Introduction to DESIGN

Objective
"Think different" was Apple’s slogan during the 80's. This is what design is all about. “Think different” is what students will learn to do during the few weeks of this design course.

By the end of the course students will have covered the range of the following designing skills:

- Listening and rebriefing
- Creating a language
- Transmitting a concept

Method:
After a two-day introduction of the significance of design in an industrial and economical context, students will be allowed to experiment, hands-on with the design process. They will be expected to: listen to and understand the goal of the project, understand the target audience, reflect it back onto themselves, feel the result, re-interpret it, and then find their own communication codes to give back a personal vision on the project. Finally, students will be expected to build a mock-up of their idea, giving structure to their concept.

In each of these steps, we will be evaluating:

- The student’s sincerity in meeting another’s wishes, and interpreting what is unsaid by reducing it to one word.
- Their capacity to create a language through material, shapes, colour, weight and proportions.
- Their capacity to transmit a vision.
- The quality of the rendering.

The first two days will consist of lectures featuring distinguished design examples to explain the basis of design. Then, the workshop will take place in three distinctive steps. The first two first steps will consist of individual student projects, each graded separately; the third is a team project designed to combine a pair of skills, conception and transmission.

Step one is based strongly on personal emotion and intuition. This provides the basis of all the expertise. The students themselves are making the personal commitment; nothing is wrong; it is impossible to cheat. By this
method the professor is unable to discriminate or show prejudice; nothing is good or wrong; it is only truth. The professor’s only objective is to increase the students’ personal achievements.

Assignments:
The first two days consist of lectures with questions and discussions on the students’ understanding of design.

The workshop will be graded on the students’ capacity to express themselves through 3 different medias: wording, building and “selling.” Each step is a building block for the next step. A final, silent exhibition of the projects will be the final exam. The grade will result from the capacity and quality of the student’s transmission and communication of a personal truth.

Grading:

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<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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<tbody>
<tr>
<td>Wording a brief</td>
<td>20%</td>
<td>20%</td>
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<td>Building a language</td>
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<td>Creating a concept</td>
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<td>Rendering of each step</td>
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<td>Final exhibition</td>
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Total 100%
1 and 2 are individual grades; 3 and 4 are team grades (same grade for both)
The total is the sum of individual and team work.

Grade Scale:

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<th></th>
<th>D</th>
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<tr>
<td>≥50%</td>
<td>50≥70%</td>
<td>70≥90%</td>
<td>90≥100%</td>
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Being a genius is 100% (it is possible at this level)

Required:
Having seen the following movies:
“The Space Odyssey”, Stanley Kubrick (1968)
"Blade Runner", Riddley Scott (1982)
"Pieds Nus sur les Limaces”, Fabienne Berthaud (2010)

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Schedule:

Week 1    Introducing the 3 steps work Process, 1st briefing
Week 2-3  Brief mind, clear mind with presentation
Week 3 -5 Building a language with presentation
Week 5-7  Concept with exhibition