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A Taxonomy of the Changing World of Design Practice

Professor Robert Young

Changing the Change

12th July 2008

The Changing Role of Design Š Metaphoric Rules of Three

Matrix **Traditional Design** **Creative Process** **Strategic Design** **Growth of Design** **Emerging Design**

Content

Process

Context

The Changing Role of Design – Metaphoric Rules of Three

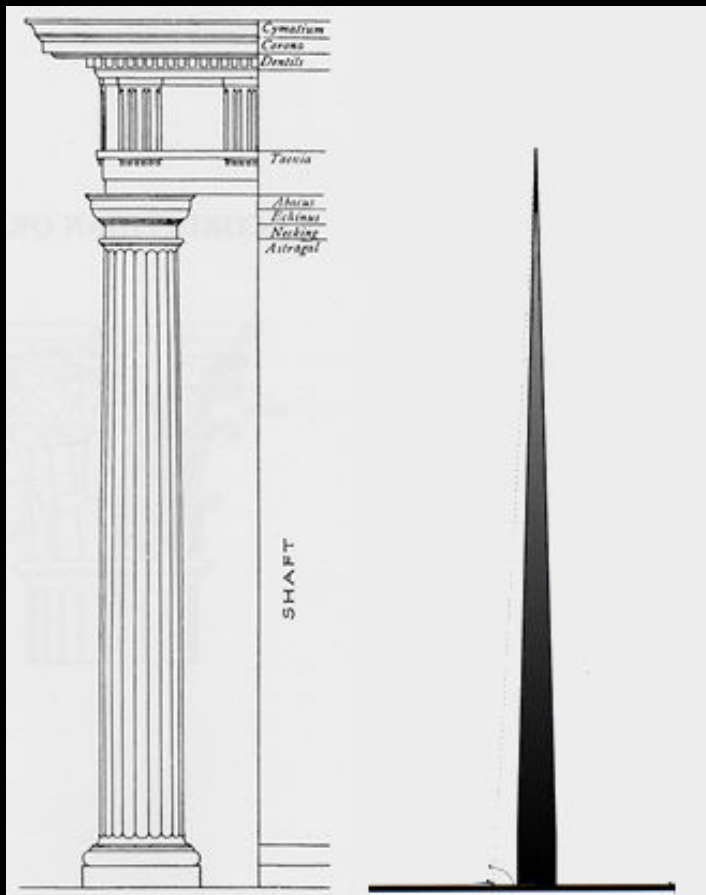
Matrix Traditional Design Creative Process Strategic Design Growth of Design Emerging Design

Content **Material**

Process **Making**

Context **Modernism**

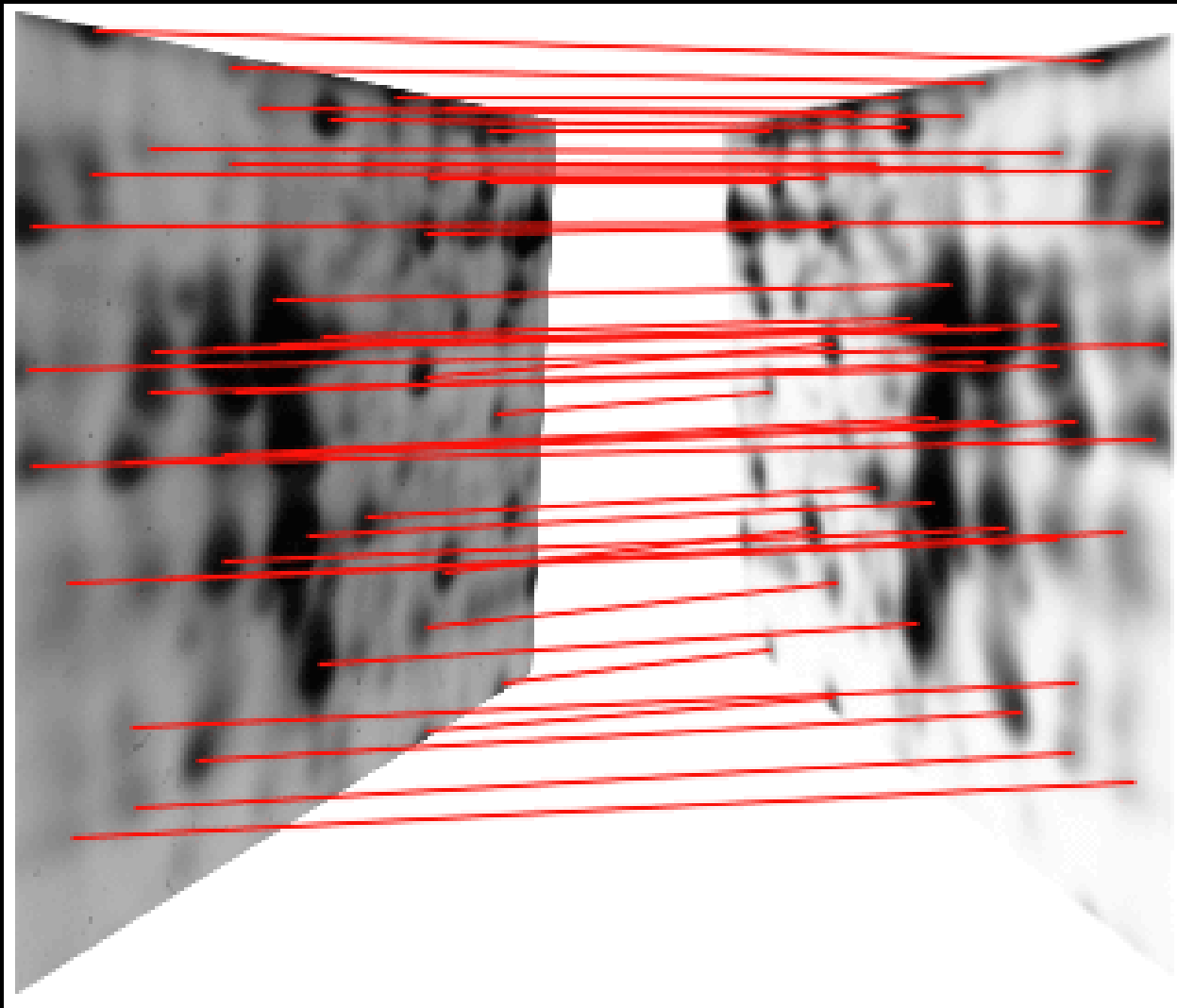


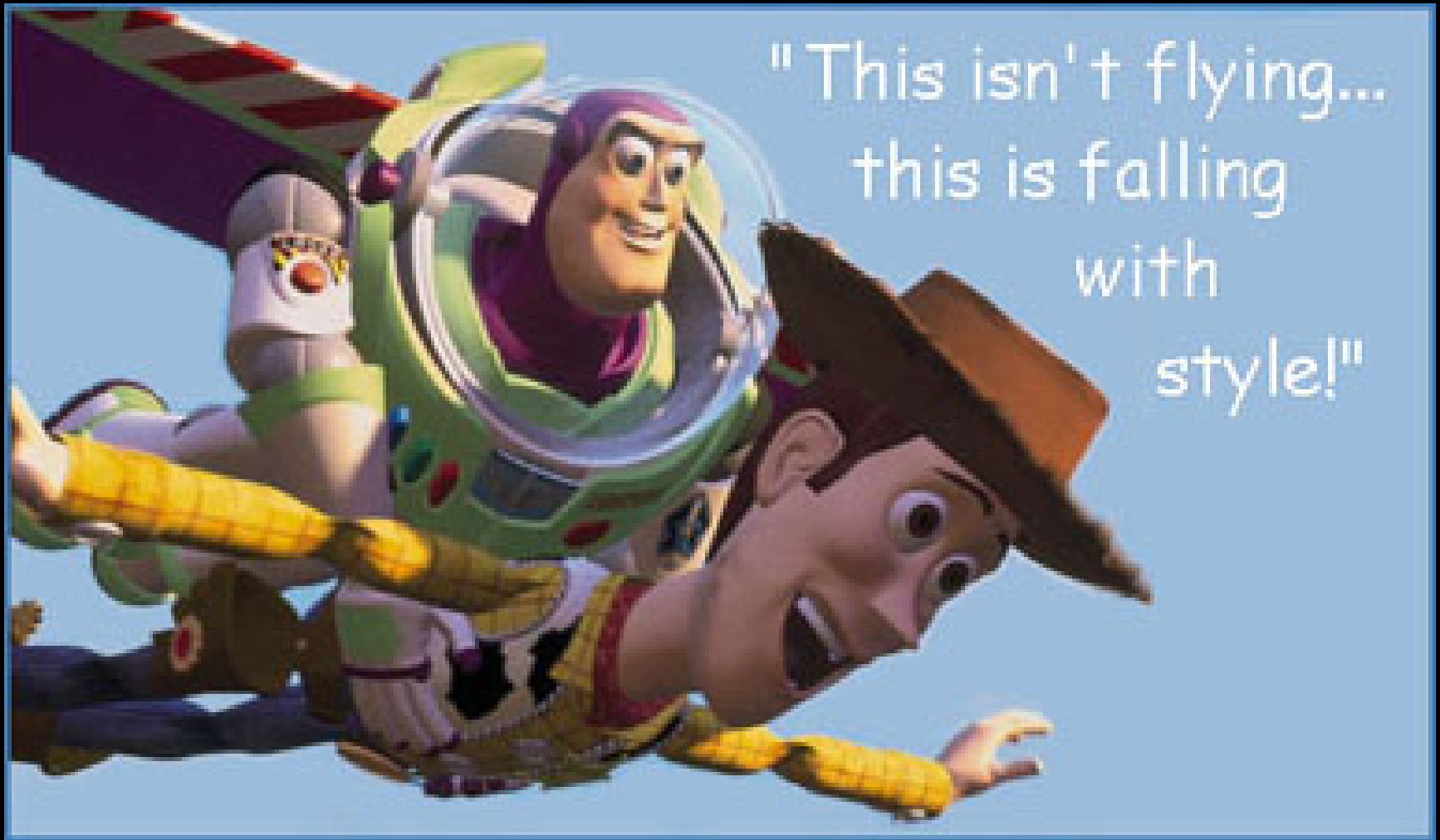


entasis
a slight
outward curve

optical correction
for a column in
order to appear
'straight'







"This isn't flying...
this is falling
with
style!"

The Changing Role of Design Š Metaphoric Rules of Three

Matrix	Traditional Design	Creative Process	Strategic Design	Growth of Design	Emerging Design
Content		Method			
Process		Meaning			
Context		Multi-sensorial & dimensional			

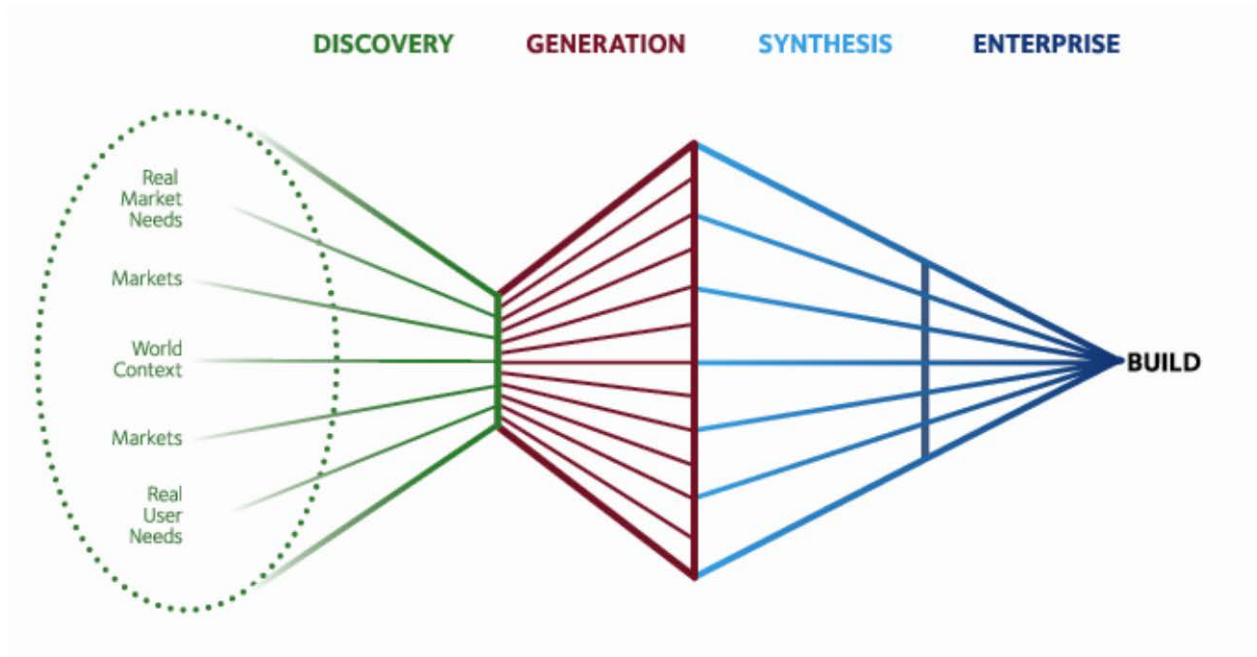
Having an idea & knowing it's right is based on the experience of:

- Oneness
- Transcendence of self
- Experience of paradox
- Certainty of knowledge about something being worthwhile
- Deeply felt peasant ecstatic feelings
- Defies analysis – impossible to analyse
- Sense of involvement in something that is ultimate and universal
- Sense of the sacred
- Unique sense of harmony and synthesis
- Effortlessness
- Sudden occurrence
- Obviousness
- Originality, individuality distinctiveness
- Ineffability impossible to articulate or translate into the experience of language

From Davies and Talbot, Design Studies 1987



SPRIT OF CREATION SERVICE DESIGN



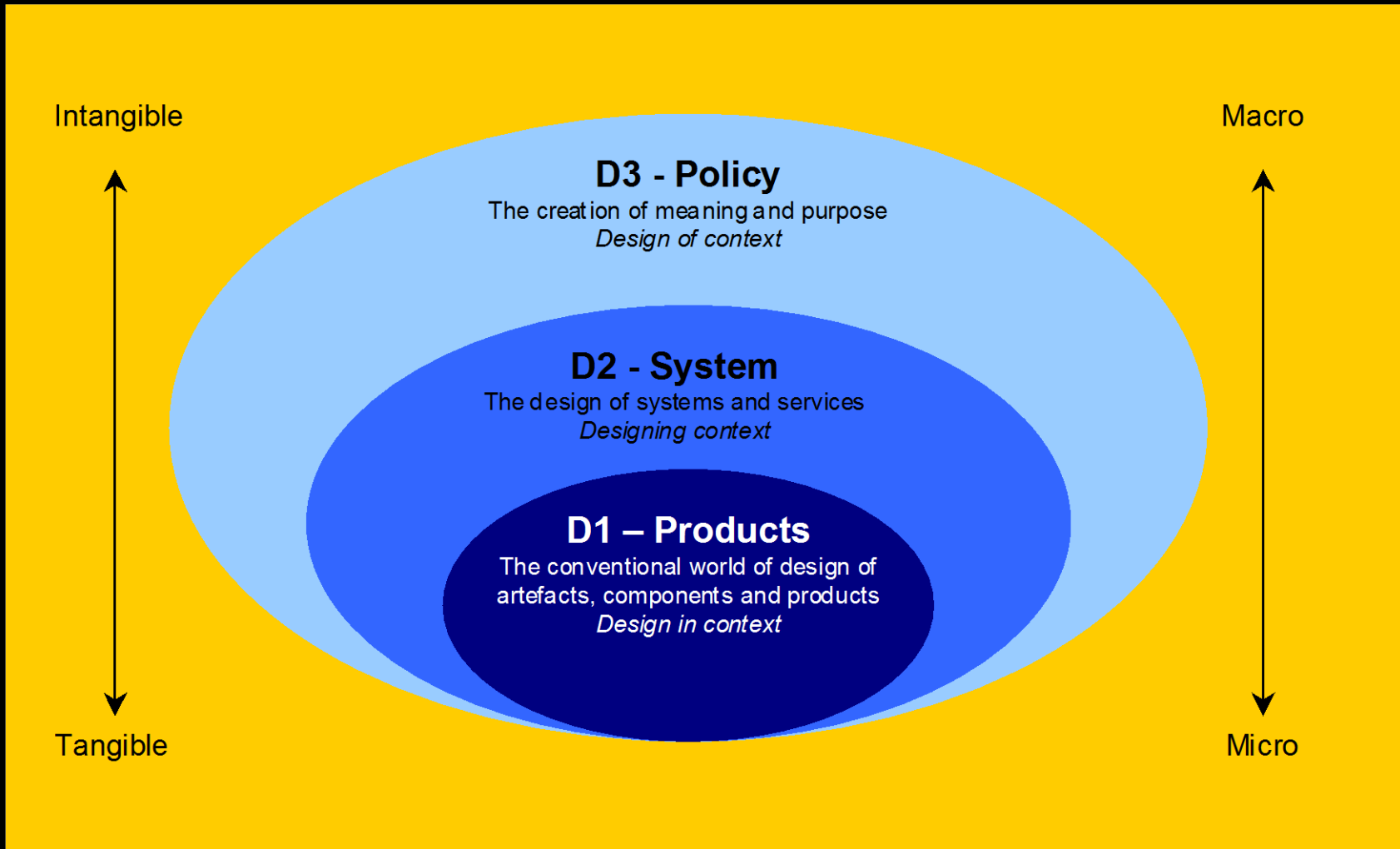
© Spirit Of Creation

The Changing Role of Design Š Metaphoric Rules of Three

Matrix	Traditional Design	Creative Process	Strategic Design	Growth of Design	Emerging Design
Content			Modality		
Process			Mimesis		
Context			eMotion		









The Changing Role of Design Š Metaphoric Rules of Three

Matrix	Traditional Design	Creative Process	Strategic Design	Growth of Design	Emerging Design
Content				Mutation	
Process				Mediation	
Context				Memorable	



Our aim - a patient-centred service

Publication title:

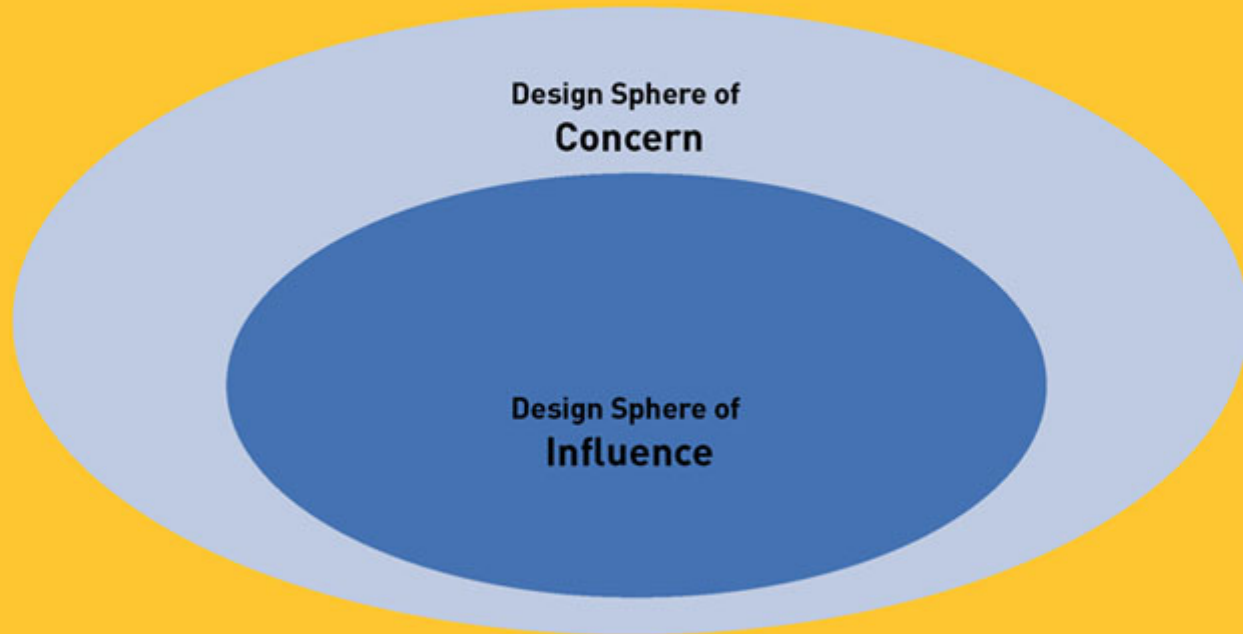
The NHS Modernisation Board's Annual Report
2000-2001

The core aim of The NHS Plan is to create a patient-centred service. It is useful to remind ourselves of this central aim and what it means.

Academically / Professionally
Diverse



Professionally
Narrow



The Changing Role of Design Š Metaphoric Rules of Three

Matrix Traditional Design Creative Process Strategic Design Growth of Design Emerging Design

Content

Multiplex

Process

Multivalency

Context

Morality

The Changing Role of Design – Metaphoric Rules of Three

Matrix	Traditional Design	Creative Process	Strategic Design	Growth of Design	Emerging Design	
Content	Material	Method	Modality	Mutation	Multiplex	Matter (Body)
Process	Making	Meaning	Mimesis	Mediation	Multivalency	Mind
Context	Modernism	Multi-sensorial & dimensional	eMotion	Memorable	Morality	Morphology (Spirit)
	< Micro					Macro >

Previous Worldviews of Thinking

- Mythos
- Logos
- Theos
- Mechanos

Beyond 'Mechanos'

- Integro