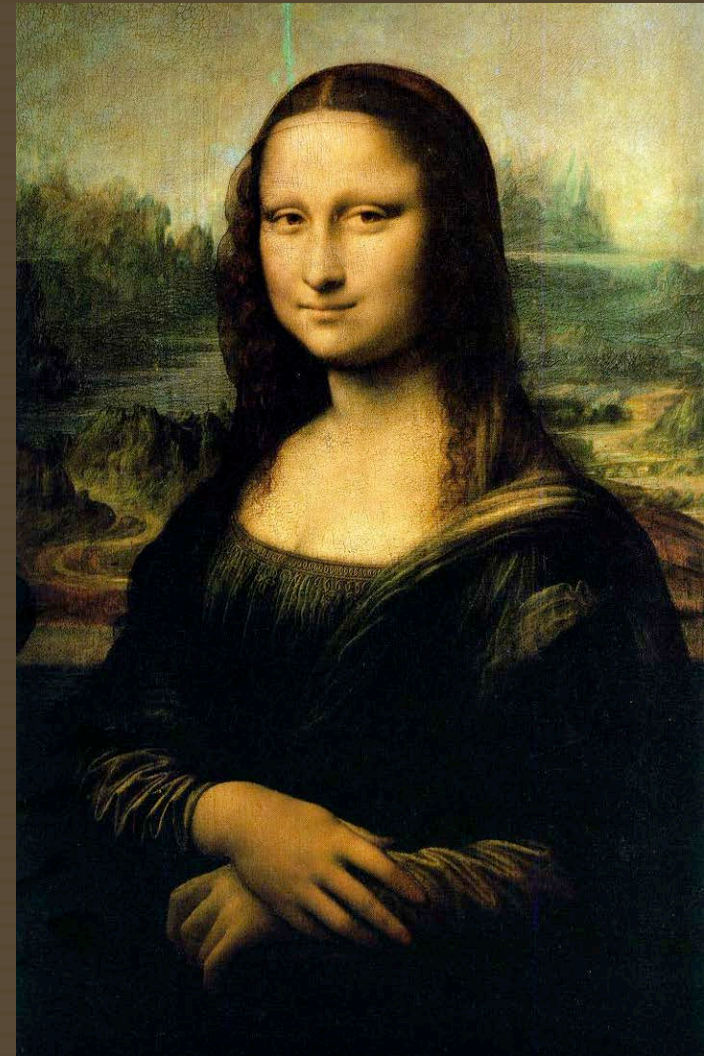


WHY DESIGN?



Visual forces in visual art

- Like magic:
Works, ideas come alive
- Use physical materials
 - ▣ Shaping form and color
 - ▣ Form relationships



What do you mean by "design"?

- design is
 - about humans
 - creating great works
 - that help or improve the lives of other humans



Why should design matter to us?

Knowledge workers
(accountants, teachers,
engineers, doctors, retailers,
front office staff, whatever)
= designers



Why should design matter to us?

our personal design sense shows through everyday:

- ❑ in our presentations
- ❑ our documents
- ❑ our meetings
- ❑ our emails
- ❑ the way we dress...

Design matters a lot.



So professionals need to work harder

up our design IQ
become far more
knowledgeable about
design



Design not only in the creative department:

- ❑ Quality alone is not enough
- ❑ Well designed systems, products, and services
- ❑ Instead, the overall DESIGN of the "thing" must be so compelling that it serves as a key differentiator.



Companies:

Preach design internally and demand great design of all departments.

Why does this matter to you or me?

The business world will appreciate intelligent, creative, design-minded professionals

- ❑ understand the strategic role of design for a company
- ❑ do wonderfully designed projects
- ❑ create creative systems that amaze customers
- ❑ develop useful, unexpectedly cool products that change people



Good art may move people,
it may change their lives.

