

DSN 2700 Introduction to Design Processes and Practices

Department of Design

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Spring Semester, 2017

ASSIGNMENT 02: You Ate *What*?

Due: February 24, 2017

Objectives

1. Articulate the relationship between cultural context and design innovation and expression;
2. Research designers from historic periods and familiarize yourself with their signature works;
3. Use the structure of comparison to highlight the similarities and differences between two different types of designed products (buildings, products, graphics and services and systems);
4. Articulate the relationship between cultural context and design innovation and expression;
5. Practice your editing! Convey details in a concise and well-structured story.

Assignment:

Understanding more about the people who have contributed to the establishment of the design disciplines is an important step toward being knowledgeable about design processes and practices. And as design practices have become more actively entwined with people in general, using well-told stories to communicate messages has become a critical design skill.

Use this opportunity to learn about two designers by comparing one to another and demonstrate your awareness of how some particular aspect of their design process or a well-known design project for which they have been credited can be explained through an imaginative story you create. In this spirit, imagine that you take two of the designers you have investigated to lunch. Describe where the lunch occurs...what would make sense, given the personalities involved? What would they eat? Include an image of a significant design associated with each of the designers in your essay and use references to it to inform your creative decisions about the plot.

In your story, one of the designers should engage the other by **one** of the following three ways:

1. Telling him/her about how his/her work has been a positive influence on the younger designer (and why);
2. Making the point that times have changed, and that new times require exciting new approaches to design (and why);
3. Making the point that what is new can never live up to the quality of what was done in the past (and why).

Context for your story should be the most critical cultural factors such as wars or other types of life- altering political events, advancements in science, engineering or manufacturing, and/or key evolutions in cultural expression (art, music, literature, etc.). Be sure to provide a reference

list for any sources you use to support the information your story provides, including sources for the images.

Choose your two designers **from the list below**. Because this story is a work of fiction, the two designers do not have to have lived in the same place or at the same time. Anything is possible!

Due

A 1500 word essay that expresses, in your own words, a story about two designers who meet and converse about their work in a brief but entertaining conversation. Your story should be presented as a double-spaced pdf, deposited in Carmen prior to the start of class on 2/24/17. No hard copy of this assignment is required.

Evaluation Criteria

Comparison of designers' works is articulate and imaginative	10 points
Background information contextualizes key points	4 points
Ability of image to illustrate critical comparative point	3 points
Format and citations are correct and complete	3 points

DESIGNERS

Spatial Design/Architecture

Antoni Gaudi (1852- 1926) Spain
Le Corbusier (1887- 1965) Switzerland
Frank Lloyd Wright (1867- 1959) USA
Walter Adolph Gropius (1883-1969) Germany
Charles Rennie Mackintosh (1868-1928) UK
Ludwig Mies Van der Rohe (1883-1969) Germany
Buckminster Fuller (1895-1983) USA
Eileen Gray (1878-1976) Ireland
Lucien Kroll (1927-) Belgium
Charles Correa (1930-) India
Arata Isozaki (1931-) Japan
Peter Eisenman (1932-) USA
Norman Foster (1935-) UK
Renzo Piano (1937-) Italian
Charles Jenks (1939-) USA
Tadao Ando (1941-) Japan
Frank Gehry (1941-) Canada
Samuel Mockbee (1944- 2001) USA
Jean Nouvel (1945-) France
Peter Zumthor (1946-) Switzerland
Daniel Libeskind (1946-) Poland
Li Xiaodong (1955-) China
Zaha Hadid (1950-2016) Iraq
Cameron Sinclair (1973-) UK

Visual Communication Design

Alexey Brodovitch (1898-1971) Russia

Herbert Bayer (1900- 1985) Austria/USA
Paul Rand (1914-1996) USA
Herb Lubalin (1918- 1981) USA
Lou Dorsfman (1918- 2008) USA
Armin Hoffman (1920-) Switzerland
Saul Bass (1920-1996) USA
Milton Glaser (1929-) USA John Massey (1931-) USA
Massimo Vignelli (1931-2014) Italy
Ivan Chermayeff (1932-) UK
Steff Geisbuhler (1942-) Switzerland
Wolfgang Weingart (1941-) Germany
Wim Crouwel (1947-) Dutch
Paula Scher (1948-) USA
William Drentell (1953 -) USA
David Carson (1954 -) USA
Tim Brown (1958-) UK
Kenya Hara (1958-) Japan
Irma Boom (1960-) Netherlands
Stefan Sagmeister (1962-) Austria
Ellen Lupton (1963-) USA
Neville Brody (1967-) UK
Fanette Mallier (1977-) France

Industrial Design

Ferdinand Porsche (1875-1951) Germany
Walter Dorwin Teague (1883-1960) USA
Norman Bel Geddes (1893-1958)
Raymond Loewy (1893-1986) USA
Donald Deskey (1893-1989) USA
Arne Jacobsen (1902-1971) Denmark
Henry Dreyfuss (1904-1972) USA
Viktor Schreckengost (1906-2008)
Charles Eames (1907-1978) + Ray Eames (1912-1988) USA
George Nelson (1908-1986) USA
Hans Jørgensen Wegner (1914-2007) Denmark
Florence Knoll (1917-) USA
Verner Panton (1926-1998) Denmark
Sergio Pininfarina (1926-2012) Italy
Niels Diffrient (1928-2013) USA
Dieter Rams (1932-) Germany
Syd Mead (1933-) USA
Luigi Colani (1928-) Germany
Michael Graves (1934-2015) USA
Mario Bellini (1935-) Italy
James Dyson (1947-) UK
Philippe Starck (1949 France
David Kelley (1951-) USA
Ross Lovegrove (1958-) UK

Ken Okuyama (1959-) Japan
Karim Rashid (1960-) Egypt
Jonathan Ive (1967-) USA
Yves Behar (1967-) Switzerland