DESIGN STUDIO II

IE University
Professor: **HECTOR SERRANO BARBETA**

E-mail: hserrano@faculty.ie.edu

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Degree course: SECOND
Semester: 2º
Category: BASIC
Number of credits: 9.0
Language: English

PREREQUISITES

The most important thing that you should bring to design studio II is curiosity. A curious attitude is the DNA of Design and therefore of this course. At the start of the project you should be prepared to question everything , as if you would be an alien landing on earth. You should be watching and observing everything relating to your project in a fresh and critical way. A good knowledge in materials, 3D modeling, sketching, conceptual thinking will help you to progress in the course. Get ready to start!!

SUBJECT DESCRIPTION

Design StudioII is a practical course based on projects. During this course you will be working on 4 projects with completely different briefs, from simple objects to more complex ones. Learning disciplines such as Design through behaviour, critical design, problem solving, design to explore. This will give you an overview on some of the many ways to approach design. The projects will help you to understand and learn various design methodologies. I will give you a brief at the beginning of each project and the results should answer this brief.

OBJECTIVES AND SKILLS

- To understand the different ways to approach design.
- Research and analyze user-object behavior and object-context and be able to translate it into a visual concept maps.
- Highlight important areas found in your research and to develop to take further in the project.
- Synthesize complex challenges in simple solutions.
- Take abstract concepts to a product.
- Communicate concepts graphically in a quick way through sketching.
- Build a criteria in order to make correct decisions along the project.
- Materialize in a simple and fast way different concepts to help make decisions.
- Modeling in 3D the idea to visualize and rendering.
- Build final prototype and testing
- Present your ideas in public

METHODOLOGY

I would be teaching combining lectures related with the project you are working, individual and group tutorials or discussions and presentations and crits. As the subject is 100% practical we will be spending most of the time with discussions about the projects you are working on. Outside of the class you will need to work on research, prototyping and other individual and group work. Everyday at the beginning and at the end of the class we will meet to discuss what you should be doing at that moment and clear any general questions and comments. During the sessions we will have tutorial days and presentation days.

Tutorial days: we will be doing individual or group tutorials depending on the stage of the project to discuss in detail what you have done and what you are planning to do.

Presentation days: You will present the work you have done at that stage, could be work in progress or final presentations. Your classmates and I will give you feedback and critique the work in order to progress further.

We will have class one day every week except breaks to keep track of the projects. Each day of class will include 3 sessions. We will be working on 3 projects and final show, each of the project with different lenght.

It is important not only to be interested about the project you are working on but also about your colleagues' projects, having discussions with the rest of your colleagues will help you to have an outside opinion of what you are working on. Have in mind that your participation will be part of your grade.

- Lectures: lectures, briefs
- Discussions: individuals and group discussions, presentations, crits
- Exercises: Individual work
- Group work: group work
- Other individual studying: Research, trips...

Teaching methodology	Weighting	Estimated time a student should dedicate to prepare for and participate in
Lectures	4.89 %	11 hours
Discussions	11.11 %	25 hours
Exercises	42.22 %	95 hours
Group work	39.56 %	89 hours
Other individual studying	2.22 %	5 hours
TOTAL	100.0 %	225 hours

PROGRAM

SESSIONS 1 - 3 (LIVE IN-PERSON)

Presentation of the course and launch of the first project.

Duration 2 Weeks

1 Pencil 1 Character (Design through behaviour)

A short project to explore design through behaviour. An object and a mania. Behavior as a starting point to design an object. To analyze the behavior we will start with slightly eccentric, exaggerated, extreme fictional characters and we will focus on a simple object to represent them: a pencil. Get into the world of your character and design the perfect pencil for him, but above all and more importantly, have fun!

This is a group project. We will be working through Individual and group tutorials.

Mind Mapping, brainstorm, ideation and sketching.

Other / Complementary Documentation: Course Presentation (s-c)

Other / Complementary Documentation: Pencil Brief (s-c)

Other / Complementary Documentation: Design from Behaviour Examples (s-c)

SESSIONS 4 - 6 (LIVE IN-PERSON)

Individuals and group tutorials. Ideation, sketching, prototype.

Final presentation and exhibition of Project 1

I will give a **talk about my studio work.**

Launch of second project: Offline and alive. Social media + hyperconnectivity (Critical Design)

Duration 3 Weeks. Individual project.

This project is not so much about giving answers but raising questions. Do social networks and hyperconnectivity contribute to social isolation and leave us very little time for real interaction? Are we doing things for the experience or for the picture on instagram? Is this affecting our productivity? Are we addicted to social media? Design a product that responds to this issue. Your product should encourage us to spend time offline and make us think about all these questions.

Other / Complementary Documentation: Examples of Critical Design (s-c)

Other / Complementary Documentation: Brief Offline & Alive (s-c)

Video: What is CRITICAL DESIGN? What does CRITICAL DESIGN mean? CRITICAL DESIGN

meaning & explanation (YouTube) (Optional)

Video: Tony Dunne & Fiona Raby - Critical Design (Vimeo) (Optional)

1. What is Critical Design? By Anthony Dunne & Fiona Raby

Critical Design uses speculative design proposals to challenge narrow assumptions, preconceptions and givens about the role products play in everyday life. It is more of an attitude than anything else, a position rather than a method. There are many people doing this who have never heard of the term critical design and who have their own way of describing what they do. Naming it Critical Design is simply a useful way of making this activity more visible and subject to discussion and debate.

Its opposite is affirmative design: design that reinforces the status quo.

Designers whose work can be classified as critical design:

Dunne & Raby, James Auger, Elio Caccavale and Noam Toran, Krzysztof Wodiczko, Natalie Jeremijenko, Jurgen Bey, Marti Guixe.

SESSION 7 (ASYNCHRONOUS)

Watch the film: The Social Dilemma

See the list of tutorials for Fusion 360 and Rhino. You will need to get familiar with one of these programs to progress along the course, select one and start working on the tutorials, both softwares are perfect tools. You do not need to learn both just one is enought.

Video: The Social Dilemma (YouTube)

Video: Rhino tutorial: Basic Navigation (YouTube)

Technical note: Fusion Tutorials (s-c)

Video: Introduction to Fusion 360 (autodesk.com)

Video: Fusion 360: Lego brick (Youtube)

Technical note: Rhino tutorials (s-c)

SESSIONS 8 - 10 (LIVE IN-PERSON)

Research and strategy stage: everyone will be presenting their research and approach to the project. After each presentation everyone will give feedback and discuss further steps.

You should be working on research and strategy (re-brief), finding your personal approach to the project.

SESSIONS 11 - 13 (LIVE IN-PERSON)

Ideation Stage: individual tutorials to discuss your initial concepts.

You should be working on brainstorming, mind maps, concepts and sketches.

Other / Complementary Documentation: Mind mapping example (s-c)

Other / Complementary Documentation: Sketches examples (s-c)

SESSION 14 (ASYNCHRONOUS)

Watch the film: Rams. "Rams" is the new documentary by filmmaker Gary Hustwit (Helvetica) about legendary designer Dieter Rams.

Watch and do Fusion 360 or Rhino tutorials.

Other / Complementary Documentation: Rhino tutorials (s-c)

Video: Rams (Vimeo)

Video: Rhino tutorial "earphones" (Vimeo)

Video: Fusion 360: Get started with modelling (autodesk.com)

Video: Fusion 360: Knife (Youtube)

Video: Rhino tutorial: earphones (Vimeo)

SESSIONS 15 - 17 (LIVE IN-PERSON)

Development stage: everyone will be presenting a **working progress presentation** of their concepts and possible ways to develop them further.

You should be working on concepts, development, 3D model, mock ups, final shape, materials, specification of details, final images / renders / photoshop.

Other / Complementary Documentation: Screen pollution research presentation (s-c)

Other / Complementary Documentation: Screen Pollution concept presentation (s-c)

SESSIONS 18 - 20 (LIVE IN-PERSON)

Final presentation: everyone will be presenting their final concepts. The presentation should include a final "killer" image of your idea, if you have to communicate your idea with one image how will it be?. You will need to introduce the brief and re-brief, the context and explain what makes your idea interesting.

Launch of third Project

Sustainable rituals

Duration 7 weeks. Group project.

In recent years we have seen a demand for more sustainable products caused by new policies to stop global warming. For example: bans on single-use plastics such as shopping bags or cutlery. This leads us to design new products that respond in an effective and simple way to these new rituals. Your project will have to respond to this demand and anticipate future ones, designing one or several products that are characterised by their sustainability, promoting new daily rituals that help to reduce CO2, recycling, avoiding waste, etc... Analyse all the rituals around our daily life: washing, buying food, cooking, working, eating at home or outside, travelling, etc... your project can be found in any of these contexts. Think not only about the product but also about the overall experience, is there a service associated to the product, where does the material to produce your product come from? Design with a 360º vision.

Here it is some suggestions for documenting your research about sustainability:

- [Years of Living Dangerously](#) (Acciona & National Geographic)
- [A Plastic Ocean](#) (netflix)
- [An Inconvenient Sequel: Truth To Power](#) (Paramount)

Books

- [Vivir sin plastico](#)
- [7 Easy Ways To Go Plastic Free](#)
- [The Green new Deal](#)

Other / Complementary Documentation: Sustainable Rituals brief (s-c)

Other / Complementary Documentation: Problem solving examples (s-c)

Other / Complementary Documentation: Synthesis examples (s-c)

Other / Complementary Documentation: New context examples (s-c)

SESSION 21 (ASYNCHRONOUS)

Watch and read books about sustainability listed in previous session.

Watch the film: Cas Holman: Design for play. Cas Homan crafts tools and objects designed to inspire Kids (and adults) to play creatively.

Watch and do the Fusion 360 or Rhino tutorials.

Video: Cas Holman: Design for play (Netflix)

Video: Fusion 360: Sketch basics (autodesk.com)

Video: Fusion 360: Lampshade (Youtube)

Video: Rhino: Speaker (Youtube)

SESSIONS 22 - 24 (LIVE IN-PERSON)

Research and define stage: everyone will be presenting their research and approach to the project. After each presentation everyone will give feedback and discuss further steps.

You should be working on research and strategy (re-brief)

SESSIONS 25 - 27 (LIVE IN-PERSON)

Ideation Stage: individual tutorials to discuss your initial concepts.

You should be working on brainstorming, mind maps, concepts and sketches.

SESSION 28 (ASYNCHRONOUS)

Watch the film: Olafur Eliasson: The Design of Art

Watch and do Fusion 360 or Rhino tutorials

Video: Olafur Eliasson: The Design of Art (Netflix)

Video: Rhino tutorial: Mouse (YouTube)

Video: Fusion 360: Solid modeling basics (autodesk.com)

Video: Fusion 360: 3D Printed Enclosure for Arduino Uno (Youtube)

SESSIONS 29 - 31 (LIVE IN-PERSON)

Ideation stage: everyone will be presenting a working progress presentation of their concepts and possible ways to develop them further.

You should be working on concepts, sketches, basic 3D model and mock ups.

SESSIONS 32 - 34 (LIVE IN-PERSON)

Development stage: everyone will be presenting a working progress presentation of their concepts and possible ways to develop them further.

You should be working on concepts, development, 3D model, mock ups, final shape, materials, specification of details, final images / renders / photoshop.

SESSION 35 (ASYNCHRONOUS)

Watch the film: Neri Oxman: Bio-Architecture.

Watch and do Rhino tutorial Bottle.

Video: Neri Oxman: Bio-Architecture (Netflix)

Video: Rhino tutorial: Bottle (YouTube)

Video: Fusion 360: Clamp tube tool (Youtube)

Video: Fusion 360: Mesh modeling (autodesk.com)

SESSIONS 36 - 38 (LIVE IN-PERSON)

Visualization stage: individual tutorials to discuss concepts in detail, how to visualize your idea, final details and how to present.

You should be working on 3D models, mock ups, final shape, materials, specification of details, final images / renders / photoshop.

SESSION 39 (ASYNCHRONOUS)

Watch the film: Chair Times

Watch and do Rendering tutorials

Video: Chair Times (vitra.com)

Video: Rhino: Teapot (Youtube)

Video: Fusion 360: Rendering (Youtube)

Video: Keyshot Rendering (keyshot.com)

SESSIONS 40 - 42 (LIVE IN-PERSON)

Visualization stage: individual tutorials to discuss concepts in detail, how to visualize your idea, final details and how to present.

You should be working on 3D models, mock ups, final shape, materials, specification of details, final images / renders / photoshop.

SESSIONS 43 - 45 (LIVE IN-PERSON)

Final presentation: everyone will be presenting their final concepts. The presentation should include a final "killer" image of your idea, if you have to communicate your idea with one image how will it be?. You will need to introduce the brief and re-brief, the context and explain what makes your idea interesting.

SESSIONS 46 - 48 (LIVE IN-PERSON)

Improving projects and planning of final show

1. Think how to improve and make your prototypes for offline and sustainability projects
2. Create groups and start planning work for the final show: instagram, press release, catalogue, Brand identity of projects offline and Sustainability, Art direction & Photography & Re-touch Photography, Exhibition graphics: Layout, printing...

SESSIONS 49 - 51 (LIVE IN-PERSON)

Individual tutorials to discuss prototypes offline and Sustainability and killer image / renders

Photograph test of finish prototypes

Group tutorials to discuss Final Show progress.

SESSIONS 52 - 54 (LIVE IN-PERSON)

Photography of prototypes

Retouching of photos

Include photos in catalogue

Send to print the catalogue.

Other / Complementary Documentation: Photography examples (s-c)

SESSIONS 55 - 57 (LIVE IN-PERSON)

Production of exhibition: finalizing all the materials for the show: labels, posters, catalogue and prototypes

Final review of images for Posters

SESSIONS 58 - 60 (LIVE IN-PERSON)

Setting up Final Show & presentations: everyone will be presenting their projects at the final show.

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Compulsory

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Theory

Recommended

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Technical

EVALUATION CRITERIA

Criteria	Percentage	Comments
Project 1	20 %	1 Pencil 1 Character
Project 2	30 %	Offline & Alive

Project 3	35 %	Sustainable Rituals
Project 4	15 %	Final Show

PROFESSOR BIO

Professor: **HECTOR SERRANO BARBETA**

E-mail: hserrano@faculty.ie.edu

Héctor founded his design office in London in 2000. His projects combine Innovation with the communication of familiar ideas in unusual and inventive ways. The client list includes companies such as Muji, FontanaArte, Fundación Telefónica, Roca, Gandia Blasco, ICEX (Spanish Ministry of Industry, Tourism and Trade), Droog Design, Metalarte, Lékué, Lexon, Coachella Art and Music Festival and La Casa Encendida (Caja Madrid) among others.

The office has received different awards such as the Red Dot Design Award, Designer of the Year 2009 by AD magazine, Best of the Year Awards by Interior Design Magazine, the Peugeot Design Award and the second prize on the New Bus for London competition with Miñarro García and Javier Esteban.

His products have been exhibited extensively in Museums such as V&A in London and Cooper-Hewit National Design Museum in New York and are part of different collections as the Central Museum of Amsterdam. Hector founded in 2010 Borealis, the company responsible for its exhibition projects and installations. He combines his professional activity giving classes and lectures at universities as IE Madrid, ECAL in Lausanne, RCA London and CEU in Valencia. Héctor studied Industrial Design in Valencia before moving to London to study a master's degree in Product Design at The Royal College of Art.

- hectorserrano.com
- borealis

OTHER INFORMATION

Office hours: 10-18h

Contact details: hserrano@faculty.ie.edu T. +34 963 230 002 M. 626 662 396