Recognizing the Value of Design

through Scalar Thinking

Dr. **Namkyu Chun**

University Lecturer in Design Communication

questions & comments:
https://presemo.aalto.fi/designimpact3/

# After this session, you will be able to..

- Situate design in the 21st century

- Comprehend the notion of scalar thinking in design

- Identify the value of design in different scales

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To communicate better!

My journey..
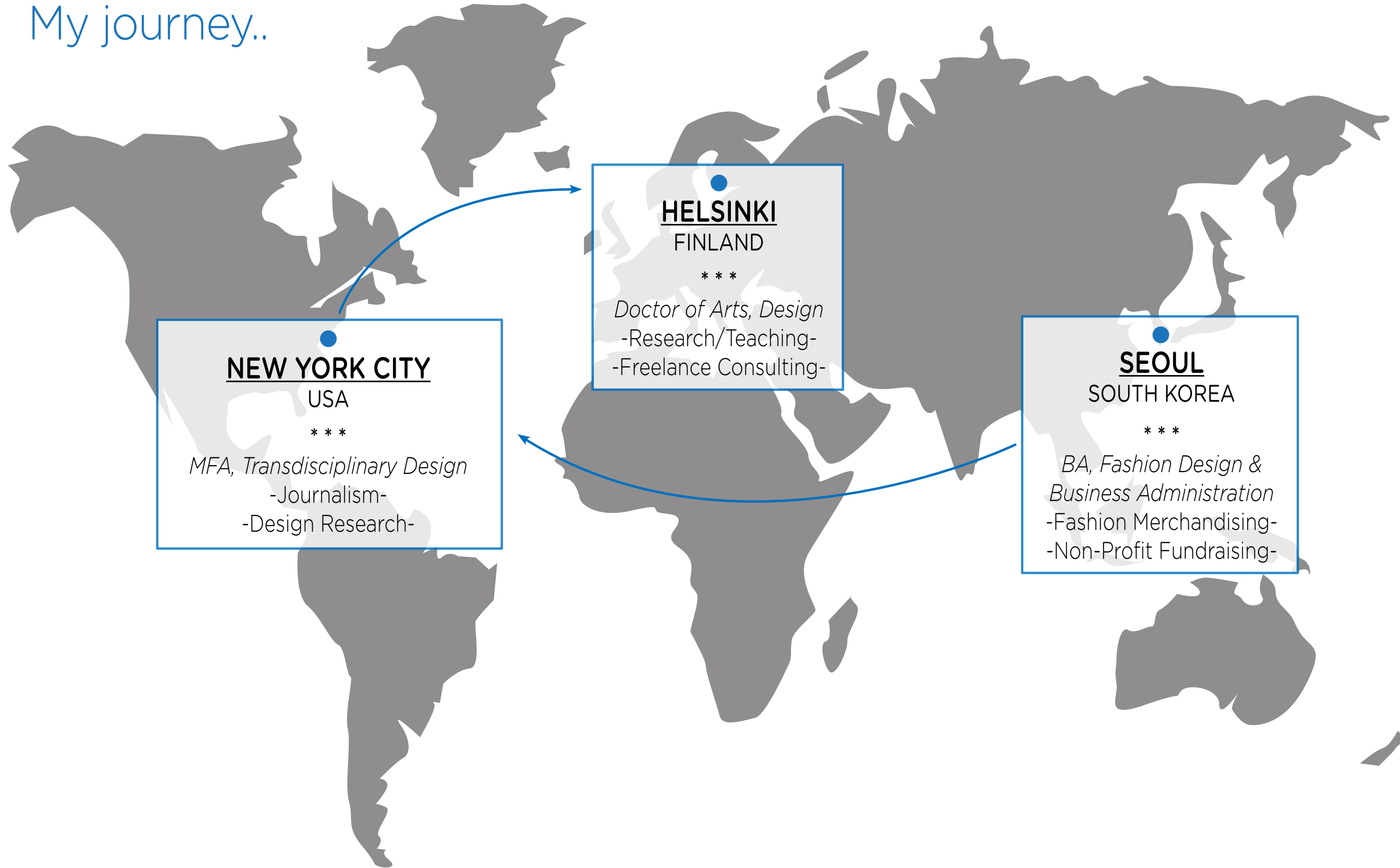
HELSINKI
FINLAND

* * *

Doctor of Arts, Design
-Research/Teaching-
-Freelance Consulting-

NEW YORK CITY
USA

* * *

MFA, Transdisciplinary Design
-Journalism-
-Design Research-

SEOUL
SOUTH KOREA

* * *

*BA, Fashion Design &
Business Administration*
-Fashion Merchandising-
-Non-Profit Fundraising-

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What other contexts can designers apply their practice into (rather than their own field)?

What other contexts can designers apply their practice into?

How can designers recognize the value of their work?

What other contexts can designers apply their practice into?

Design
Expanded Roles and Fields

Design for Sustainability

Human Centered Design

Service Design

Design for Social Innovation

Participatory/ Collaborative Design

Design Activism

Design Management/ Strategic Design

+ Many More

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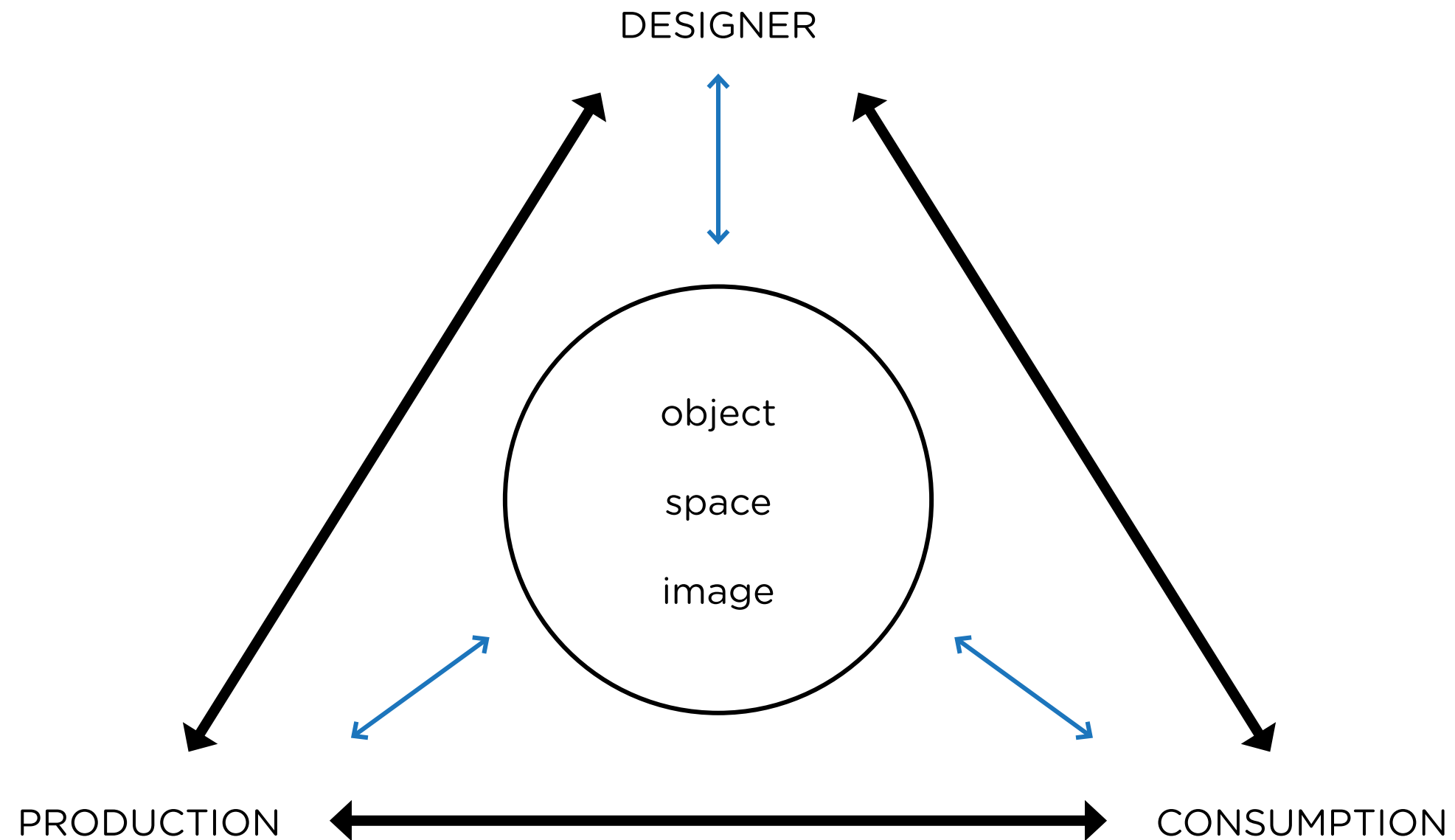
PROBLEM SOLVING

(Lucy Kimbell 2011; Kees Dorst 2019)

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Design
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+ Many More

EVERYTHING &EVERYBODY

(Ezio Manzini 2015)

The Culture of Design
Design in the Context of Meaning and Material

DESIGNER

object

space

image

PRODUCTION

CONSUMPTION

(Guy Julier 2013)

21st century..

Local but global
Complex and uncertain

How to recognize
the value of design?

7

POWERS OF TEN (1997)
Written and directed by Charles and Ray Eames

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9

SCALE 1: BIKE

DESIGNS

- Bicycle

- Bike parts

- Bike wear / accessories

- Visual identity

...

RELATIONS

- Riders

- Commuters

- Potential users

...

VALUES

- Personal safety

- Personal health

- Personal lifestyle

- Sportwear shop sales

...

© Helsinki City

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SCALE 2: NEIGHBORHOOD

DESIGNS

- Docking system

- Distribution system

- Mobile phone APP

- Payment interface

- Marketing campaign

...

RELATIONS

- Users (bike riders)

- Maintenance staff

- Customer service

- Operating system

...

VALUES

- Space

- Less traffic

- Visible small business

- Tracking user info

...

SCALE 3: CITY

DESIGNS

- Infrastructure (bike lane)

- New signage system
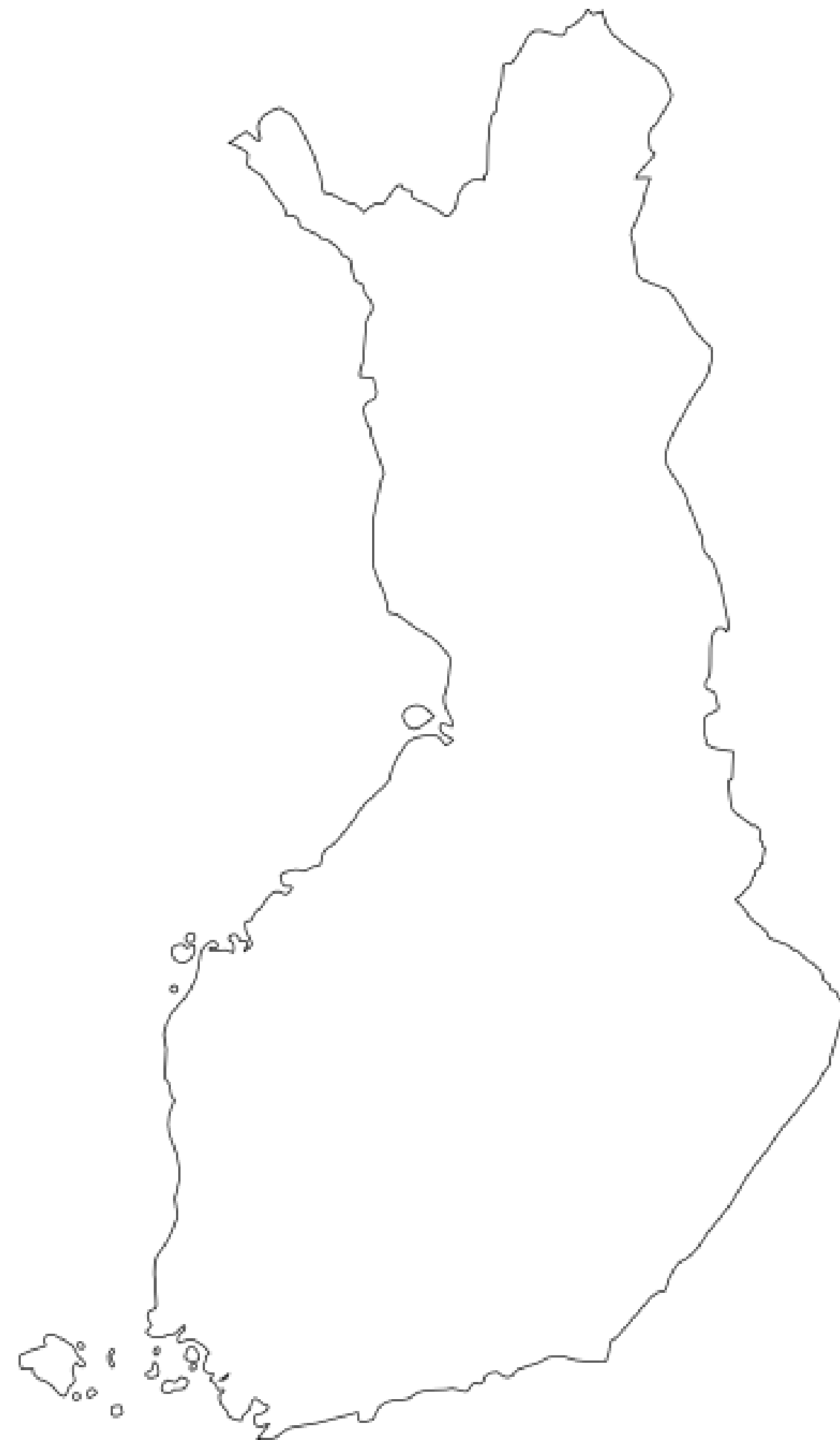
- Integrated payment

- New regulations

…

RELATIONS

- Other vehicles

- Construction workers

- City hall

- HSL

- Visitors

…

VALUES

- Urban mobility

- Urban air quality

- New employment

- More park usage

…

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SCALE 4: COUNTRY

DESIGNS

- National Infrastructure

- National policy

- Intercity transit

...

RELATIONS

- Local municipalities

- Policymakers

- Urban planner

- Public health sector

- Tourists

...

VALUES

- National mobility

- Lifestyle

- Sustainable urbanism

- Tourism

...

Finland

Helsinki

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SCALE 5: REGION

DESIGNS

- Regional infrastructure

- European regulations

- Geo-political relations

...

RELATIONS

- Nordic decision makers

- European Union

- Global business operators

...

VALUES

- Regional regulations

- Environment

- Lifestyle

...

© Free Vector Maps.com

SCALAR FRAMING *is...*
a fluid, conceptual framework
for challenging assumptions,
inviting collaboration,
and locating points of leverage
in the problem space
where points of leverage
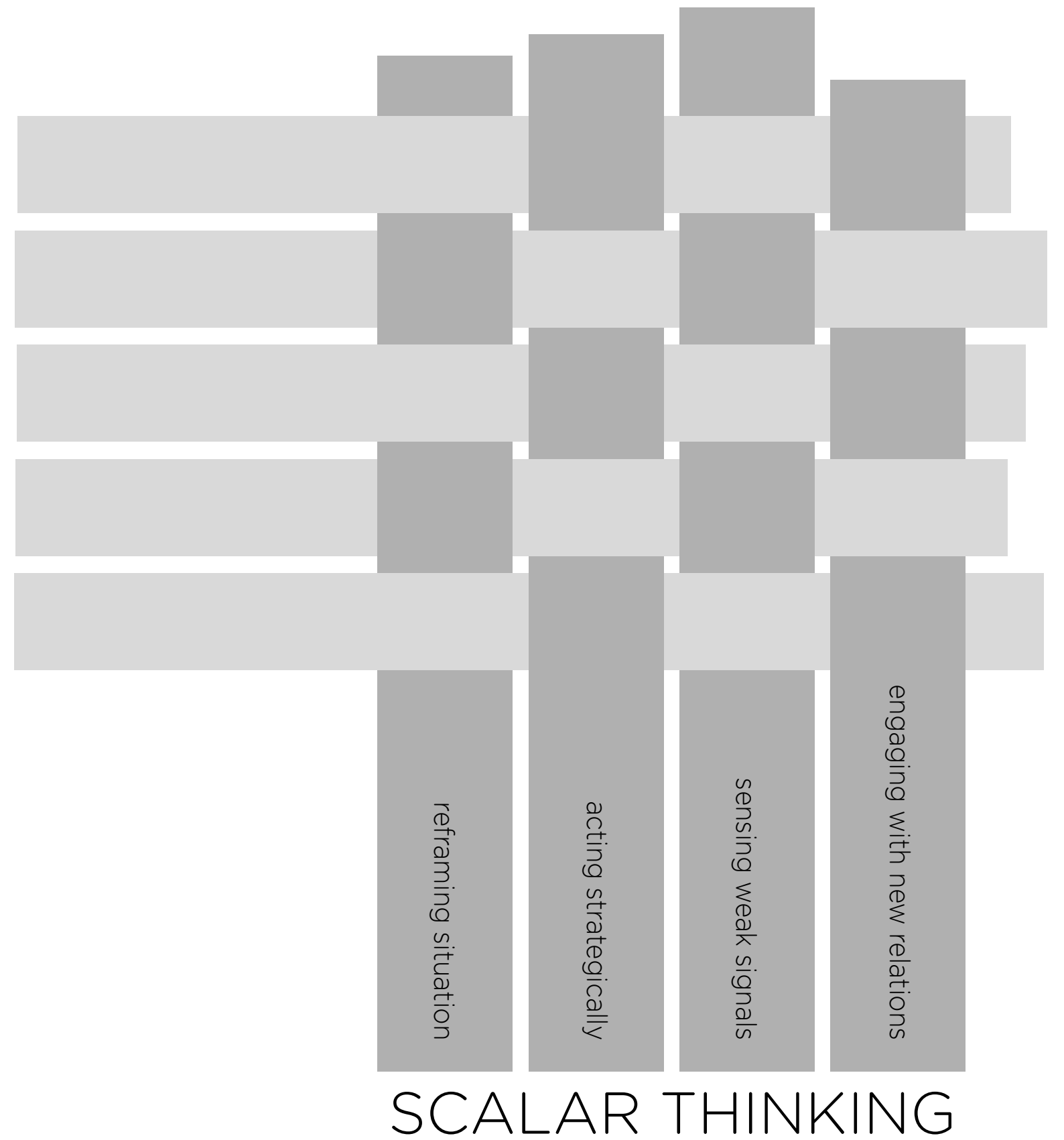*may not be self-evident.*

- Not to Scale (2020, 148) -

Jamer Hunt
Vice Provost for
Transdisciplinary Initiatives
at The New School

14

21st century designers

reframing situation

acting strategically

sensing weak signals

engaging with new relations

SCALAR THINKING

21st century designers

Communication!

Domain specific knowledge and skills

(many more...)

service/strategic design

interactive/ux design

graphic/media design

fashion/textile design

product/industrial design

reframing situation

acting strategically

sensing weak signals

engaging with new relations

SCALAR THINKING

15
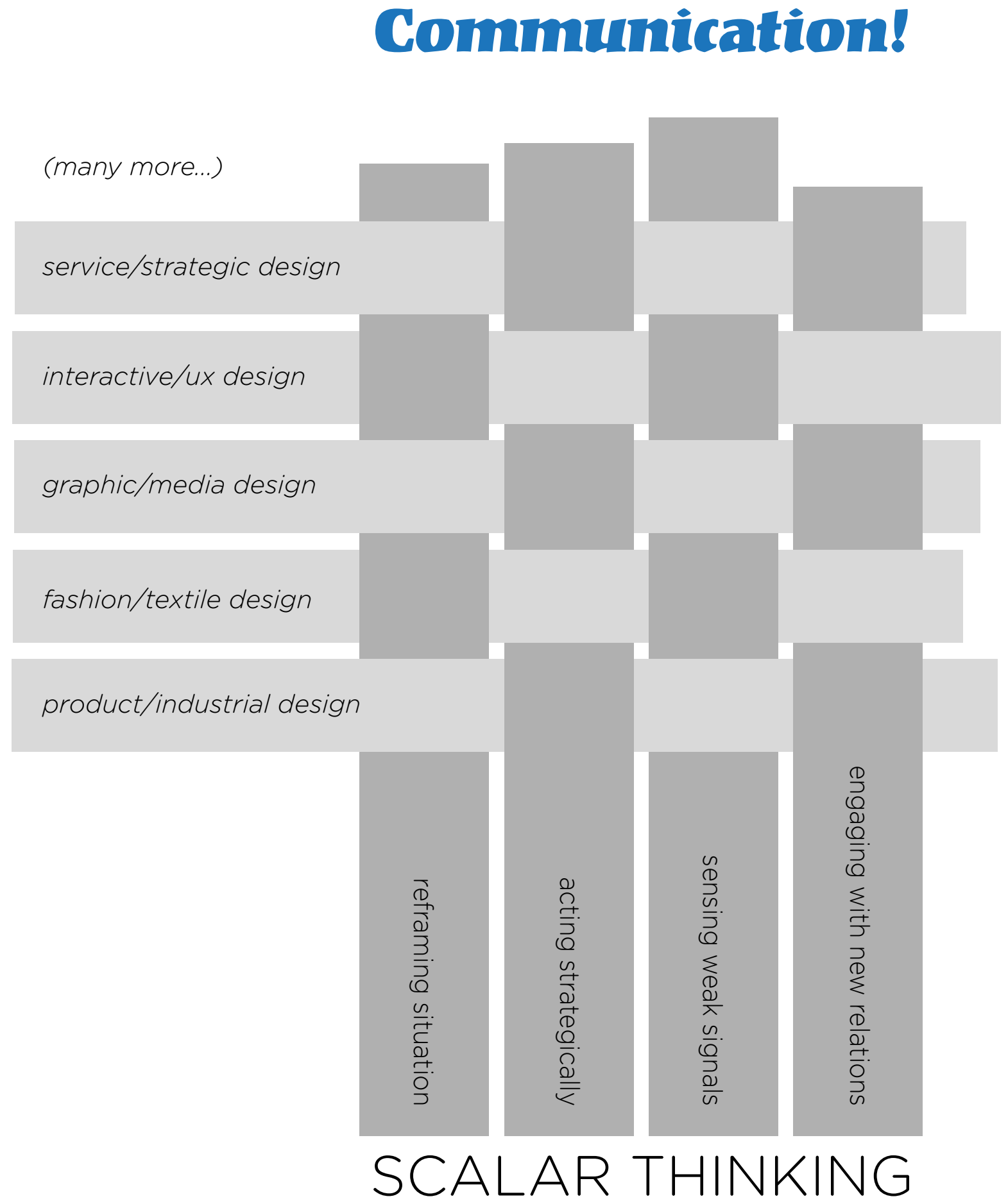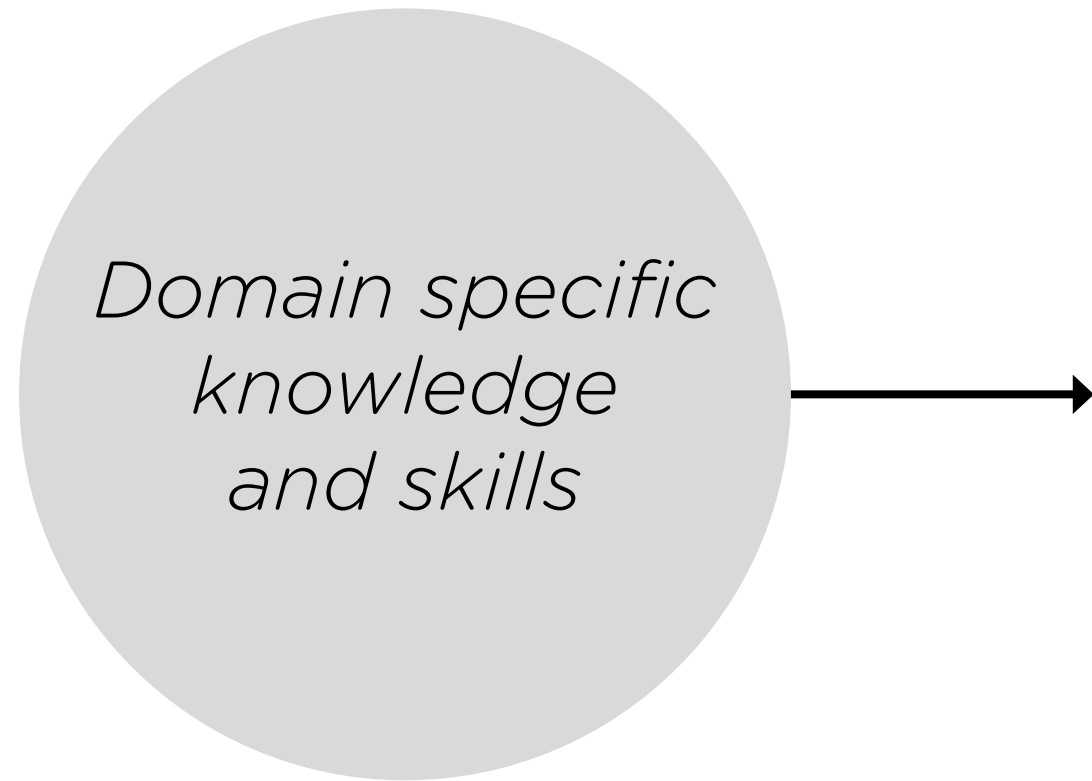
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  [with Namkyu's journey as an illustration]

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  [with the Eames video and Jamer Hunt's definition]

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  [with the Fillari case]

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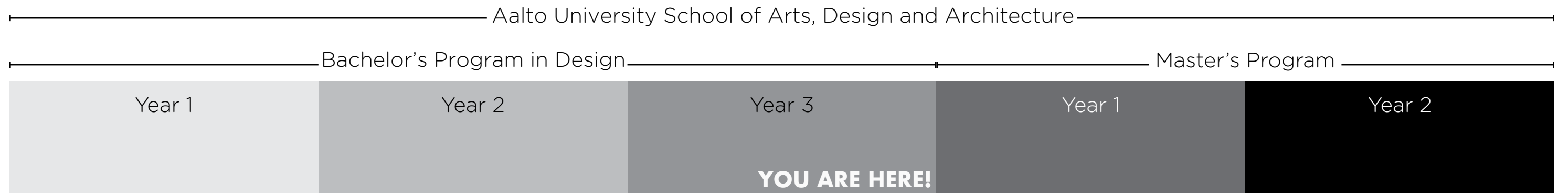   [with the Fillari case]

**How to apply scalar thinking
in your design practice?**

Scalar Thinking Exercise

Individually, using 'Miro':

1. Choose **1 design situation** that you are interested in

   (e.g. e-scooter, food waste, remote study, etc.)

2. Identify its **3 scales**

3. Explain possible **designs/relations/values** of each scale

4. Make comments to **2 other participants' exercise**

Your journey..

Aalto University School of Arts, Design and Architecture

Bachelor's Program in Design ———————————————— Master's Program

Year 1	Year 2	Year 3	Year 1	Year 2
		YOU ARE HERE!		

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What other contexts can designers apply their practice into?
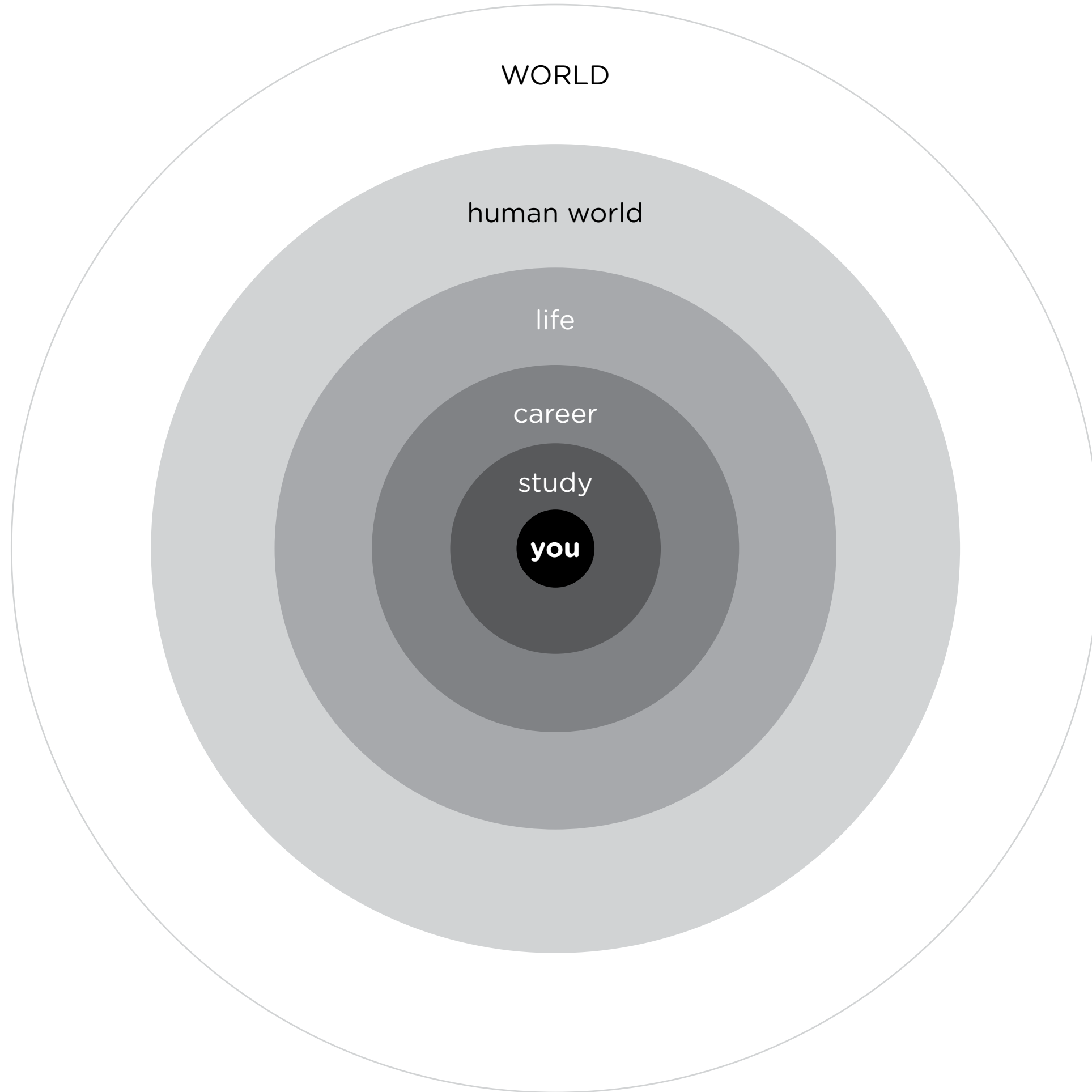
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Scalar Thinking

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Scalar Thinking

Scalar Thinking

WORLD

human world

life

career

study

you