

Design pro imaginaci

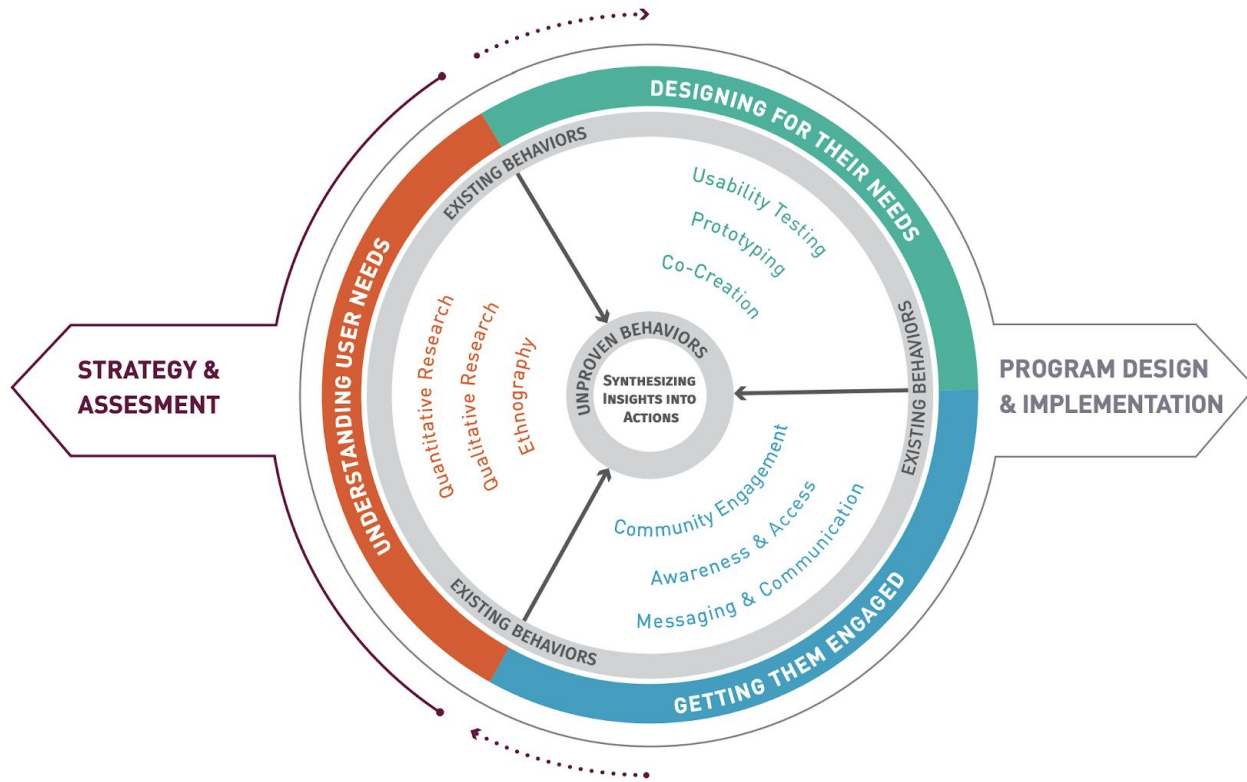
Když HCD nestačí

Design

“To **design** is to devise courses of action aimed at changing existing situations into preferred ones.”

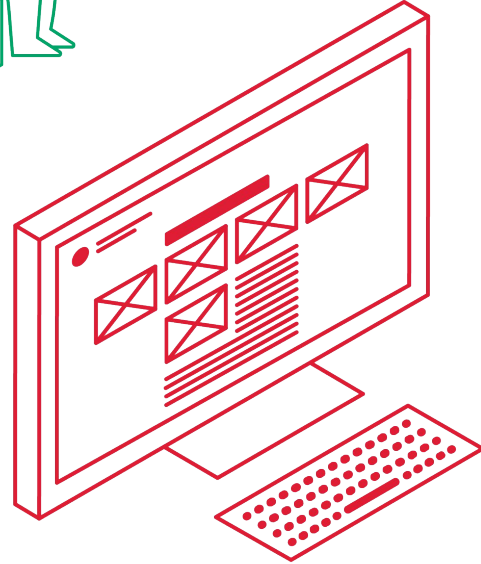
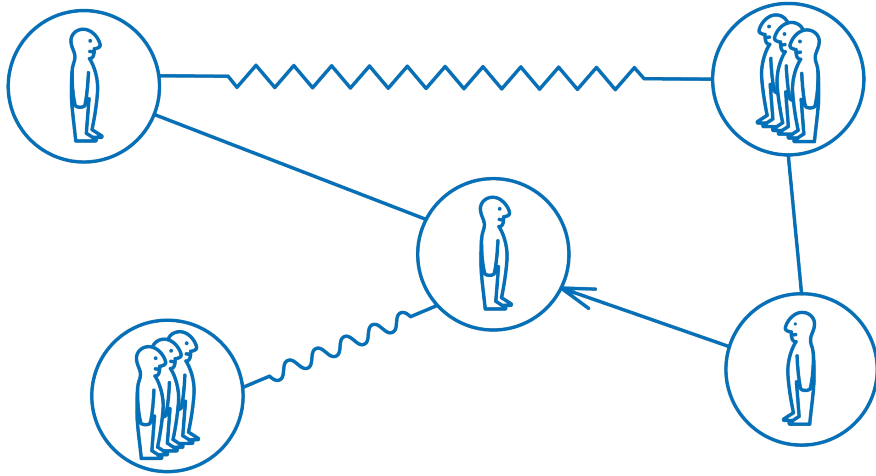
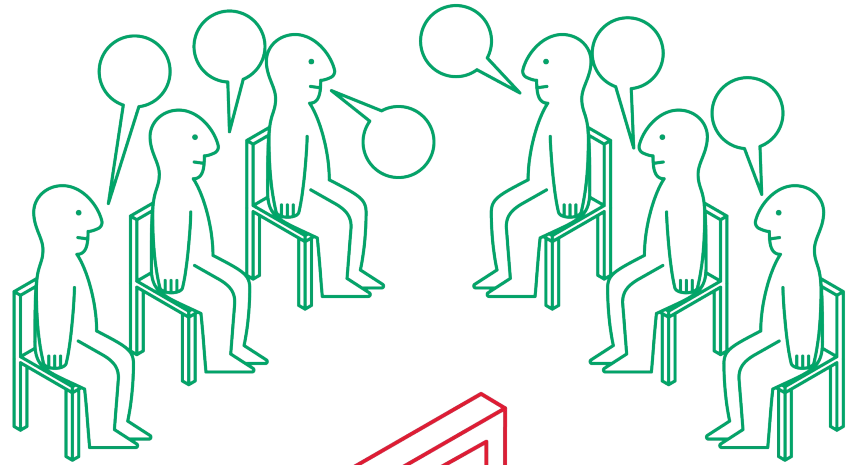
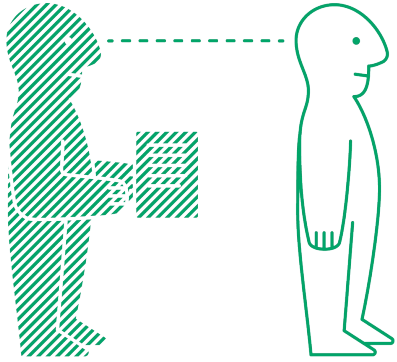
- Herbert Simon -





HUMAN CENTERED DESIGN

HCD integrates a broad set of practices around a common understanding of user needs that can improve strategic decision-making as well as increase the effectiveness of individual programs.





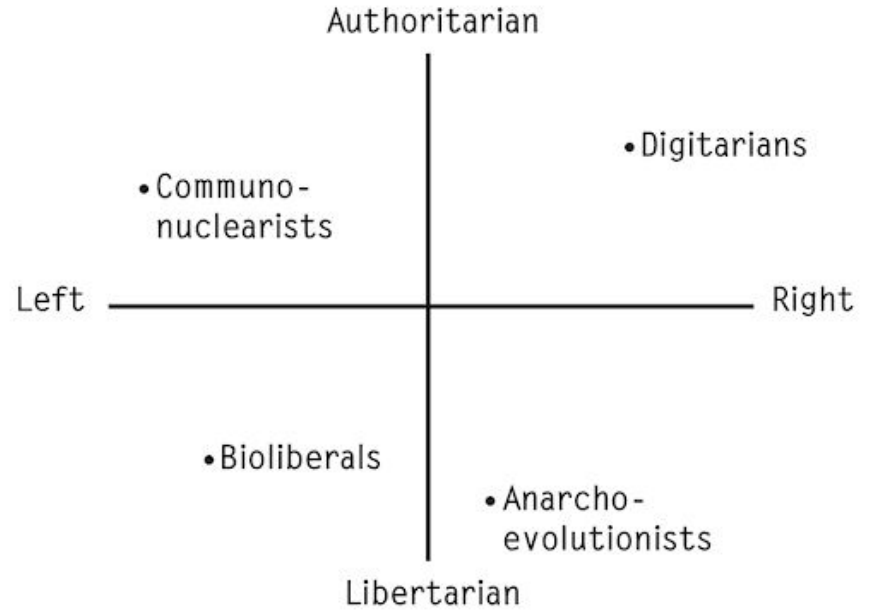
(a)

affirmative
problem solving
design as process
provides answers
in the service of industry
for how the world is
science fiction
futures
fictional functions
change the world to suit us
narratives of production
anti-art
research for design
applications
design for production
fun
concept design
consumer
user
training
makes us buy
innovation
ergonomics

(b)

critical
problem finding
design as medium
asks questions
in the service of society
for how the world could be
social fiction
parallel worlds
functional fictions
change us to suit the world
narratives of consumption
applied art
research through design
implications
design for debate
satire
conceptual design
citizen
person
education
makes us think
provocation
rhetoric

United Micro Kingdoms



Použití v service designu - fiktivní budoucí citáty

»I use a service that recycles my data I don't need any longer and transforms them into clean and purified water for those who have no access to it.«

»I bought a machine that helps me to reconstruct my childhood in VR.«

»My car turned against me. It has a virus I can't control; it is dangerous to be transported with it or that it moves around in traffic. Since all is connected it can easily spread infections. So is there an authority or service that could help me to remove and fight this virus?«

»I have multiple digital nationalities (diginalities), so I have therefore full rights as a citizen of all these countries.«

Zadání úkolu

- vymyslete 4 fiktivní uživatelské výroky týkající se toho, co jste dneska slyšeli, nasdílejte je spolužákovi či spolužačce a získejte a zaznamenejte na ně zpětnou vazbu

Čeho si všímat?

- Co takový výrok znamená?
- Týká se nějakých technologií, soukromí, identity, služby, všeho?
- Jaký je společenský kontext takového výroku? Je pozitivní? Je dystopický?