



International
Design school for
Advanced
Studies

A black silhouette of a world map is centered in the background. Overlaid on the map is the Korean text '디자인 시대의 도래와 새로운 가치' in a pink, serif font.

디자인 시대의 도래와
새로운 가치

나 건 교수

IDAS(홍익대 국제디자인전문대학원) 원장

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“Everything that can be invented has been invented.”

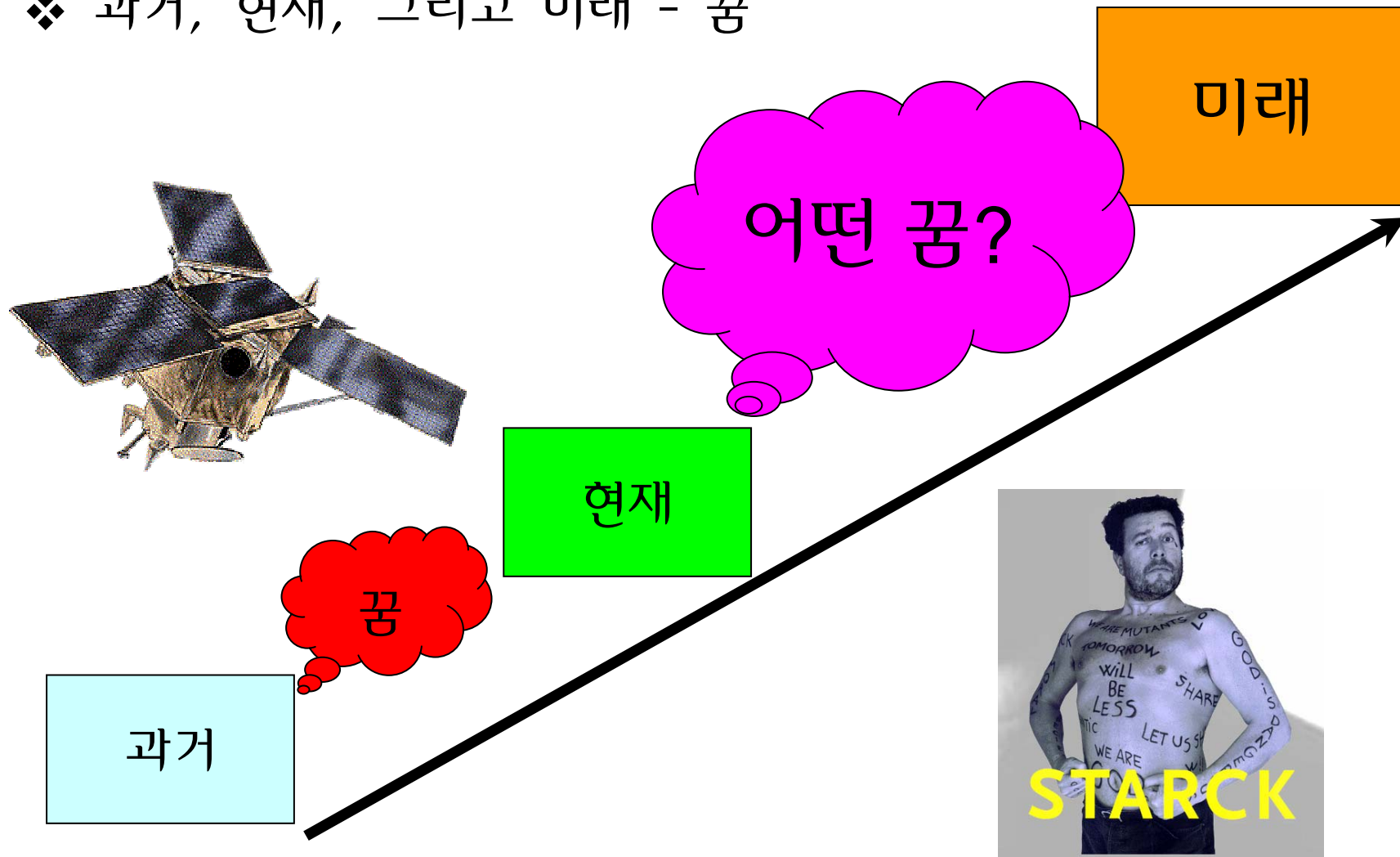
- Charles H. Duell, Commissioner, US Office of Patents, 1899 -



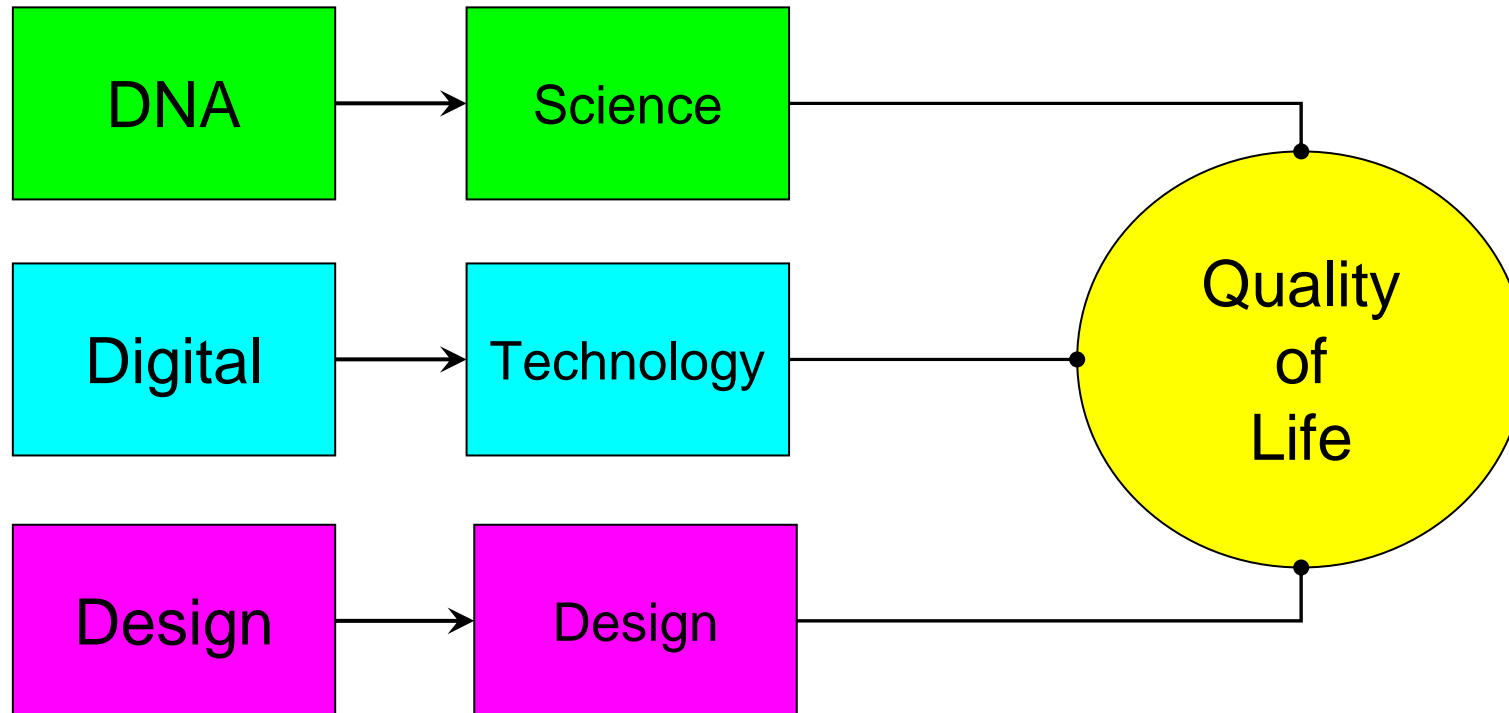
23 years later

- TV invented in Dec. 2, 1922

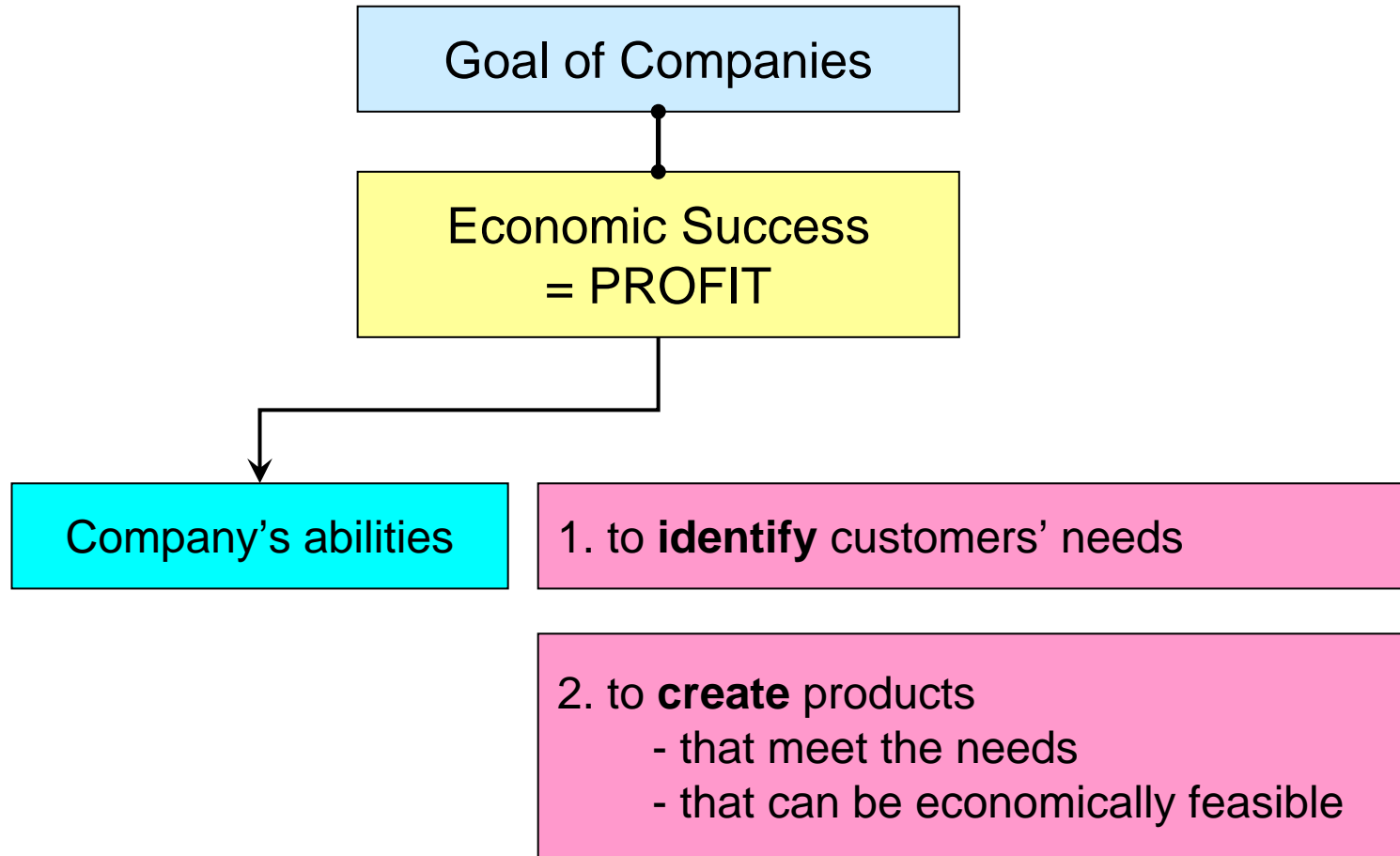
❖ 과거, 현재, 그리고 미래 - 꿈



❖ 3D in 21st Century 21세기의 3D



❖ Goal of Companies 기업의 목표



- 기업의 선택: Innovate or Evaporate



❖ Definition of Design 디자인의 정의

From Webster's New World College Dictionary Third Edition

de-sign (di zin') vt. [[ME *designen* < *designare* (*dez' ig na re*), to mark out, define <*de-*, out, from + *signare*, to mark <*signum*, a mark, SIGN]] 1 to make preliminary sketches of; sketch a pattern or outline for; plan 2 to plan and carry out, esp. by artistic arrangement or in a skillful way 3 to form (plans, etc.) in the mind; contrive 4 to plan to do; purpose; intend 5 to intend or set apart for some purpose - vi. 1 to make designs 2 to make original plans, sketches, patterns, etc; work as a designer _n. [[Fr *dessein* , It *disegno* < *disignare* < *designare*]] 1 a plan; scheme; project 2 purpose; intention; aim 3 a thing planned for or outcome aimed at 4 development according to a plan [to find a *design* in history] 5 a plan or sketch to work from; pattern [a *design* for a house] 6 the art of making designs or patterns 7 the arrangement of parts, details, form color, etc. so as to produce an artistic unit; artistic invention [the design of a rug] 8 a finished artistic work or decoration _SYN. INTEND, PLAN_by design deliberately, purposely

As the word "design" passed through the French language it became enunciated as we commonly use it today, **di zine**.

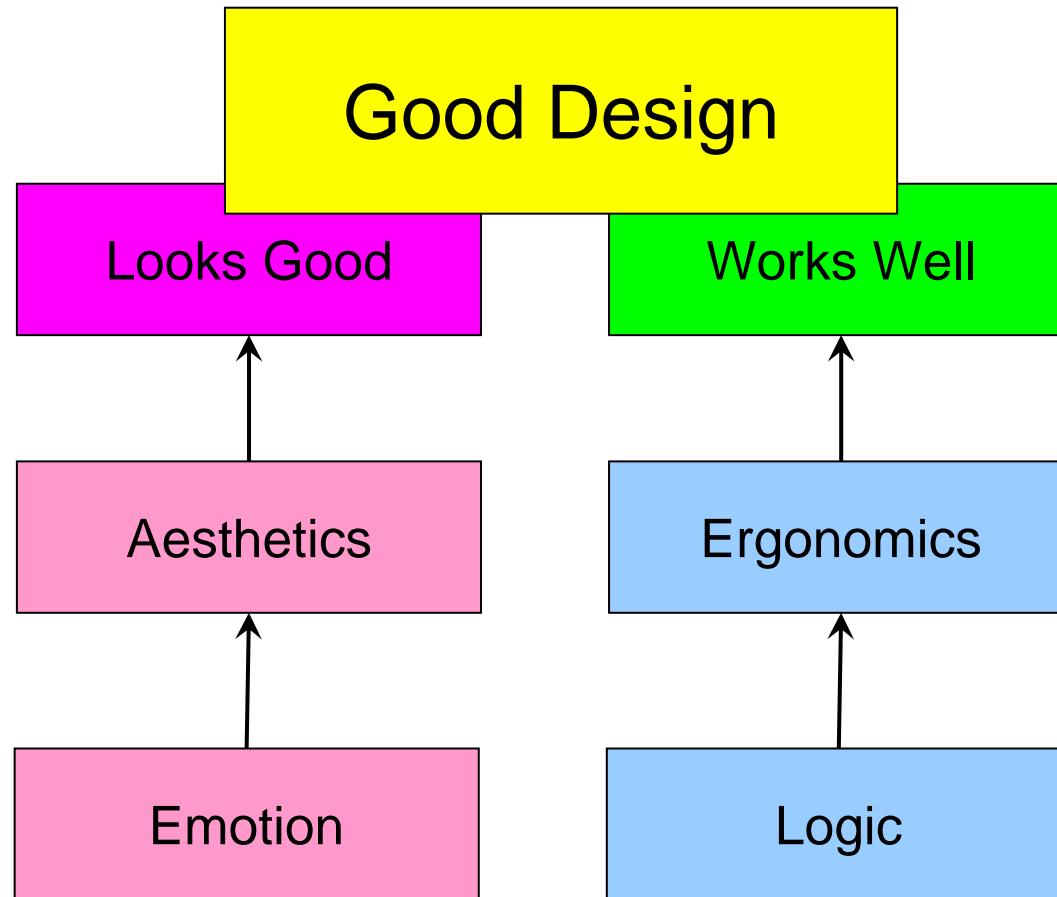


❖ Design & Art 디자인과 예술

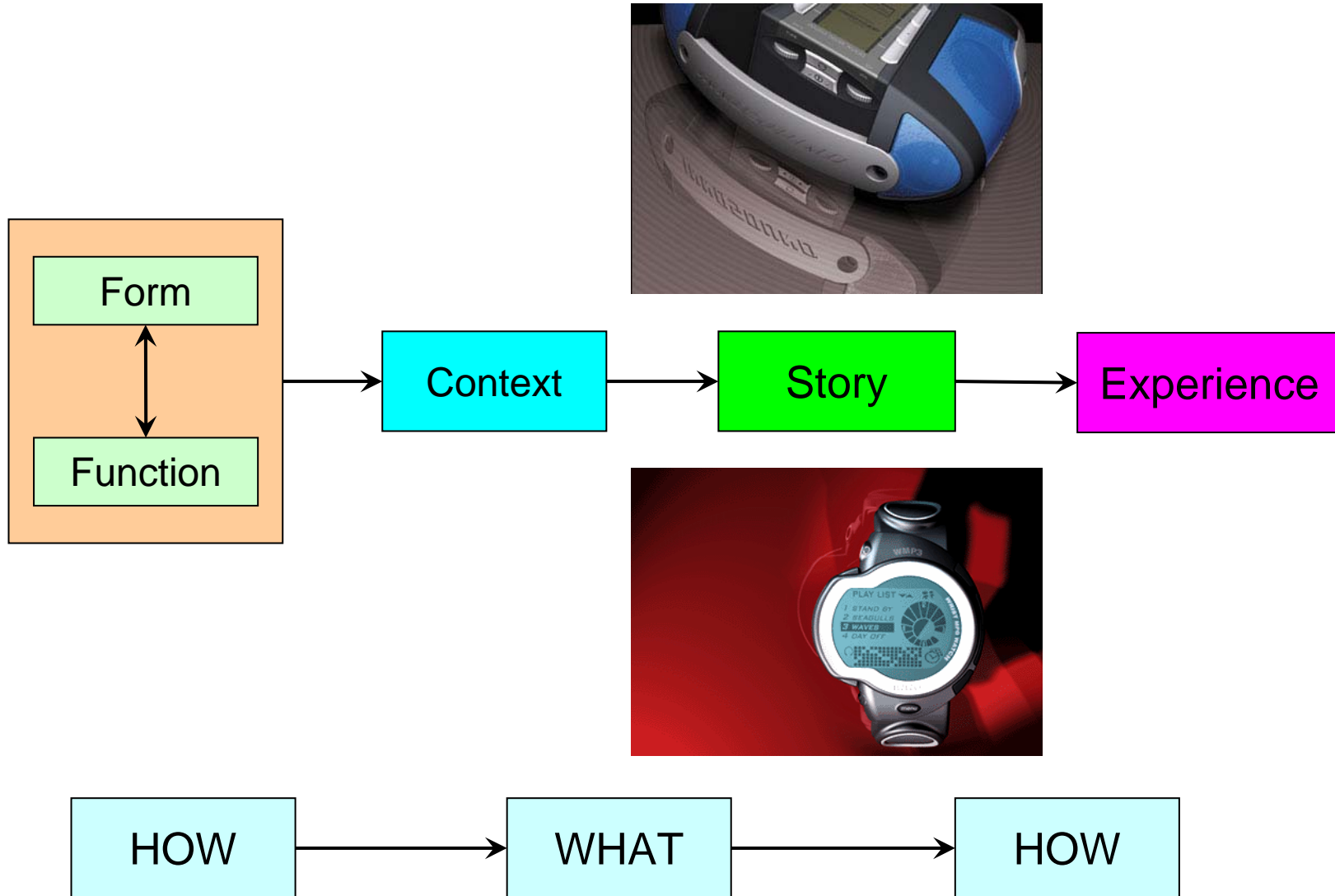
	예술	디자인
목적	심미성	심미성 + 사용성 + 경제성
관점	작가/예술가	사용자
효과	시대를 초월한 감동	새로운 Lifestyle/유행 창조
접근법	Non-systematic	Systematic
근원	Motivation	Innovation

❖ Good Design 좋은 디자인

- appealing
- attractively colored
- comfort
- compactness
- construction
- durability
- efficiency
- feel
- good-looking
- unique
- vibrant/exciting
- visually striking
- ...

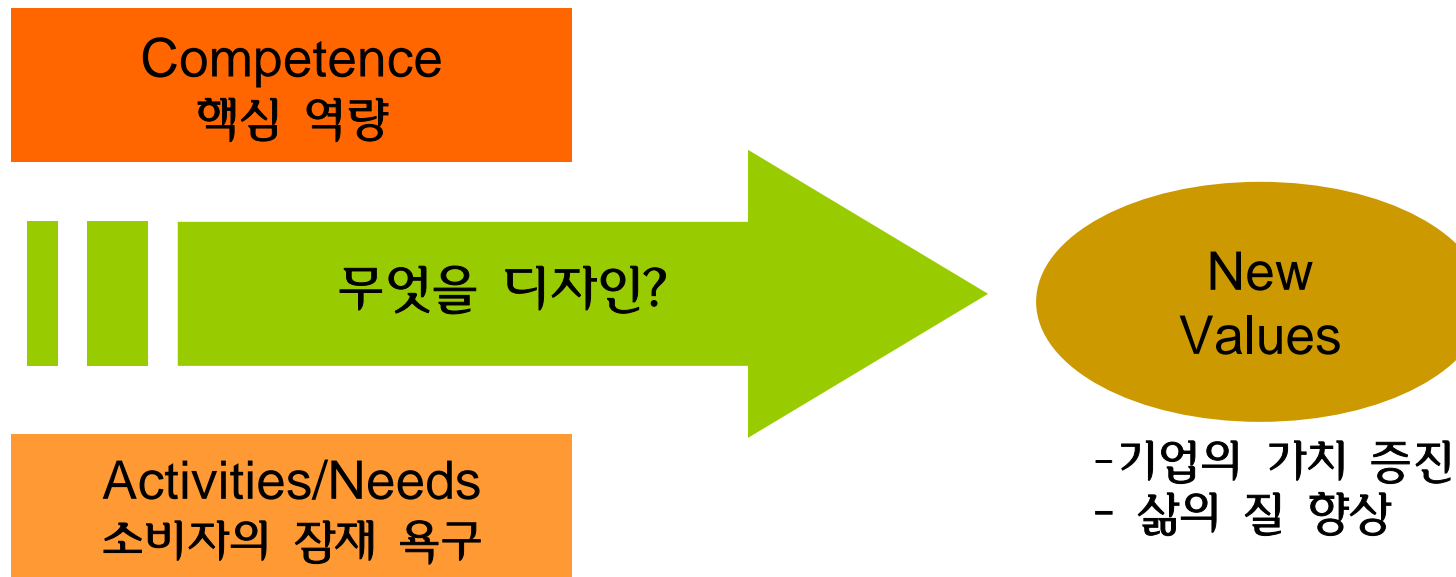


❖ Trend of Design



❖ Design New Definition (1)

- Problem Solving (in a Creative Fashion toward an Innovation)
- 전제 조건: 문제의 정확한 이해
 - 다양한 관점
 - 다양한 의견의 수렴
 - Open Mind



❖ Design = Problem Solving 문제 해결

사례: Shopping Cart by *IDEO*



Modular Shopping Cart

- baskets
- hooks



❖ Design = Problem Solving 문제 해결

사례: Faucet & Shower Head by *dContinuum*



Shower Experience
“designing the water“

- droplet shape and size
- frequency
- distribution



❖ 디자인: New Definition (2)

- Providing Happierness 더 행복하게 만들어주는 것
- 사람에게 대한 진정한 이해와 사랑

"If people are made safer, more comfortable, more eager to purchase, more efficient - or just plain happier - the designer has succeeded."



Henry Dreyfuss

❖ 디자인: New Definition (3)

□ Interface (= *inter + face*)

- Company & Customers: communication interface
- Technology & Users: technology interface

□ Keeping Balance Between

- Aesthetics & Usability
- Emotion & Reason
- Art & Science

❖ 디자인: New Definition (4)

□ Experience 경험

- 경험의 시작은 고객과 제품, 회사 또는 회사를 대표하는 사람 사이의 상호작용(interaction)
- 정의: 제품, 회사 또는 회사를 대표하는 사람 사이의 상호작용(interaction)을 통해서 고객의 반응(reaction)을 만들어 내는 것

□ 특징

- 고객의 참여가 없으면 경험은 일어날 수 없음
- 고객 = 소비자 → 고객 = 참여자

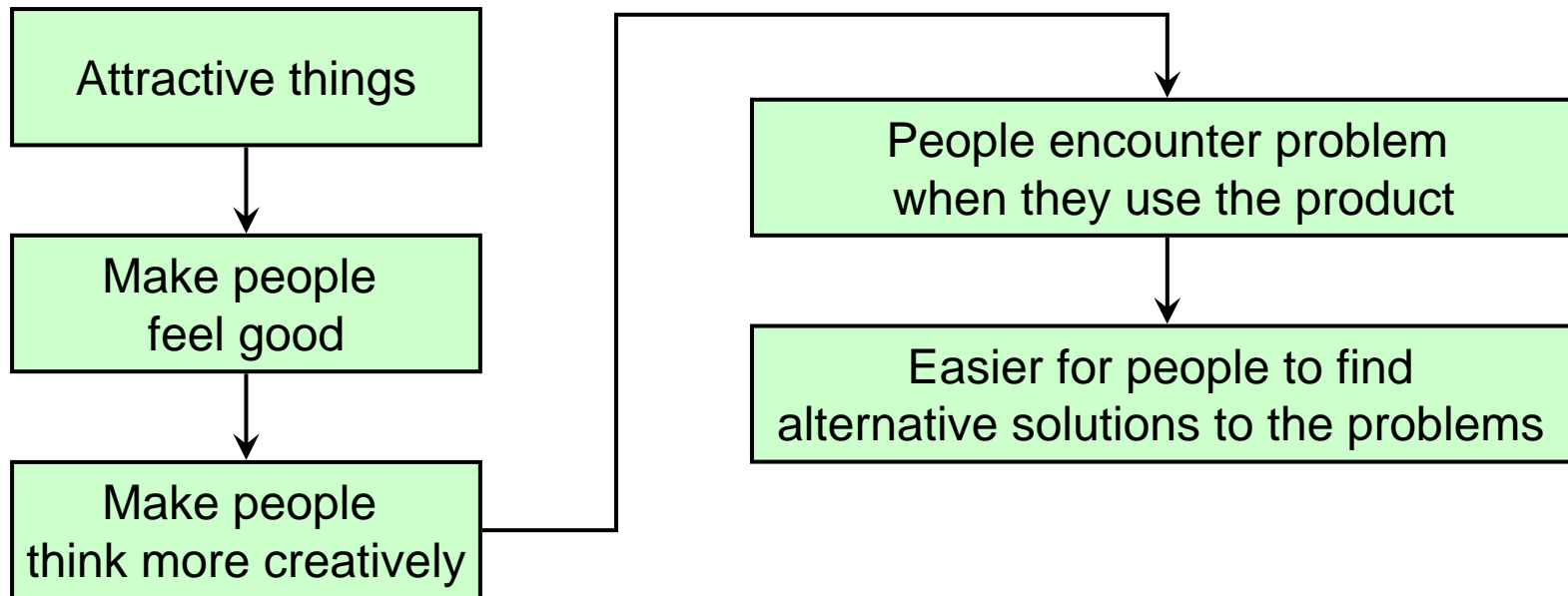
□ Once interaction takes place, a reaction occurs, the result of the interaction is the formation of a feeling, an EMOTION

- positive: delight, pleasure, happiness
- negative: fear, shock

❖ Attractive Things Work Better!

Negative Emotion
(Depth)

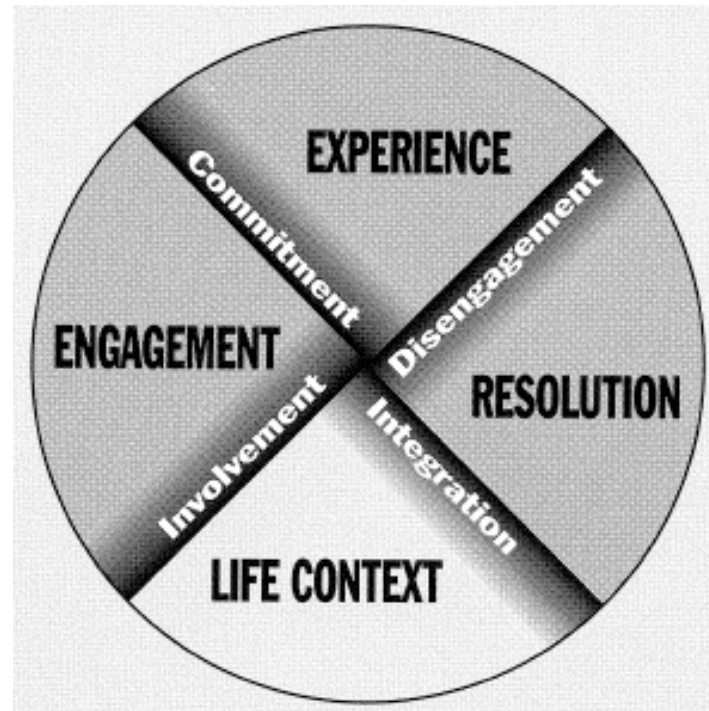
Positive Emotion
(Width)



❖ Experience Model 경험 모델 by Darrel Rhea

Purchase → Delivery → Set-Up → Learning/Training →
Usability/Productivity → Maintenance/Service/Repair →
Update/Upgrade/Replace

1. Cognitive Presence
 - 쉽게 눈에 띄어야 함
2. Attraction
 - hold & grab attention
3. Communication
 - 중요한 제품의 속성이 전달되어야 함



Discarding the physical remnants of the product

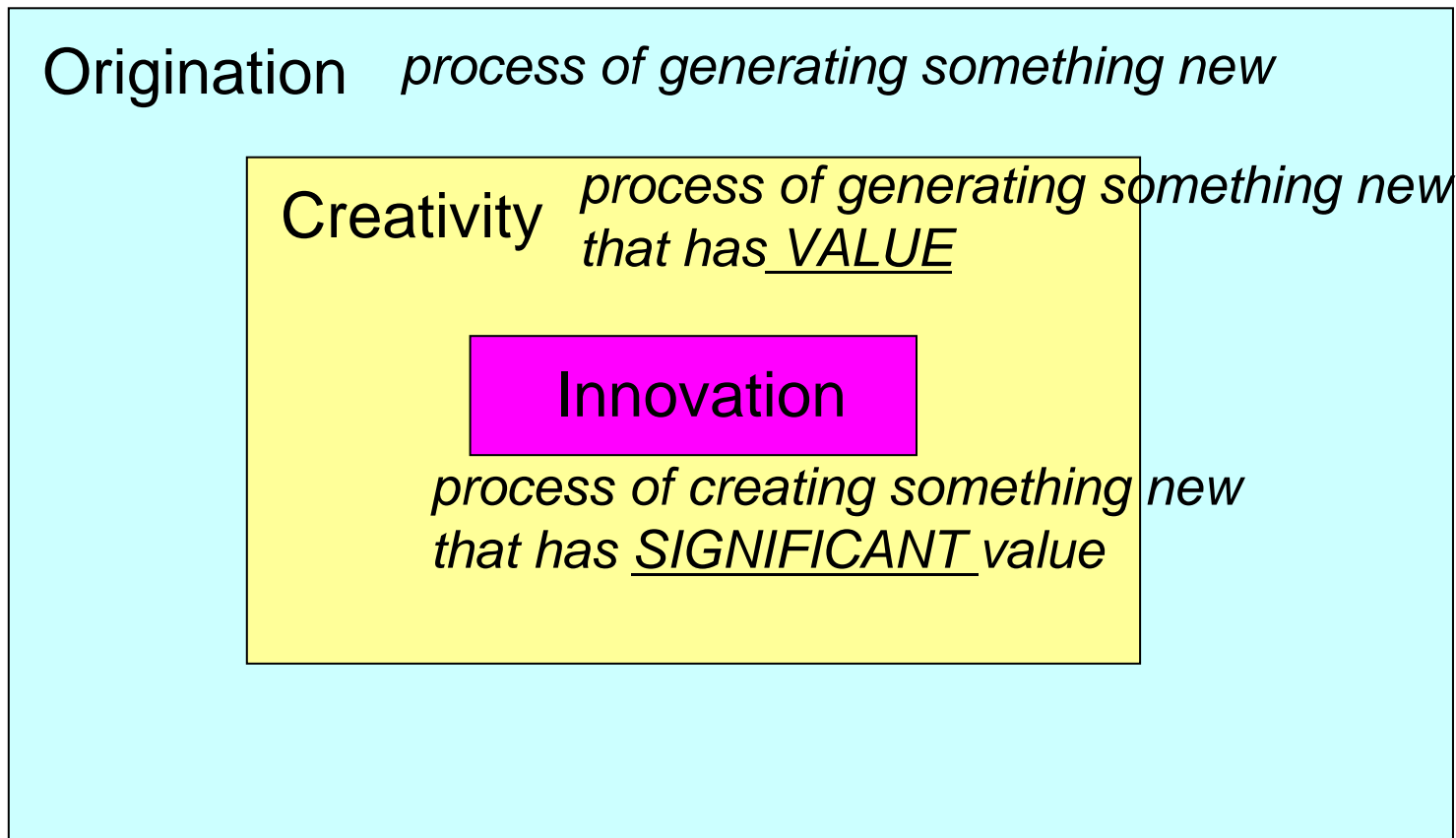
- recycle
- compacted
- sorted
- collected

Source: Design Mgt. Journal, Fall 1992, pp.40-48

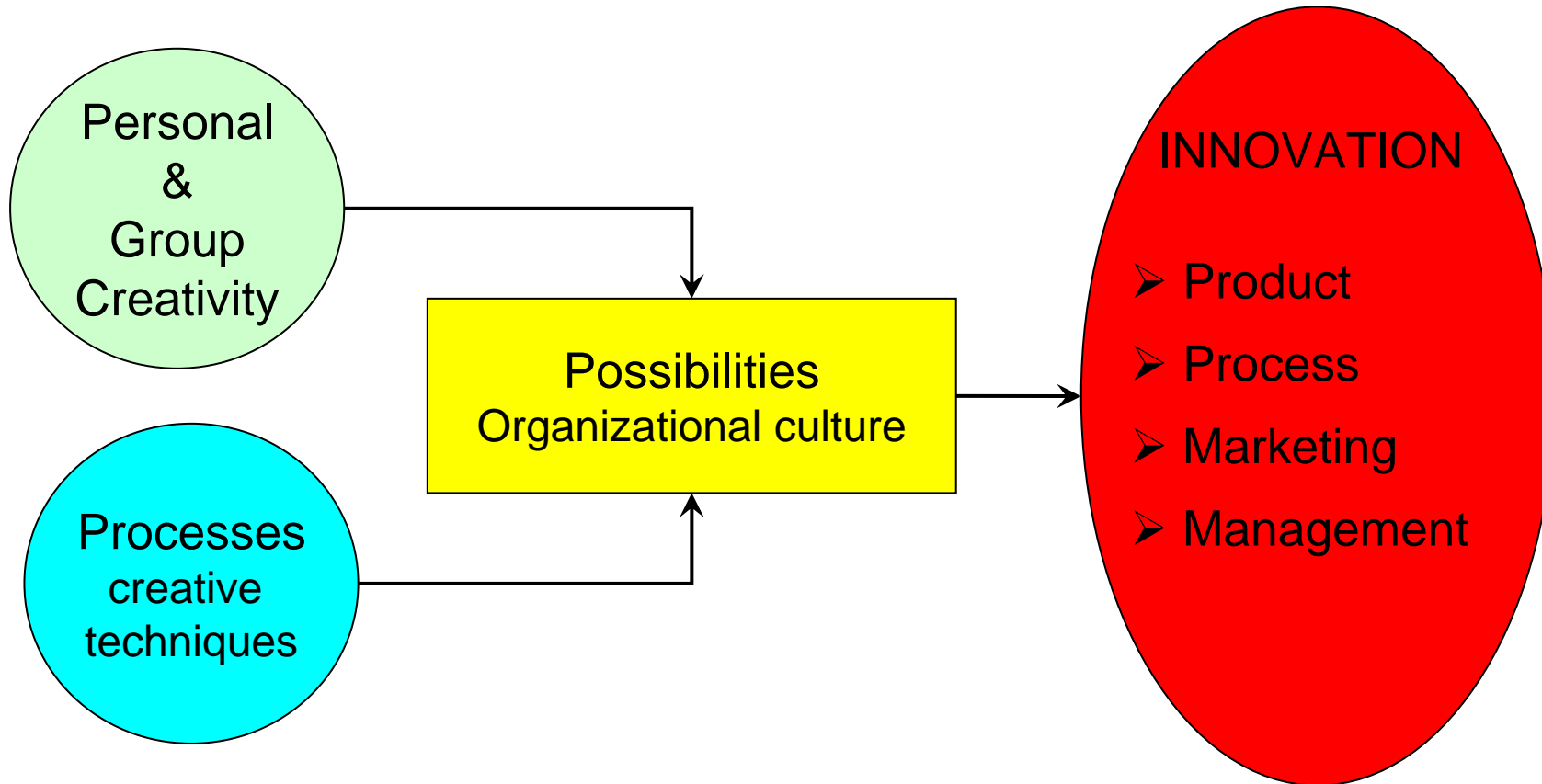
❖ 디자인: New Definition (5)

□ 혁신의 도구

Innovation is how a firm or an individual makes money from creativity.



❖ 조건: Creativity & Innovation



❖ 디자인: New Definition (6)

□ 트렌드 Trend

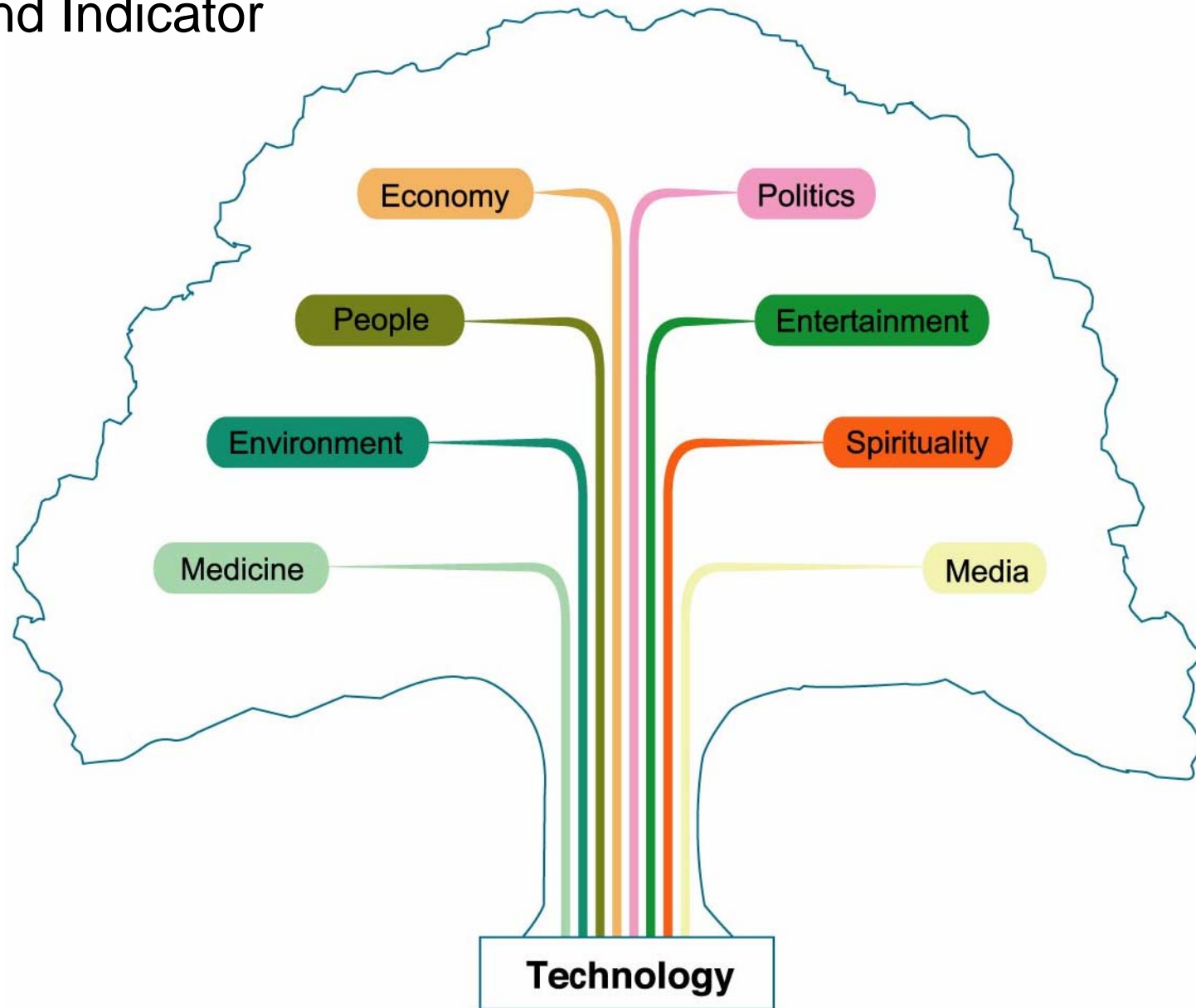
“ One of the biggest trend of these days is to try to understand what the trend is.”

- Something that is happening now.
- Something that will change the way we live.
- Collective thinking - thoughts shared by many people
- Insight & System (Collection & Analysis)

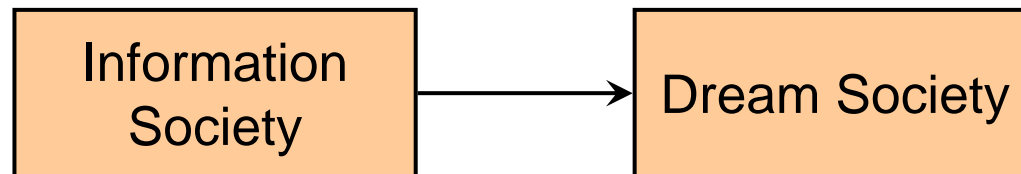
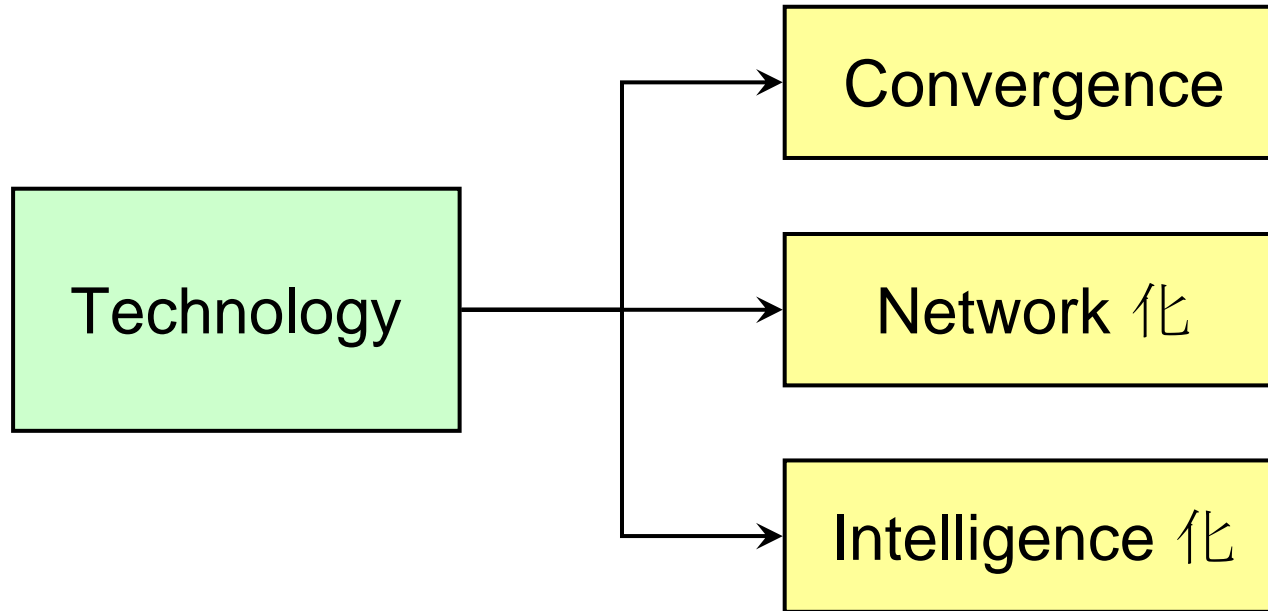
“When you’ve got one example, it’s a noticeable situation. When you’ve got two examples, it’s a fact. And when you’ve got three examples, it’s a trend.”



❖ Trend Indicator



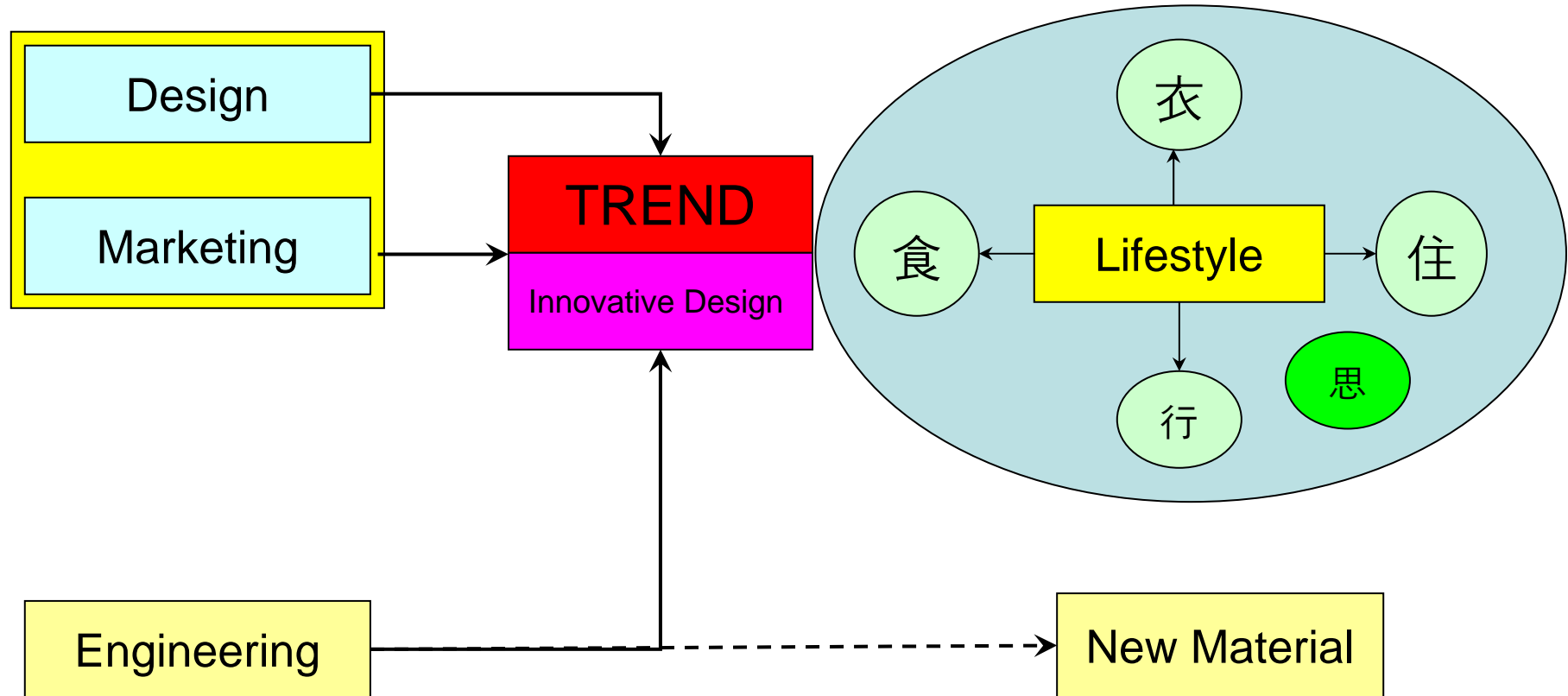
❖ Technology & Society: 기술 발전의 3 방향



- Experience
- Story



❖ Common Challenge 공통 분모



100 words of Insights		Fashion	Design	Food + Health + Beauty	Living Place	Sport + Leisure + Travel	Science + Technology	Education	Entertainment	Online + Mobile	Culture + Value
Internal Factors	Rationality 지적욕구	T.P.O fashion	Visual capture	Super food	DIY	Mileage Vacation	Fingerprint Sensor	Kids computer addiction	Reality drama	G.P.S	E-insurance Shopping mall
	Emotionality 감성적욕구	Special Experience	Easy & fun	Slow food	Exotic Sentiment	Sabbatical Holiday	Design touch (Tech 속의 디자인)	Culture education	Parody	Party community	Cross over
	Body 생리적욕구	Radiance Hair	Surreal life	Pearl element	Healing	Resort	Cognitive neuroscience	Kids safety	Drama fashion	Mobile shopping	well-being
	Relationship	Soul mate	New Heritage	Eco-beauty	Family history	Close range overseas	Experiential game	Skin ship	Extension Cultural convergence	Moblog	SRI fund
External Factors	Business, Money	Bling Bling	List book	Low cosmetics shop	Natural organic	Them e pension	Hydrogen Economy	Childcare plan	PPL business	Digital single	Leisure card
	Work	Illustrator	Fulmdom	Aqua Fitness	Upholsterer	Culture messenger	Practical scientist	Mentor	Sound designer	Ponca journalist	Multi therapist
	People/Generation	C.E party 族	Tuning 族	Slobbie 族	Empress	Noblesse Nomad	Collection digital product	MOBID	Holic	Reply 族	Saladent
	Environment	Man's fashion Luxury	Aura	Star marketing	Sky park 도시 속 자연	Night time	Access to space	L.O.H.A.S	Home Entertainment	W.I.N.C	Olympic marketing
	Stuff	Stylish	Water color	Premium brand	Suite	Travel bag	Blue LED	Household toy	Portable DVDP	P.M.P	Unlimited mail service
	Situation	Double Personality	Street furniture	休 cafe	Atopy free	Extreme	NANO war	Messy play	하이퍼픽션 (인터넷 소설)	O.N.S	Energy efficiency

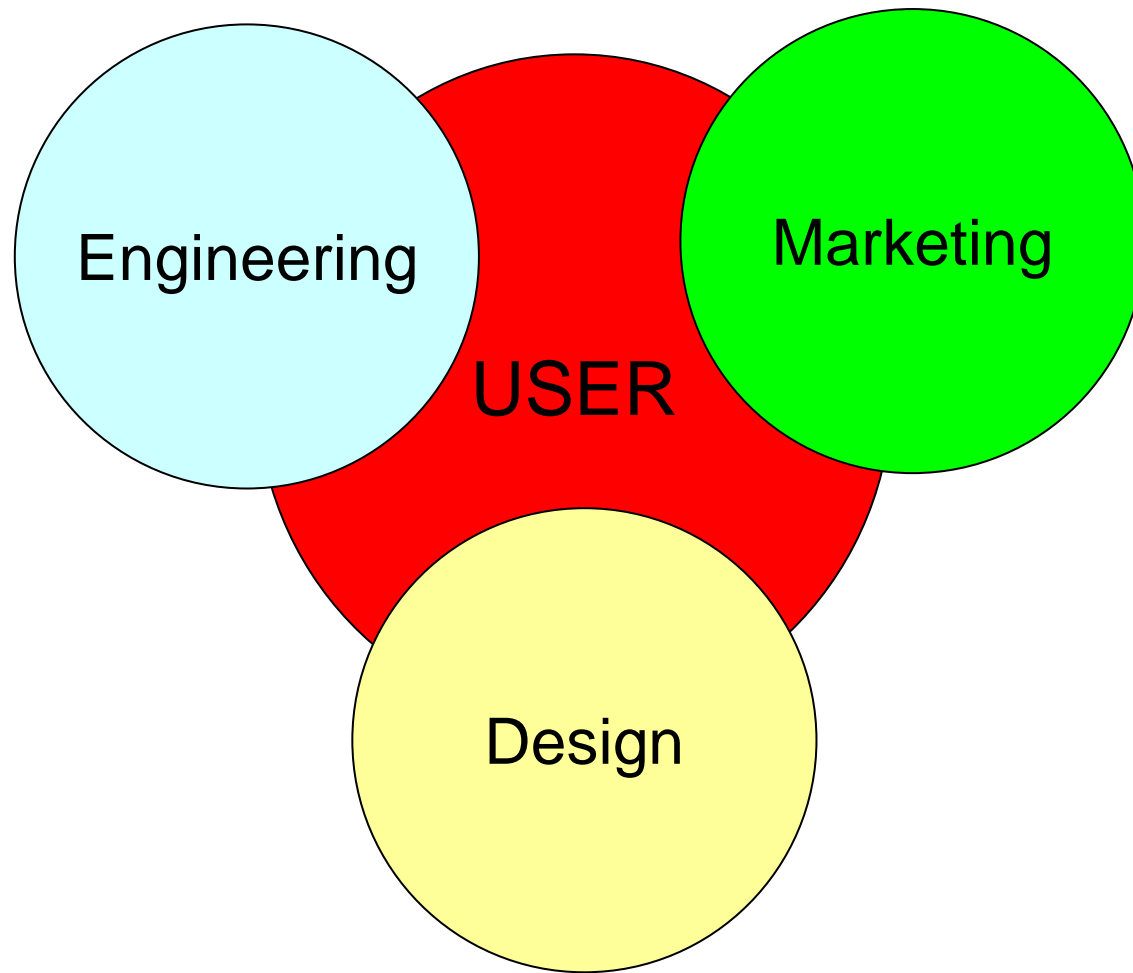
사례: DutchBoy Paint 통



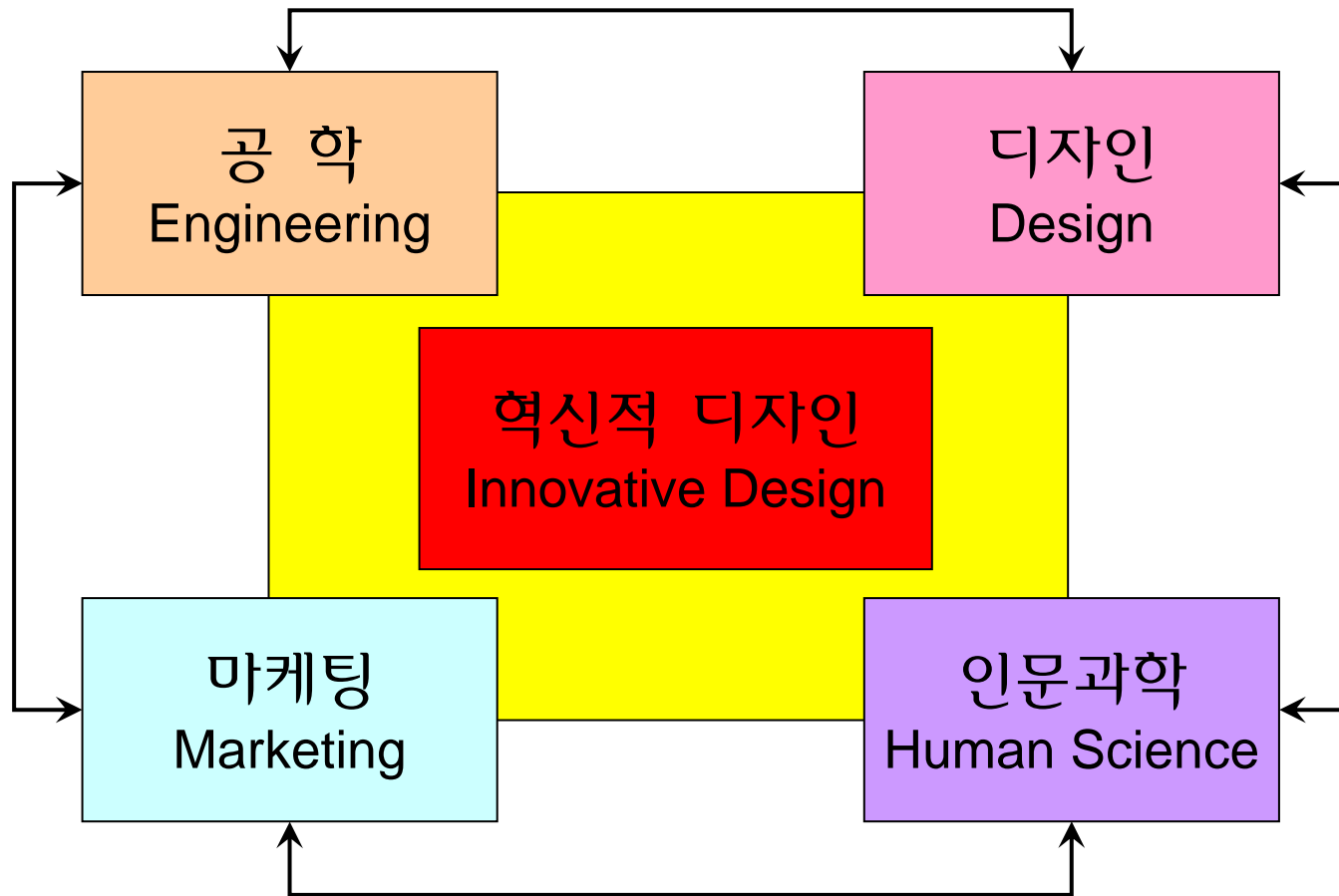
Plastic Paint 통

- 소비자 Lifestyle의 Trend 파악
- 100년 이상 사용해 오던 금속 캔 탈피
- 적절한 소재 활용

❖ Common Factor 가능성

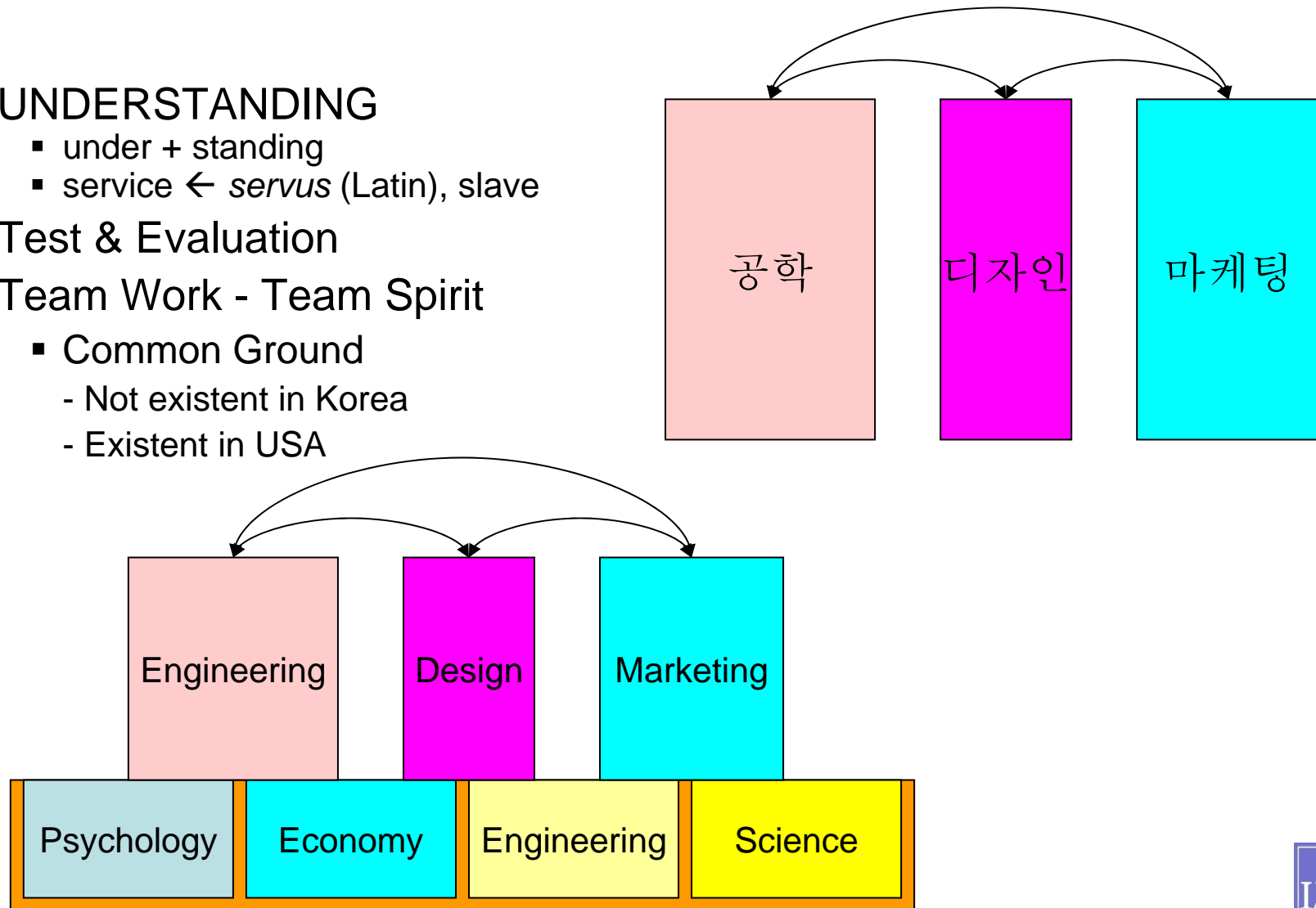


❖ Conditions for Innovative Design 혁신적 디자인의 조건

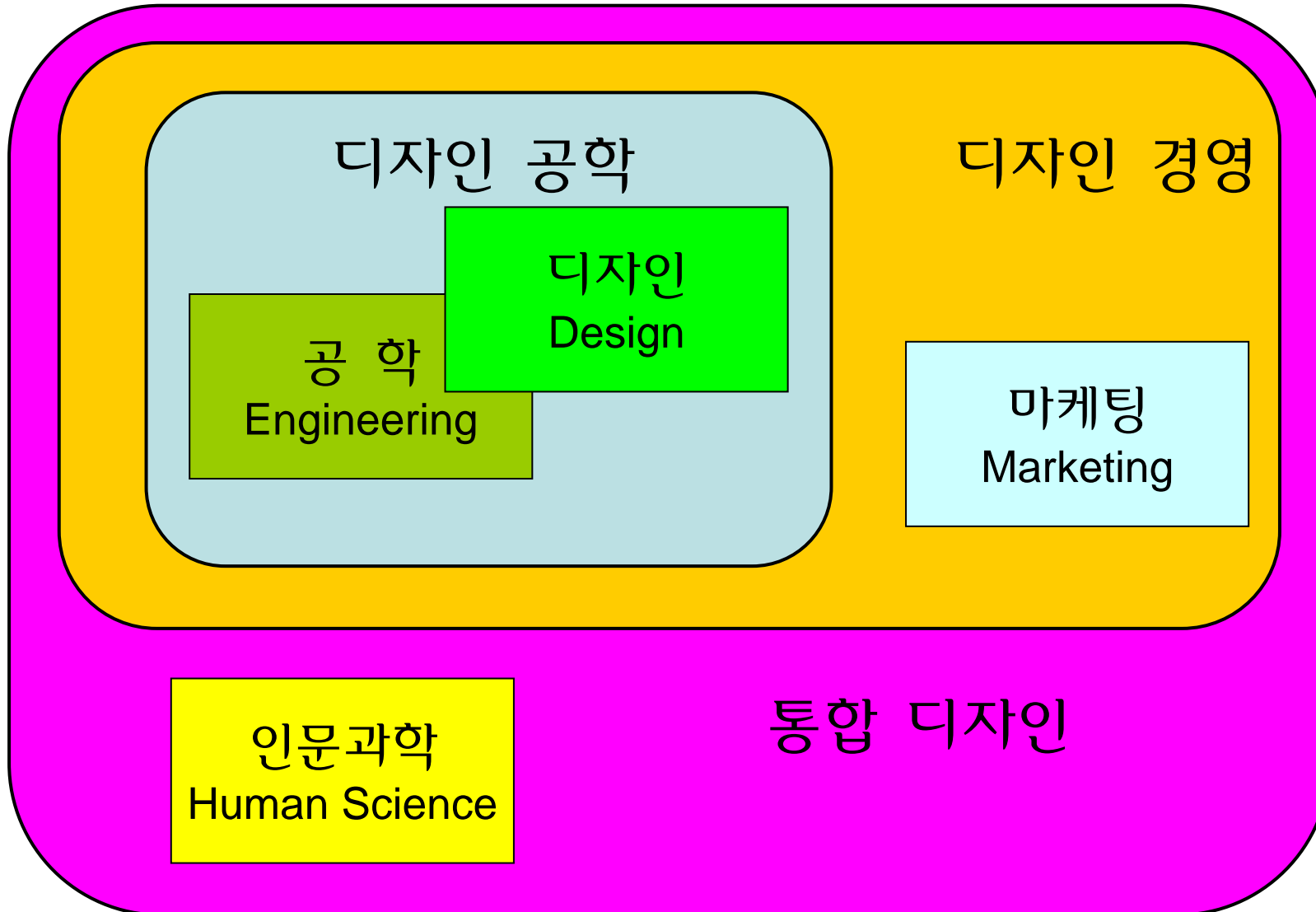


❖ Our Problems 한국 디자인의 과제

- ❑ UNDERSTANDING
 - under + standing
 - service ← *servus* (Latin), slave
- ❑ Test & Evaluation
- ❑ Team Work - Team Spirit
 - Common Ground
 - Not existent in Korea
 - Existent in USA



❖ Issues Around Design 디자인 관련 이슈



❖ Silver Bullet, a magical cure 혁신적 디자인을 위한 비책

- ❑ Who should have the leadership?
 - Engineer
 - Marketer
 - Designer
 - Not by the authority, but by the caliber of embracing people with different perspectives
- ❑ Criteria
 - Understanding What Users THINK
 - talk to them
 - watch them
 - ?
 - True Understanding with LOVE
 - Affection for Philippe Starck
 - Understanding people with LOVE & Passion



“내 디자인은 인간에 대한 사랑과 관심에서 출발한다.”

❖ Techniques for Understanding Users 다양한 사용자 이해 기법

exploratory

guerilla research
field observation



semi-structured

visual stories
beeper studies
video diaries



shadowing
tours



structured

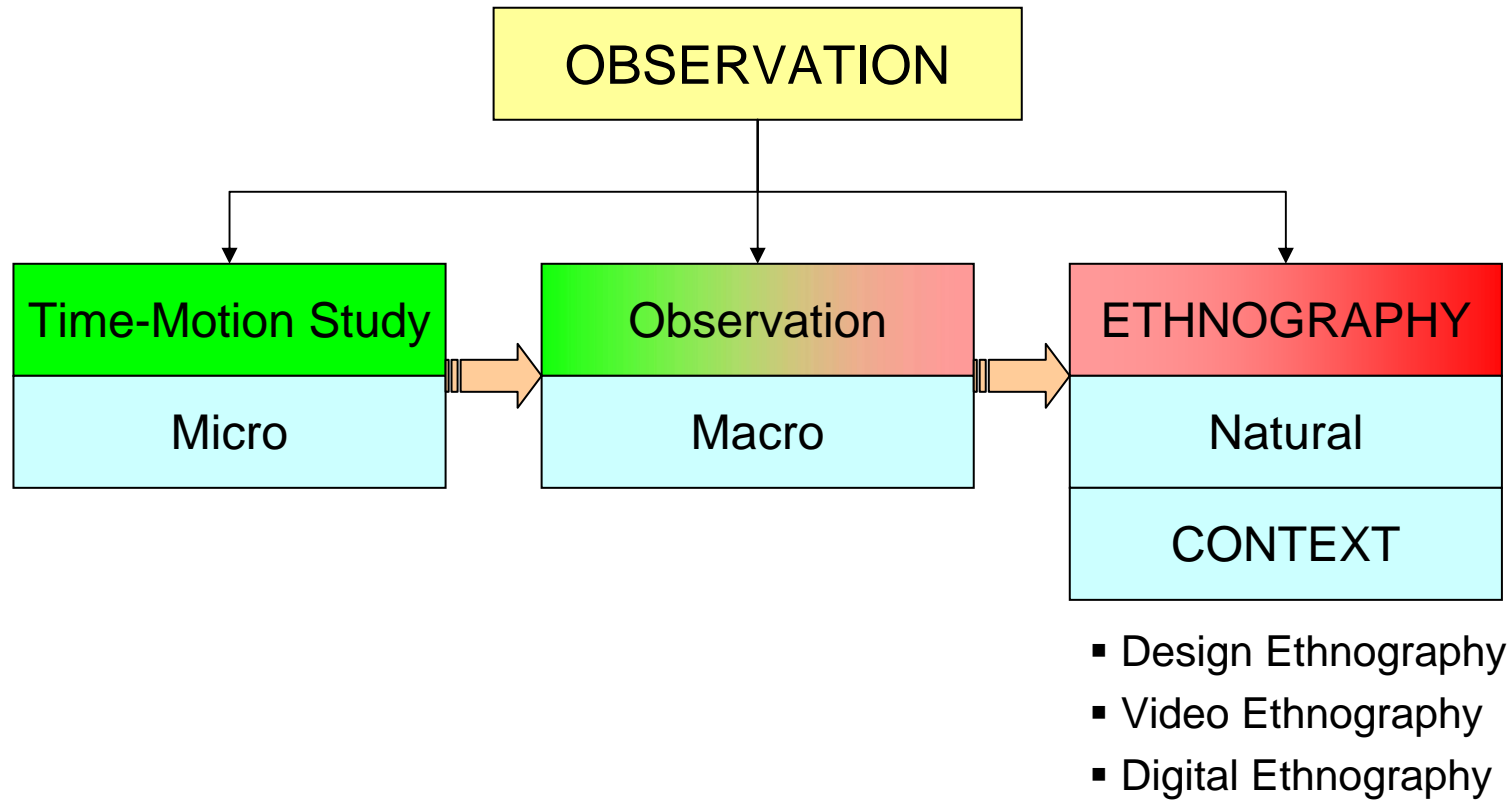
interviews—
home, car,
office, & retail



video ethnography—
home, office, & retail



❖ Evolution of Observation 관찰 기법의 변천



❖ Ethnography

- ethnography = ethno (*ethnos*: people) + graphy (*graphia*: to write)
- fieldwork + observation
 - as an observer
 - as a participant
- Arm-chair Ethnography
- Became an Issue in Design in the late 1980s

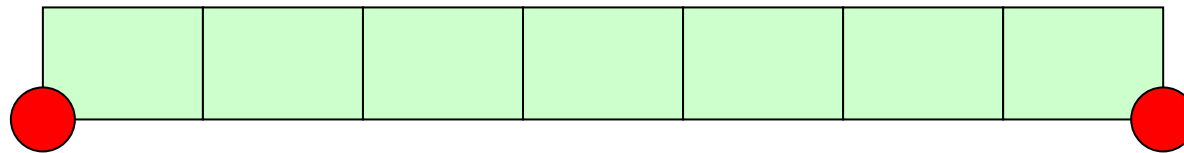


Margaret Mead

❖ What can be learned from OBSERVATION

- Common Behavioral Pattern → Population Stereotype

서울 지하철 의자 – 1호선



서울 지하철 의자 – 6호선



❖ Conclusion: 디자인과 영향력

◆ 소비자의 관점에서

- 좋은 디자인의 선별
- 환경에 대한 영향의 고려
- 에너지소비에 대한 고려
- 소비와 나눔의 균형

Good Design
Ecological/Green Design
Energy Consumption
Sharing

◆ 생산자의 관점에서

- 지속적인 지구환경의 유지
- 모든 사람을 위한 디자인
- 문화적 다양성에 대한 이해
- 사용자 중심의 디자인

Sustainable Design
Universal Design
Cultural Design
User-Centered Design





❖ Dieter Rams' Good Design

- is innovative.
- makes a product useful.
- is aesthetic.
- makes a product understandable.
- is honest.
- is unobtrusive.
- is long-lasting.
- is thorough down to the last detail.
- is environmentally friendly.
- is as little design as possible.

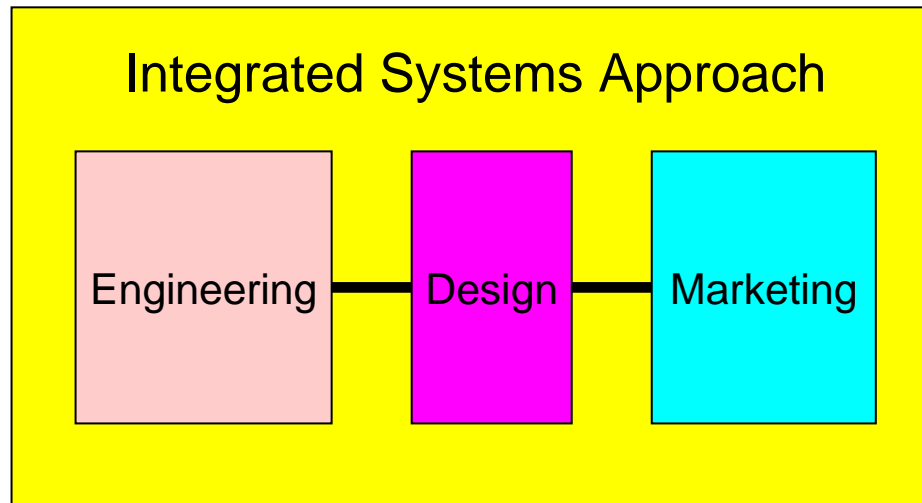


What do you want for your product?

Good quality? Inexpensive? Quick to get to the market?

Good, cheap, quick: pick **any two**.

- old engineer's saying -





I am NOT a consensus politician.

I am a conviction politician.

Design or Resign!

...

My job is to stop Britain going RED.

- Magarett Thatcher -