School of Design Carnegie Mellon University, 2014

Design for Interactions



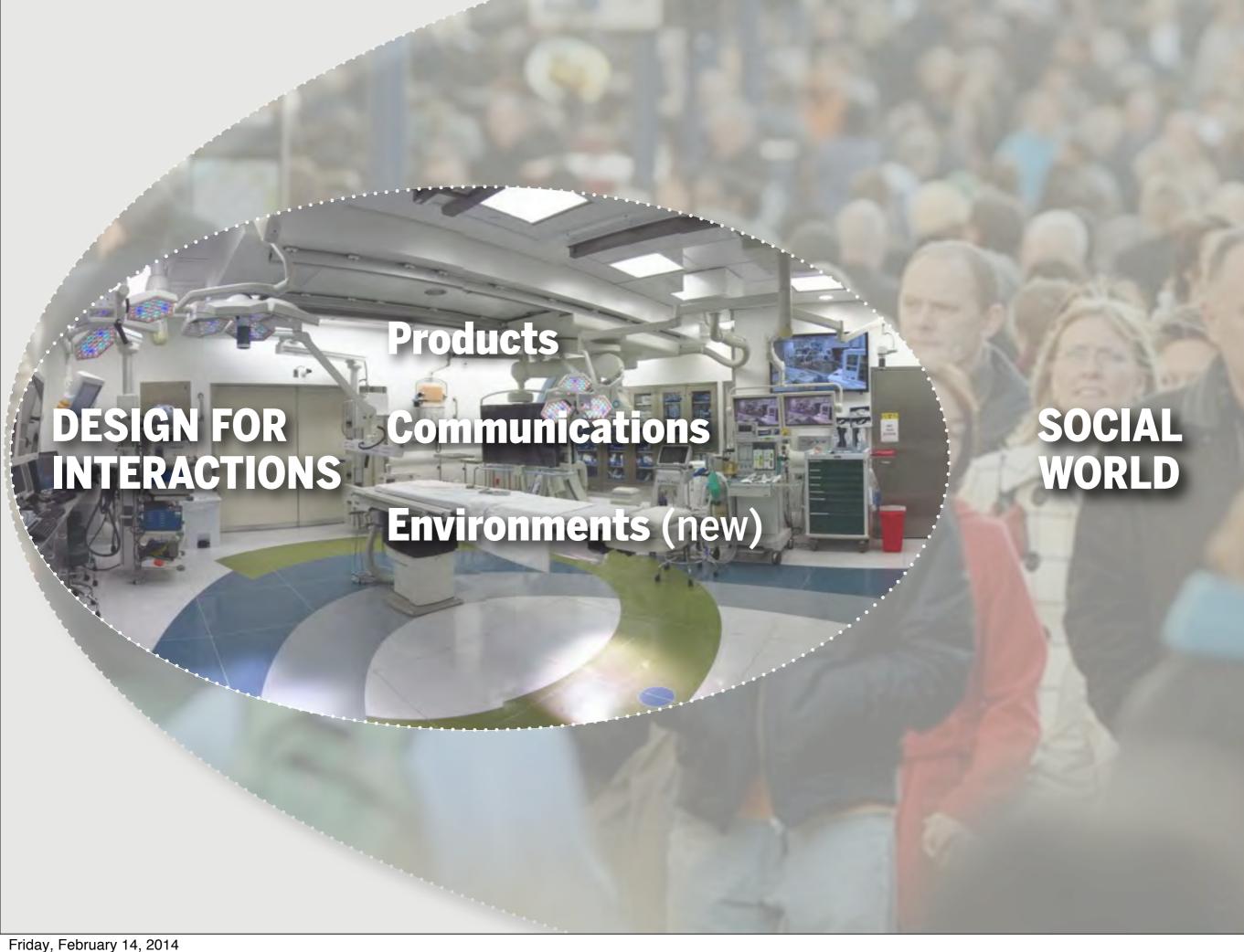


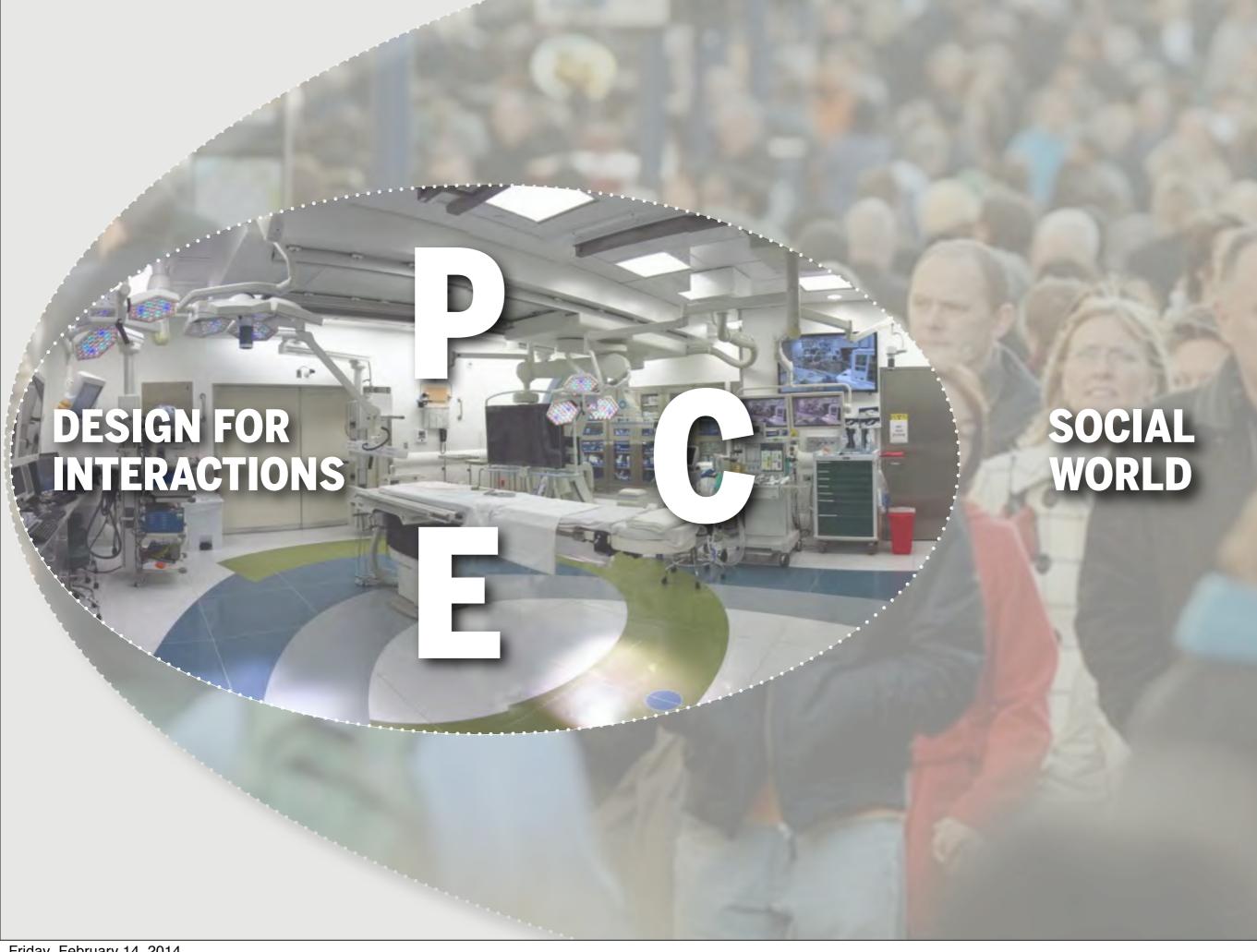


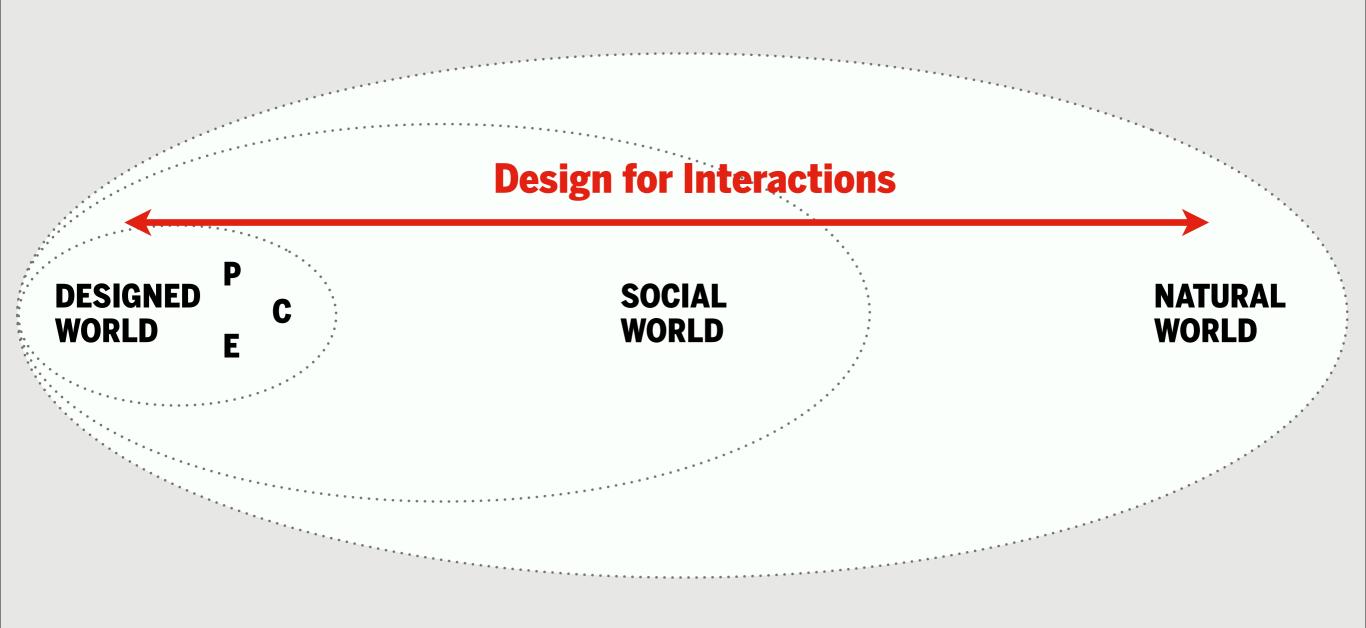
Design for Interactions

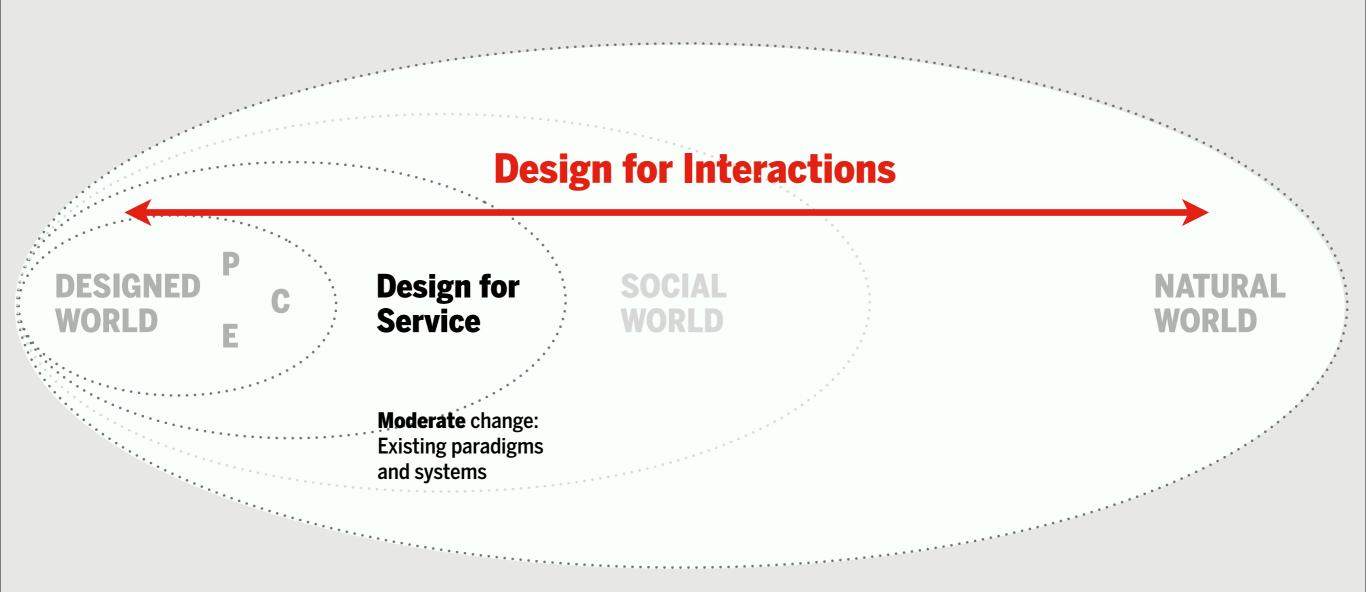


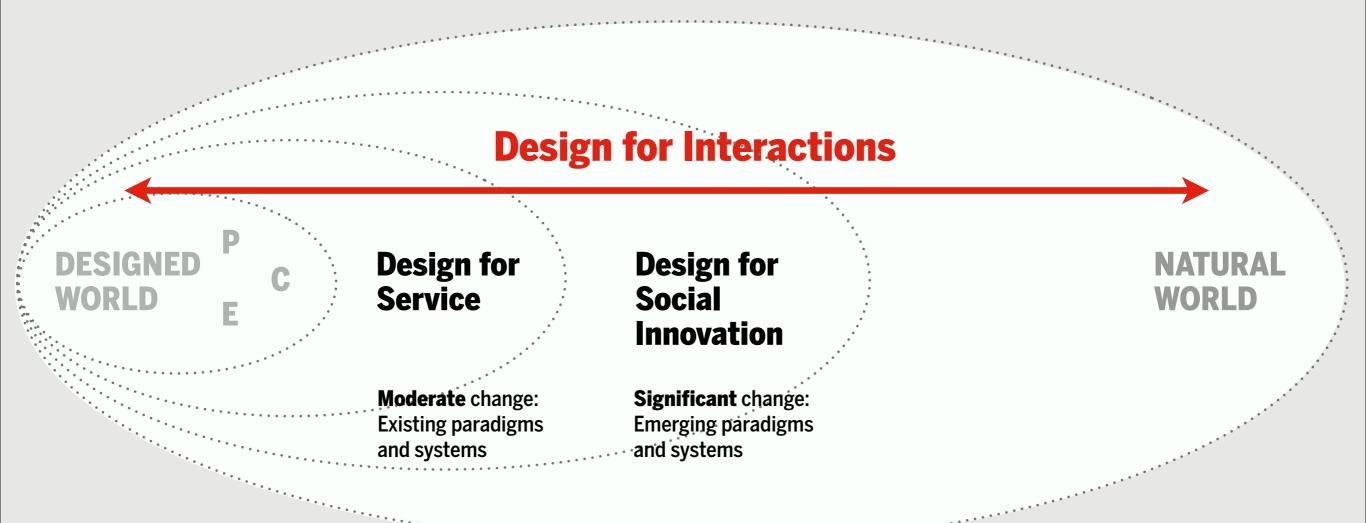


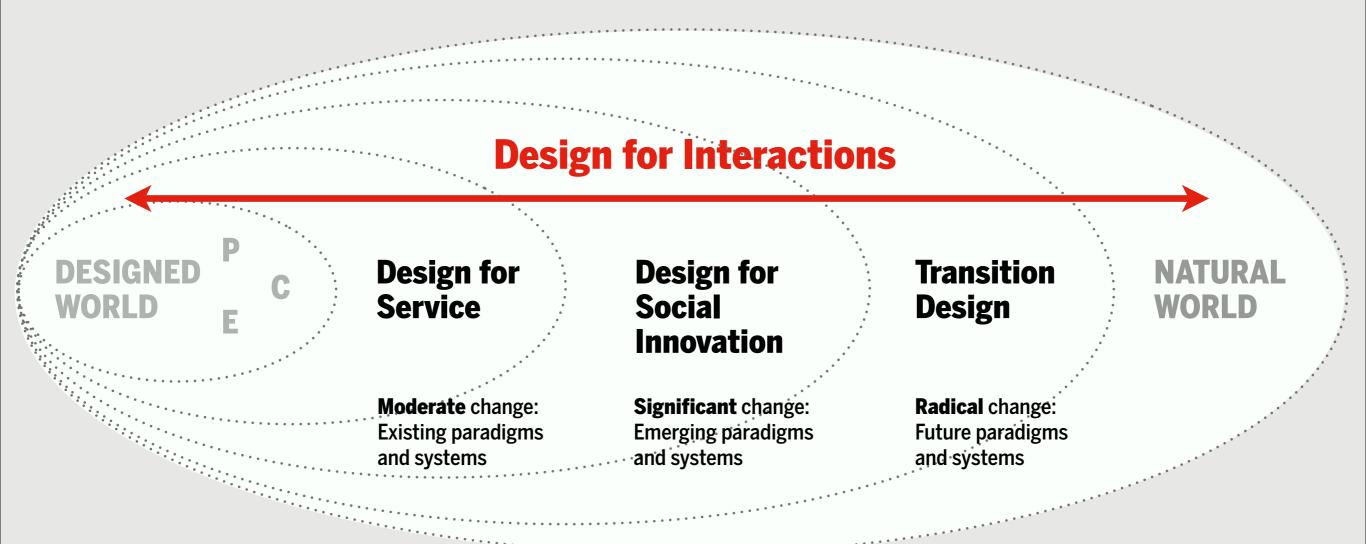


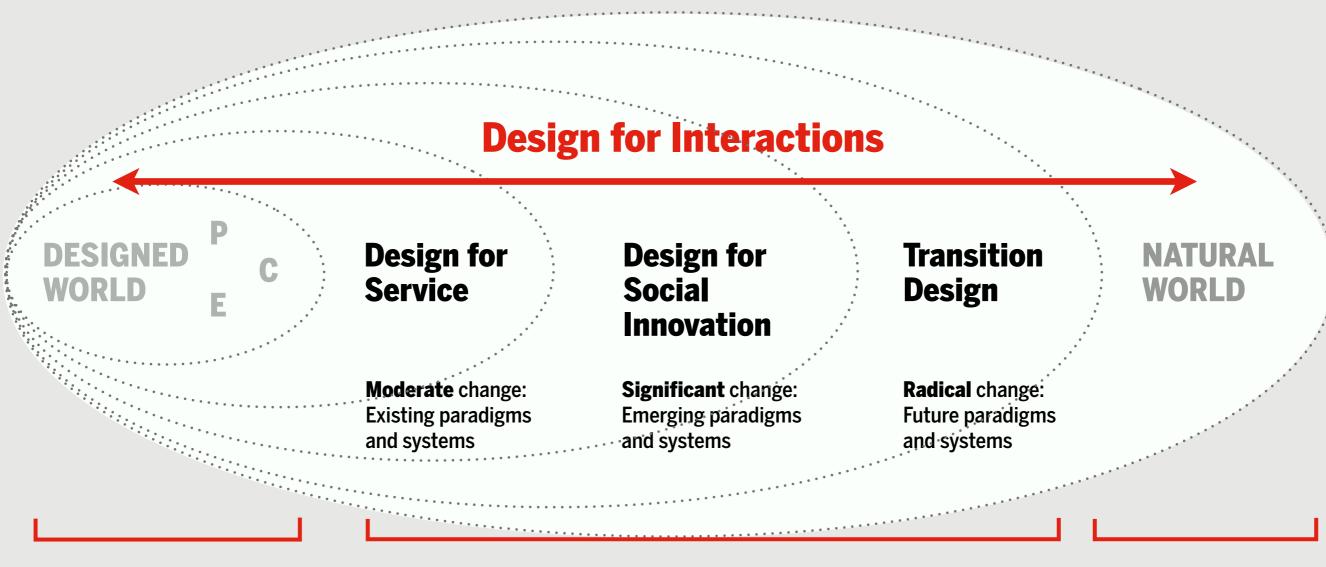












Design Tracks

Products, Communications & Environments

Areas of Design Focus

Inform courses, projects & research at all levels in the school

Context for All Design

Design for Interactions

DESIGNED WORLD

C

Design for Service

Moderate change: Existing paradigms and systems

Design for Social Innovation

Significant change: Emerging paradigms and systems Transition Design

NATURAL

WORLD

Radical change: Future paradigms and systems

Undergraduate

Learning to Design in areas of P/C/E & intro to Sv, Si and Td

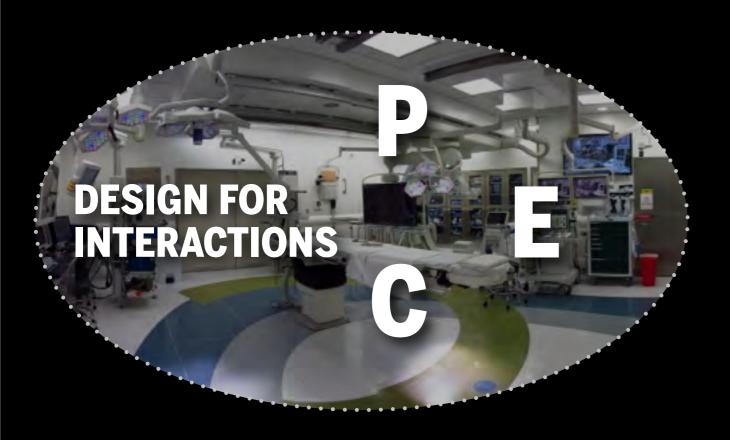
Masters

Learning to conduct research in areas of **Sv** and **Si**. Intro to **Td**

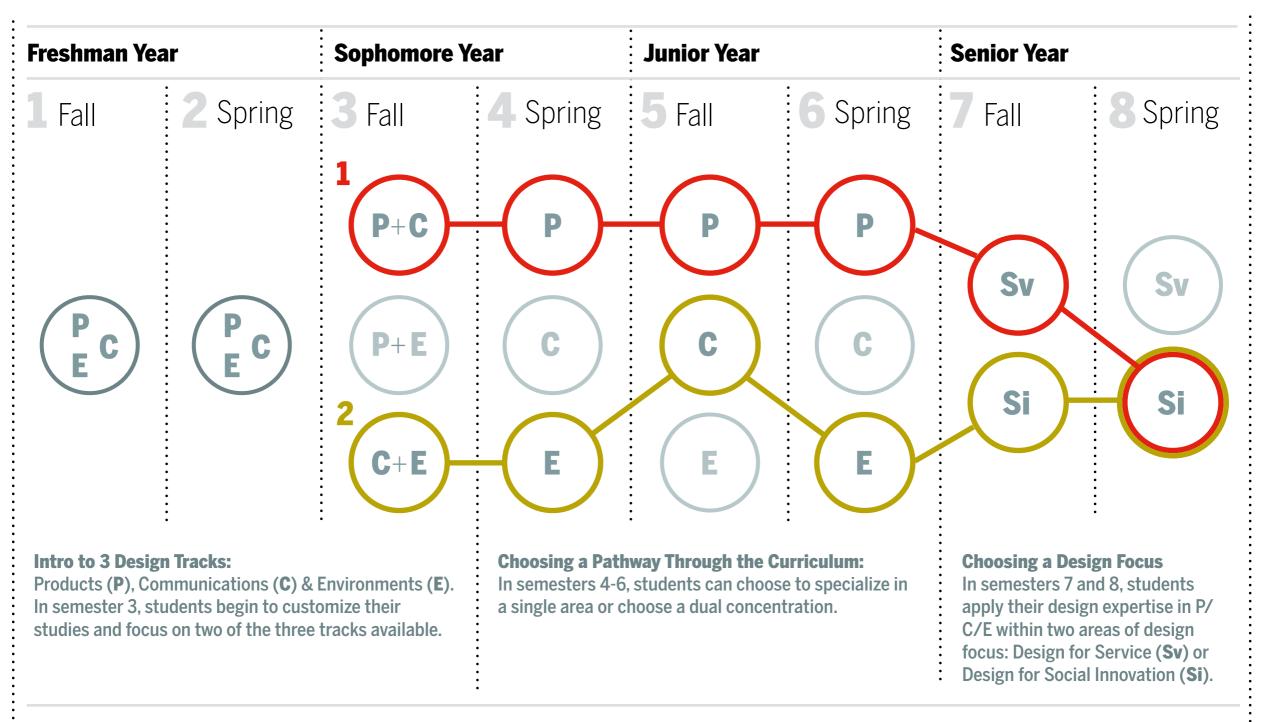
Doctoral

Contributing new knowledge thru practice-based research in **Td**

New Undergraduate Program

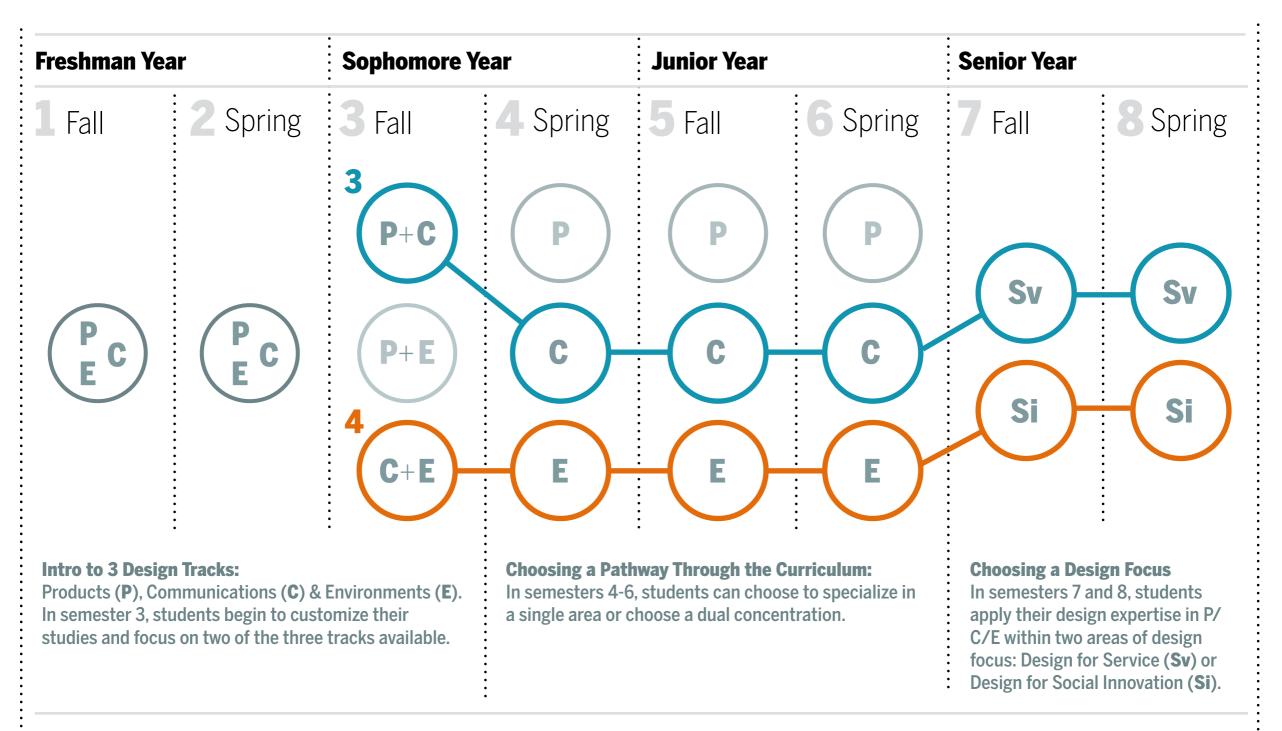


BDes Flexible Curriculum



- 1. Product Designer with expertise in Design for Service and Design for Social Innovation
- 2. Communication + Environments Designer with expertise in Design for Social Innovation

BDes Flexible Curriculum



- 3. Product Designer with expertise in Design for Service and Design for Social Innovation
- 4. Communication + Environments Designer with expertise in Design for Social Innovation



Graduate Program Pathways

	•	•	•	
year	2 year	3 year	4 year	
MA Master of Arts in Design	Provides a fou tools/process	ndation in desig	n thinking/	
MPS Master of Professional Studies	(year one of th	e MDes)		
MDes Master of Design for Interactions		Research degree in design for interactions w/thesis		
DDes Doctor of Design Practice Redirec	tion		Professional Doctorate	
DDes Doctor of Design Transition Design				
PhD Doctor of Philosop Transition Design				
PhD Doctor of Philosop Design Studies	ohy in Design			

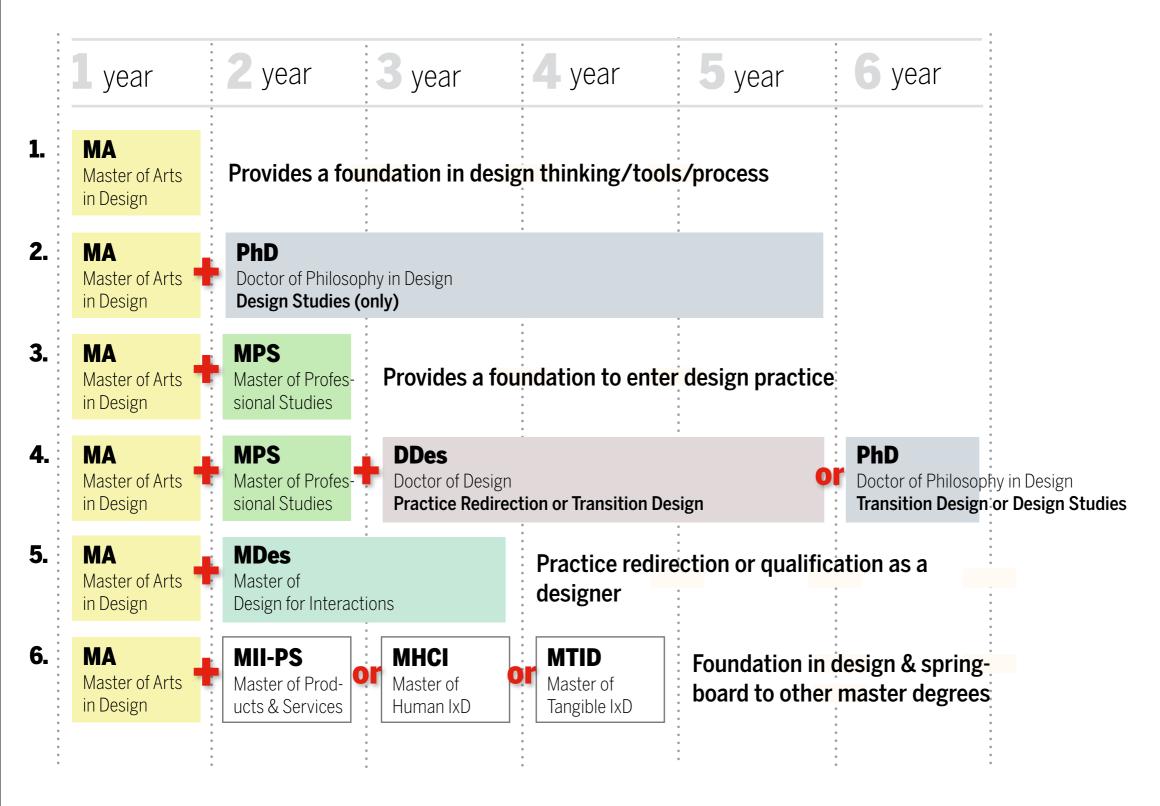
Non-Designers

No previous design degree/experience required

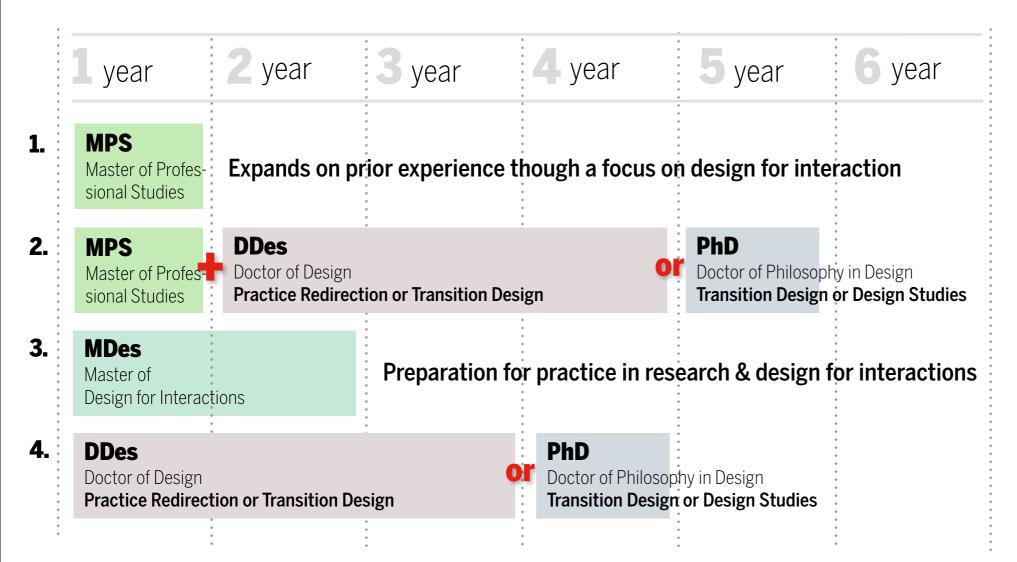
Designers:

Previous design degree/experience required

6 Pathways for Non-Designers



4 Pathways for Designers



Doctoral Program

1 year	2 year	3 year	4 year	5 year
DDes: Practice Redirection Doctor of Design			part time	
DDes: Transi Doctor of Des			part time	
PhD: Transit Doctor of Phil	ion Design osophy in Design			part time
PhD: Design Doctor of Phil	Studies osophy in Design			part time
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DDes Degree 3 - 5 Years

A **full-time** or five year **part-time** degree with biyearly residential workshops and a research process structured for working expert professionals. Enables experienced designers to reinvent their practice and generate shareable knowledge about innovative practices of designing.

PhD Degree 4 - 5 Years

A four-year **full time** residential degree for people seeking an academic career. One year of coursework in Design Research, Design Studies and Design Education, followed by a three-year research project. May also be undertaken as a five-year, **part-time** program, following one semester of residential coursework.

Residential Intensives

At the beginning and end of each academic year, DDes and PhD students come together for intensive design research workshops. These are rich experiences that provide the intellectual and social capital to sustain work over the academic year.



This workshop intensive focuses on research skill development and critical interrogations of new areas of designing.

The second workshop intensive is comprised of progress review presentations by all candidates before external panels, peers, and the public.

Research Foci

Practice Redirection

Practice redirection researches how the practice of design can innovate and transform to become more responsive and responsible.

Research Topic areas include:

- Communication design & social marketing
- Behavior-influencing product and design of environments
- Design for sustainability and social innovation

Transition Design

Refers to design-led societal change. It combines the tools and processes of design with a new understanding of living systems, innovation diffusion and community organizing for the transition to more sustainable futures.

Research Topic areas include:

- Design philosophies of holism
- Niche management and living labs
- Designing for the coming climate

Design Studies

Acknowledges the convergence of empirical, cognitive science-based research and art historical and material culture studies to interpret the meaning of designed products, communications and environments.

Research Topic areas include:

- Actor Network Theory, Social Practice Theory and design
- Phenomenology, post-phenomenology, and design
- Design thinking

DDes

PhD

DDes: Year One

A critical reflection, supported by a series of courses, on the candidates' expert practice to date, culminating in a publication that captures comparatively (via a series of case studies), the insights, patterns, habits, biases and limits of that practice.

1 Fall First Year

Intensive I 12 units
Review of the latest design research

Research OF Designing I 12 units
The nature of expert design practice

Transition Design 12 units
Evaluating risks to the relilience of our designed societies

Spring First Year

Research OF Designing II 12 units Reflective practitioner techniques

Retrospective Preparation 18 units Critical evaluation of candidate's current practice

Progress Reviews I 6 units
Peer & external crit of research progress

DDes: Year Two

Contextual research, supported by a series of courses, into a project that will test transition design practices, culminating in a contextual research report and project process outline.

3 Fall Second Year

Intensive II 12 units Review of the latest design research

Research FOR Designing I 12 units
Observational research and visual data
analysis

Project Contextualization I 12 units Indentifying an appropriate context for exploring new practice directions **Spring** Second Year

Transition Design II 12 units
Design-enabled sociotechnical change

Research FOR Designing II 12 units Interviewing & verbal data analysis

Progress Reviews II 6 units
Peer & external crit of research progress

Project Contextualization II 6 units Contextual inquiry in preparation for new practice experiments

DDes: Year Three

Conducting the research project and evaluating the significance of what was discovered, culminating in a publication about those findings that will be disseminated to the candidates' professional peers. DDes candidates are expected to attend the Progress Reviews in late spring and late Summer Intensives. These are workshops in which all DDes and PhD candidates interact and evaluate each other's work and also serve as external evaluation milestone of thesis proposal and final defenses.

5 Fall Third Year

Intensive III 12 units Review of latest design research

Research BY Designing I 12 units
Understandings from craft of material
making

Project 12 units

Conducting new practice experiments



Spring Third Year

Research BY Designing II 12 units Design propositions as arguments

Exegesis I 12 units

Evaluating the new practice experiments for significant insights

Final Review 12 units

External examination of the candidate's articulation of their practice redirection research

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PhD: Year One

Training in research design approaches and Transition Design. Over the summer at the end of year one, students prepare a resarch project proposal to be examined in the late Summer Intensive.

Fall First Year

Intensive 12 units Review of latest design research

Research OF Designing I 6 units The nature of expert design practice

Research FOR Designing I 6 units Observational research & visual data analysis

Research BY Designing I 6 units Understanding craft & material making

Transition Design I 6 units Evaluating risks to the resilience of our designed societies

Teaching Design I 6 units Studio-based pedagogy

Spring First Year

Research OF Designing II 12 units Reflective practitioner techniques

Research FOR Designing II 12 units Interviewing & verbal data analysis

Transition Design II 6 units Design-enabled sociotechnical change

Teaching Design II 6 units Seminar-based pedagogy

Progress Reviews I 6 units Peer & external crit of research progress

Research Proposal

Developed during the summer

PhD: Year Two

Students undertake a research project with regular progress reviews. PhD candidates are expected to attend the Progress Reviews in late spring and Late Summer Intensives. These are workshops in which all DDes and PhD candidates interact and evaluate each other's work and also serve as external evaluation milestone of thesis proposal and final defenses.

3 Fall Second Year

Intensive II

Review of latest design research

Research | 5 units

First phase of an extensive research project

4 Spring Second Year

Research II 5 units

Second phase of an extensive research project

Progress Reviews II

Peer & external crit of research progress

PhD: Year Three

Students undertake a research project with regular progress reviews. PhD candidates are expected to attend the Progress Reviews in late spring and Late Summer Intensives. These are workshops in which all DDes and PhD candidates interact and evaluate each other's work and also serve as external evaluation milestone of thesis proposal and final defenses.

5 Fall Third Year

Intensive III

Review of the latest design research

Research III 5 units
Third phase of an extensive research project

Spring Third Year

Research IV 5 units

Fourth phase of an extensive research project

Progress Reviews III

Peer & external crit of research progress

PhD: Year Four

Candidates prepare an exhibition and publication of their research process and outcomes and prepare for an oral defense before external examiners.

7 Fall Fourth Year

Intensive IV

Review of the latest design research

Research V 5 units

Penultimate phase of

Penultimate phase of an extensive research project

Spring Fourth Year

Research VI 12 units

Final phase of an extensive research project

Research BY Designing II 12 units

Design propositions as arguments

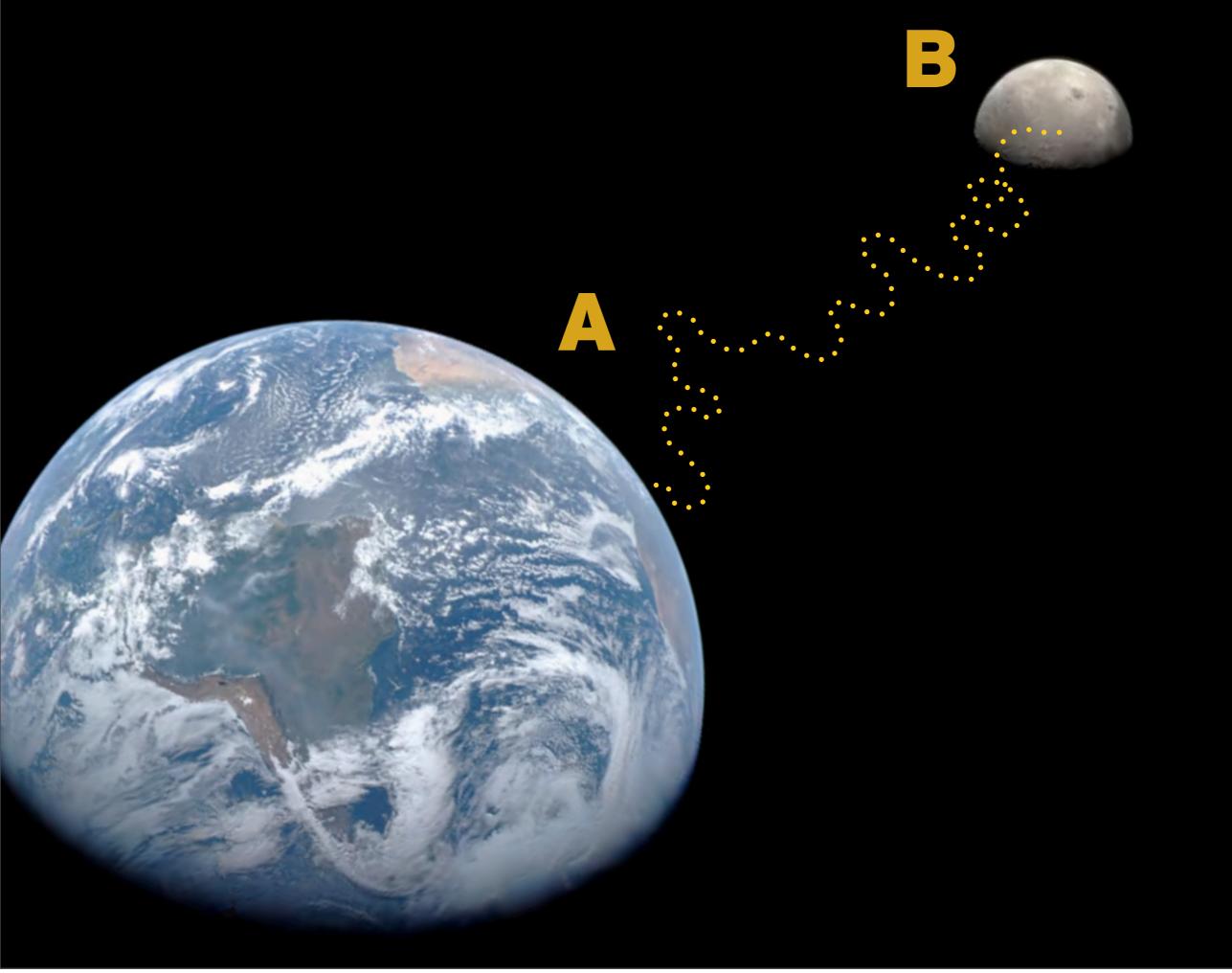
Progress Reviews IV 12 units

Peer & external crit of research progress

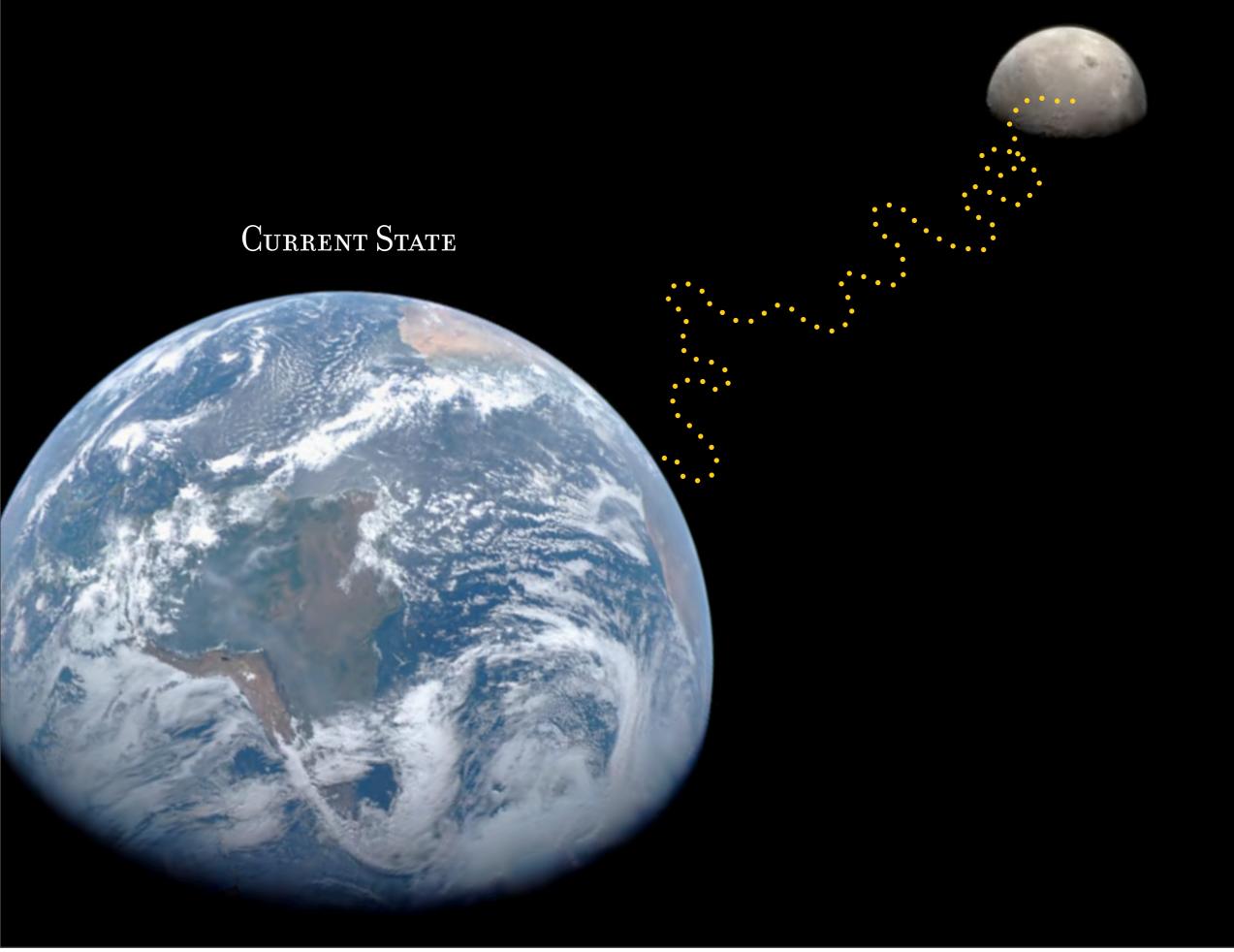
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Transition Design-led societal transition toward more sustainable futures

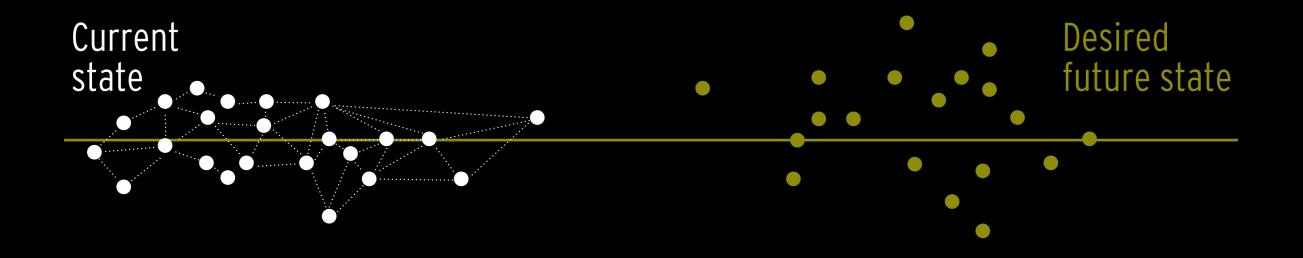
The transition to a sustainable society is arguably the most important challenge of the 21st century. And, design has an increasingly important role to play.



Sustainable Society



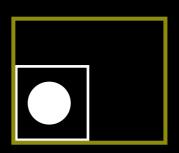
TRANSITION



1. Amplifying & connecting existing efforts

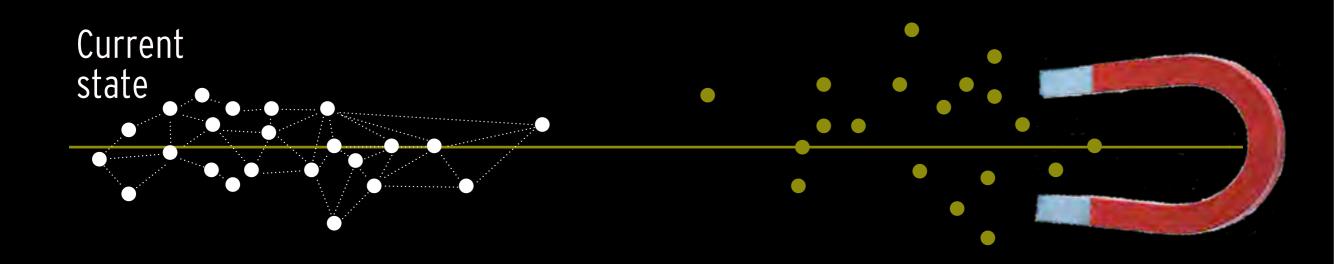
2. Developing narratives & glimpses of the 'not yet'

TRANSITION



typical problem frame

expanded problem frame which includes long-term, life-style-based transition objectives



1. Amplifying & connecting existing efforts

2. Developing narratives & glimpses of the 'not yet'

Transition Design:

- 1. Proposes design-led societal change that can be a powerful area for design practice, research & study
- 2. Formulation of future-oriented, lifestyle-based narratives to inspire and direct the transition (vision)
- 3. Is informed by new knowledge and ideas outside the design disciplines that explain the dynamics of change and how to live/design within it (theories of change)
- 4. Is based upon a more ecological worldview, a different posture and transdisciplinary collaboration (mindset and posture)
- 5. New ways of designing will emerge from all of the above

The Transition Framework

New ways of designing will help realize the vision but will also change/evolve it.

As the vision evolves, new ways of designing will continue to be developed.

The transition to a sustainable society will require new ways of designing that are characterized by:

New Ways of Designing

Changes in mindset, posture and temperament will give rise to new ways of designing.

As new design approaches evolve, designers' temperments and posture will continue to change.

A vision for the transition to a sustainable society is needed. It calls for the reconception of entire lifestyles that are human scale, place-based but globally connected in their exchange of technology, information and culture. It calls for communities to be in a symbiotic relationship with their ecosystem.

Vision for

Transition

The vision of the transition to a sustainable society will require new knowledge about natural, social and built/designed systems. This new knowledge will, in turn, evolve the vision.

Theories of Change

Ideas, theories, & methodologies from many varied fields and disciplines inform a deep understanding of the dynamics of change in the natural and social worlds.

A new theory of change will reshape designers' temperaments, mindsets and postures. And, these 'new ways of being' in the world will motivate the search for new, more relevant knowlege.

Living in & thru transitional times requires a mind-set and posture of openess, mindfulness, a willingness to collaborate, and 'optimistic grumpiness'

Posture

& Mindset

Theories of Change

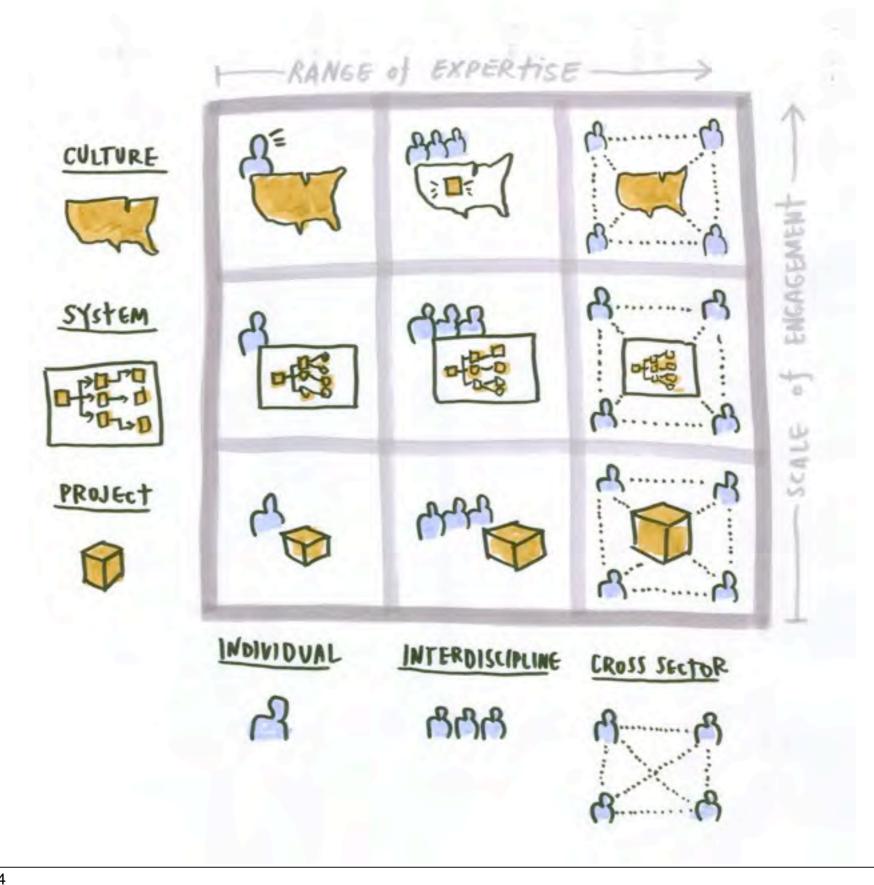
Understanding the dynamics of change is an important aspect of transition design. Knowledge and theories from outside design can provide useful tools for understanding, initiating and directing change in transitional times.

Multi-level

Situated

Transitional

PATHWAYS in SOCIAL DESIGN



Theories of Change: Ecological Sustainability

	Design-based	Research-based
Cumulative	Pleasure Principle Efficiency Principle	Enlightenment
Disruptive	Technological Breakthrough	Mindset Conversion

Theories of Change: Social Sustainability

	Design-based	Research-based
Cumulative	Nudge Consumer Citizenship	Humanitarian Awareness Raising
Disruptive	Social Entrepreneurship	Policy Design

Theories of Change: Transition Design

	Design-based	Research-based
Cumulative	Innovation Diffusion	Participatory Risk Evaluation
Disruptive	Socio-Technical Practices	Panarchy Parecon

Theories of Change



Vision: Reconceiving Lifestyles

Designers are uniquely qualified to develop powerful narratives for alternative lifestyles...



Co-operative Energy Generation



Car Free Neighborhoods



The Urban Vegetable Garden



Kitchen Club



The Object Clinic



The Neighborhood Office



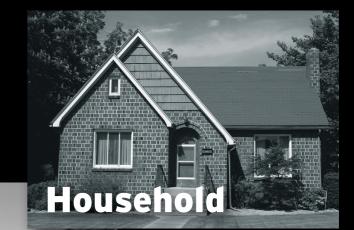
Our current infrastructure is based upon centralized control and ownership of: resources, food production/distribution, energy generation, manufacturing etc.



Transition Design proposes radical localization and decentralization as an alternative.

Vision: Reconceiving Lifestyles

Localism

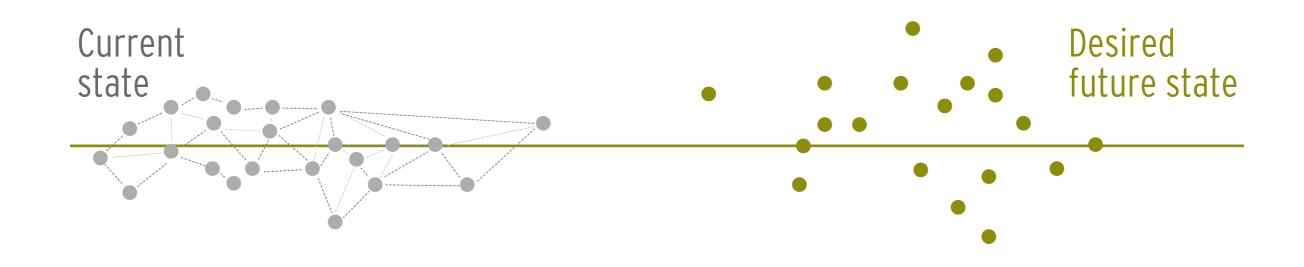




Planet



Transition Design proposes a low consumption, intelligently designed and high quality lifestyle, in which onerous and exploitative employment has been eliminated. People have much more free time to spend with relatives and friends in creative activities, community improvement projects and in nature. In today's lifestyle, these activities are marginalized but in a sustainable society, they take center stage; 'the necessary' has become 'the desirable'.



Mindset & Posture

Mindset and posture reflect our 'way of being' in the world. It is the attitude we bring to designing and collaborating; the spirit within which we conduct inquiry and establish and maintain relations over time.

We argue that transition design will challenge us to intentionally adopt new postures and mindsets in order to transition toward the 'not yet'.

Mindset & Posture

Shifting Values: developing a more holistic/ecological worldview and value-set

Embracing transdiciplinarity and collaboration

Ability to design *within* and *for* **uncertainty**, ambiguity, chaos and contradiction

A committed sense of urgency: optimistic grumpiness

Shifting Values

From:	To:	
Control thru hierarchy & domination	Relationships of interconnection, reciprocity & interdependency	
Competition	Cooperation	
Nature exists to serve humans	Appreciation/respect for all lifeforms	
Outcomes can be predicted	Outcomes are unpredictable/emergent	
Problems can be solved thru intellect	Ignorance is part of human condition	
Power of science and technology is unlimited	There are limits to science & technology	
Values quantity over quality; unlimited growth is possible and viable	Deep understanding of the power of limits	
Lack of concern for future generations	Ability to think/design for long horizons of time	
Educational model in which students master same facts as teachers	Education through a model of co-learning and 're-skilling'	

Richard Tarnas Cosmos & Psyche, Fritjof Capra The Web of Life, S.J. Goerner After the Clockwork Universe, Mark Woodhouse Paradigm Wars, Peter Marshall Nature's Web, Morris Berman The Reenchatment of the World, Zygmunt Bauman Consuming Life: Life in Fragments, Stewart Brand, The Clock of the Long Now, Mary E. Clark In Search of Human Nature, Rethinking the Curriculum

ABOUT AIGA WHY DESIGN?

EVENTS & COMPETITIONS

TOOLS & RESOURCES

National procts Professional development Weblears

http://www.aiga.org/video-HHH-2013-irwin-kossoff-tonkinwise/

Home · Events and Competitions ·

VIDEO: TERRY IRWIN, GIDEON KOSSOFF AND CAMERON TONKINWISE



Transition Design: Re-conceptualizing Whole Lifestyles

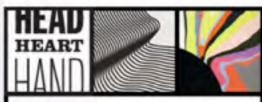
Filmed on October 12, 2013, at "Head, Heart, Hand: AIGA Design Conference"

About this video

The transition to a sustainable society is one of the most important and exciting design challenges of our era. Today, designers in both professional practice and education are undertaking projects in sustainable design and social Innovation. However, these efforts lack a unifying framework. In the face of social and environmental challenges, a vibrant, international grassroots "transition movement" is working to build local community resilience. How do designers identify their role and become a voice in this movement?

This presentation proposes "transition design" as a new field that uses the tools, processes and studio culture of design to facilitate this. Transition design focuses on reconceiving everyday life and societal systems around food, health, transportation, policy and energy resources to be more sustainable. Transition designers understand the interconnectedness of social and natural systems and conceive solutions that leverage the power of symbiosis. Viewers are introduced to the four aspects of transition design and presented with examples of transition initiatives.

VIDEOS FROM THE 2013 AIGA DESIGN CONFERENCE



AIGA DESIGN CONFERENCE OCTOBER 10-12, 2013 / MINNEAPOLIS

See videos from the 2013 "Head, Heart, Hand: AJGA Design Conference" in Minneapolis, featuring George Lois, Eric Baker, Leyla Acaroglu, Andrew Blauvelt, Steve Duenes, Matthew Ericson, Nicole Lazzaro, Paulina. Reyes, J.J. Sedelmaier and many more. Section: Events and Competitions - Tags: Conference

VIDEO: LEYLA ACAROGLU



In this humorous and compelling talk, Leyla Acaroglu, founder of Eco Innovators, an Australian-based



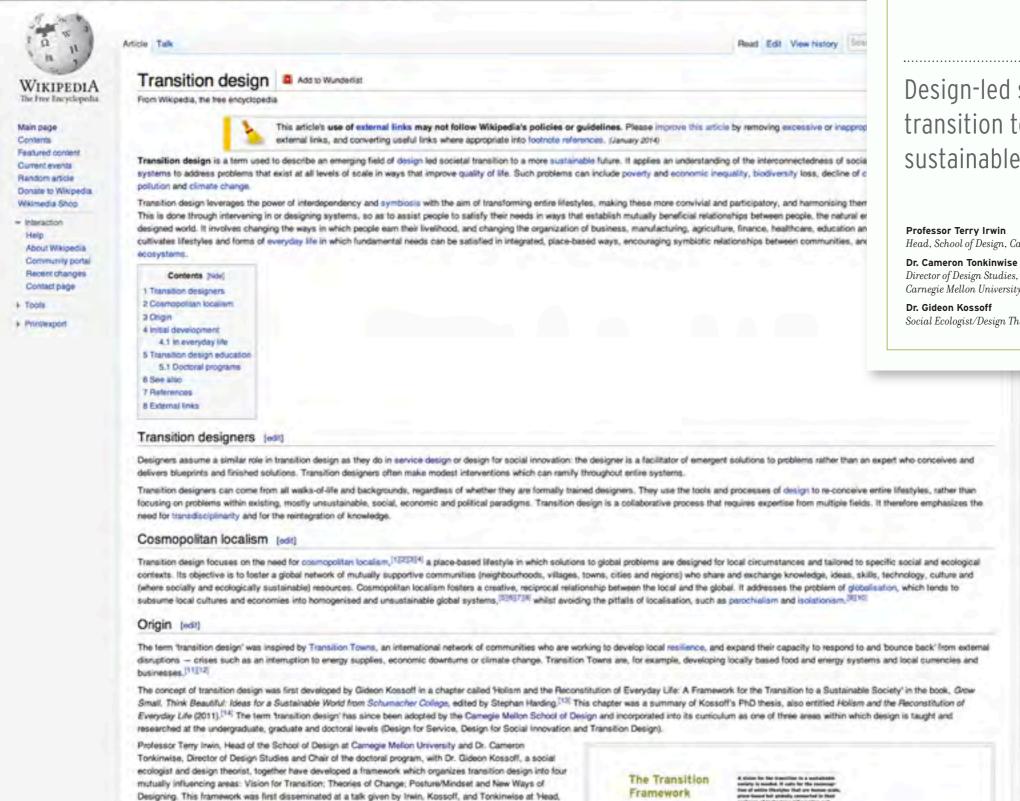


RECENT TWEET Artist Lana (Lana) Hallowes) Visit this Amening Amount #Tiplimi Europeine (A) (Wood) be says.



CHAPTER NEWS Member Mix | Curmon Germa The Top to Tuesda IIT Open House

http://en.wikipedia.org/wiki/Transition_design



Transition Design:

Design-led societal transition toward more sustainable futures

Head, School of Design, Carnegie Mellon University

Director of Design Studies, School of Design Carnegie Mellon University

Social Ecologist/Design Theorist

Heart, Hand', the 2013 national AIGA design conference in Minneapolis.



Readings for Transition Design and Related Fields

CMU School of Design Eco-Reader Volume 2: The Natural World Readings for Transition Design and

Related Fields



CMU School of Design Eco-Reader **Volume 3: The Social World**

Readings for Transition Design and Related Fields

Carnegie Mellon University, 2014



CMU School of Design Eco-Reader

Volume 4: **The Built World**

Readings for Transition Design and Related Fields

Carnegie Mellon University, 2014



The Social World Rethinking Education

01	Form Follows Worldview Design Education for a Sustainable Future	David Fleming
10	Dangers of Education Earth in Mind	David Orr
10	Reform in Thinking Homeland Earth: A Manifesto for the New Millenium	Morin& Kern
10	Intro: Beyond the Modern University Toward a Constructive Postmodern University	Marcus Ford
10	Some Aspects of the Postmodern University Toward a Constructive Postmodern University	Marcus Ford
10	Monocultures of the Mind Monocultures of the Mind: Perspectives on Biotechnology and Biodiversity	Vandana Shiva
xx	Metis Seeing Like a State: How Certain Schemes to Improve the Human Condition Have Failed	James C. Scott
ж	Toward an Ecological Paradigm Sustainable Education: Re-visioning Learning and Change	Steven Sterling
ж	Sustainability as a Core Issue in Diversity and Critical Thinking Education	Danielle Lake
ж	More than the Sum of their Parts? Interdisciplinarity and Sustainability	Jones, Selby & Sterling
ж	Manifesto of Transdisciplinarity Manifesto of Transdisciplinarity	Nicolescu & Morin
ж	Learning Outcomes An International Comparison of Countries and	Rowe & Johnston

Intro: Beyond the Modern UniversityBy Marcus Ford