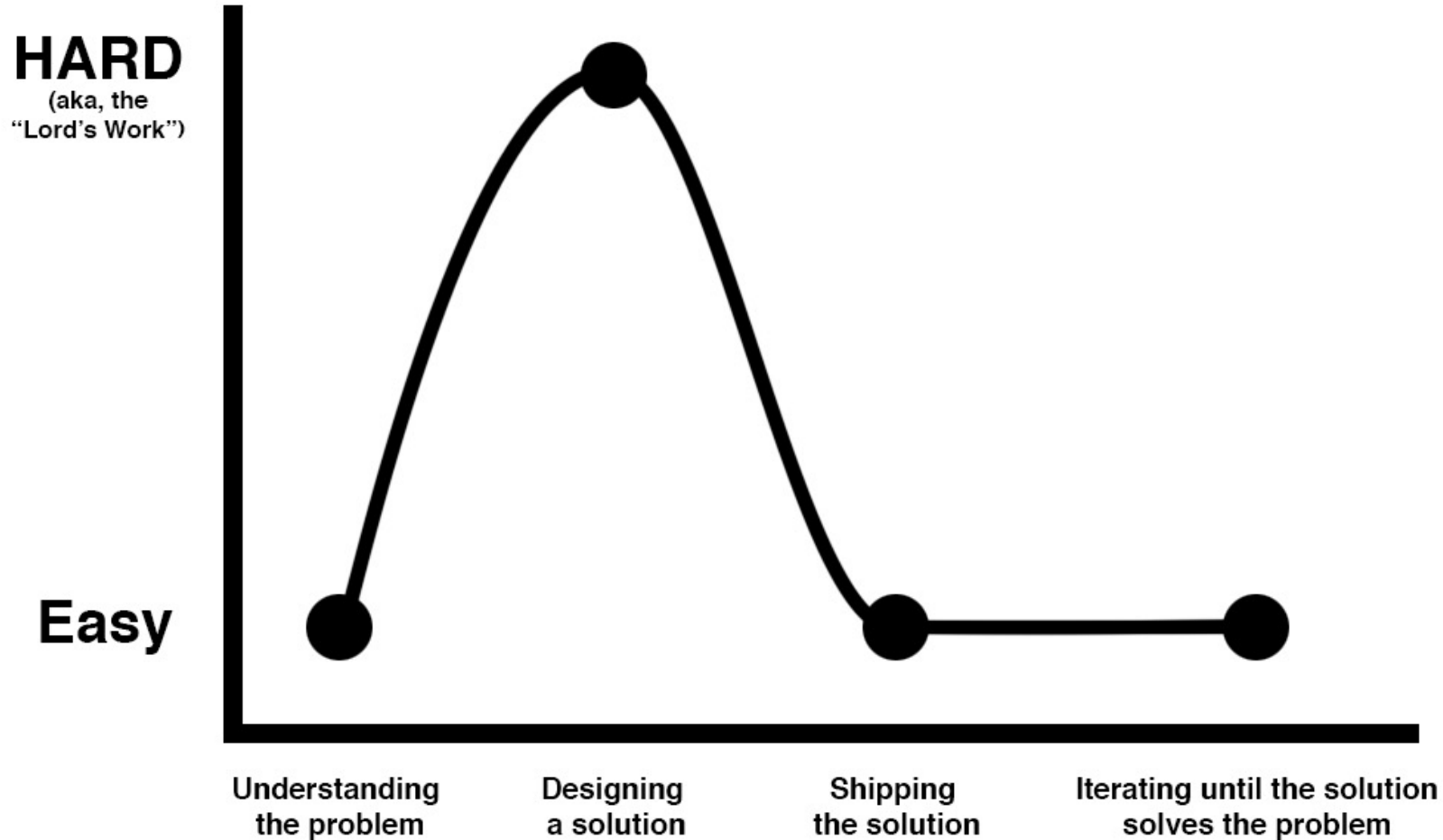
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The Ambitions of a Senior Designer



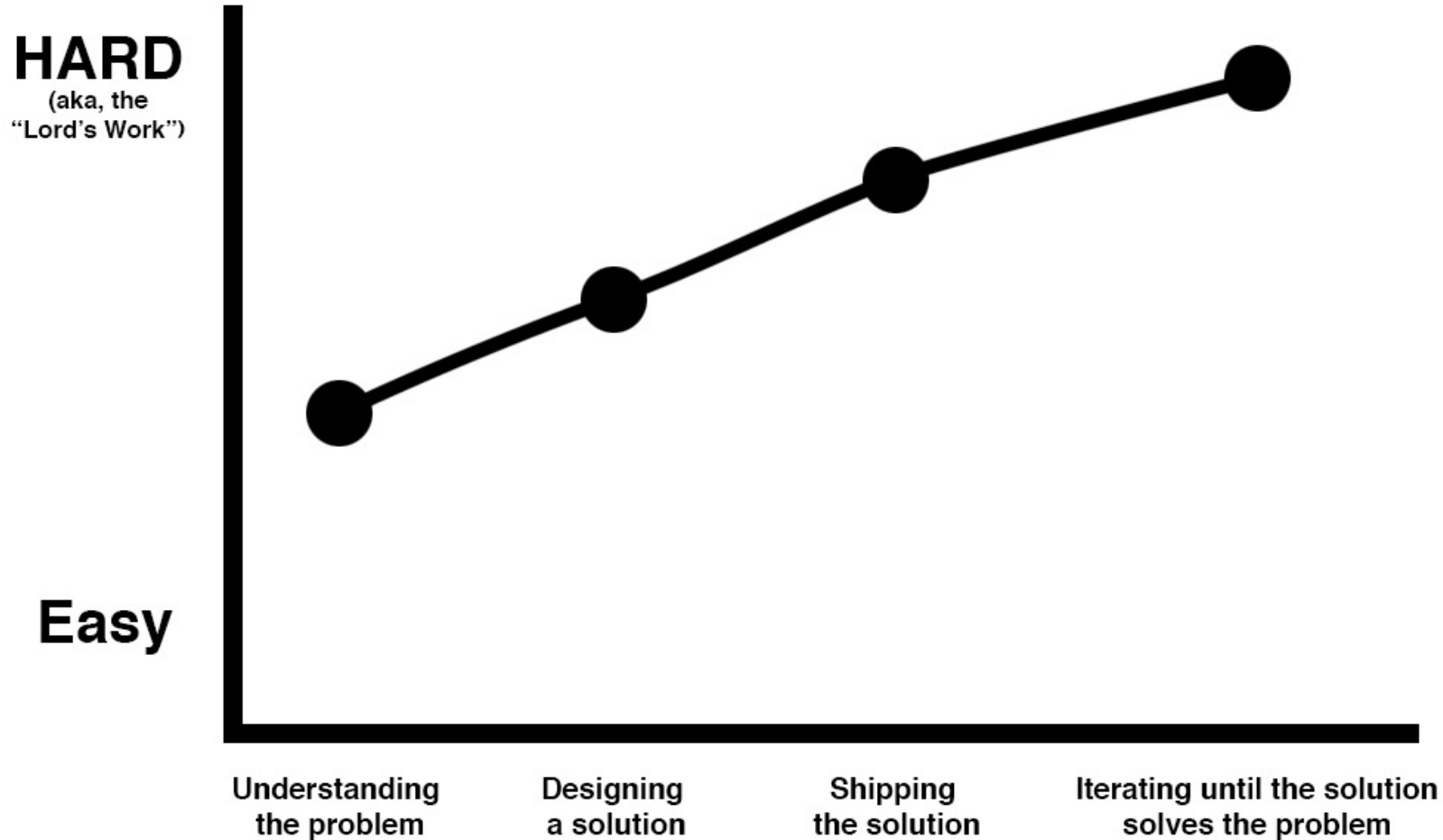
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The Stages of Design to a Junior Designer



(Julie Zhuo Product design director @ Facebook)

The Stages of Design to a Senior Designer



(Julie Zhuo Product design director @ Facebook)





Learning design?

Having **manageable disappointments?**

Homework reading: Dealing with disappointment