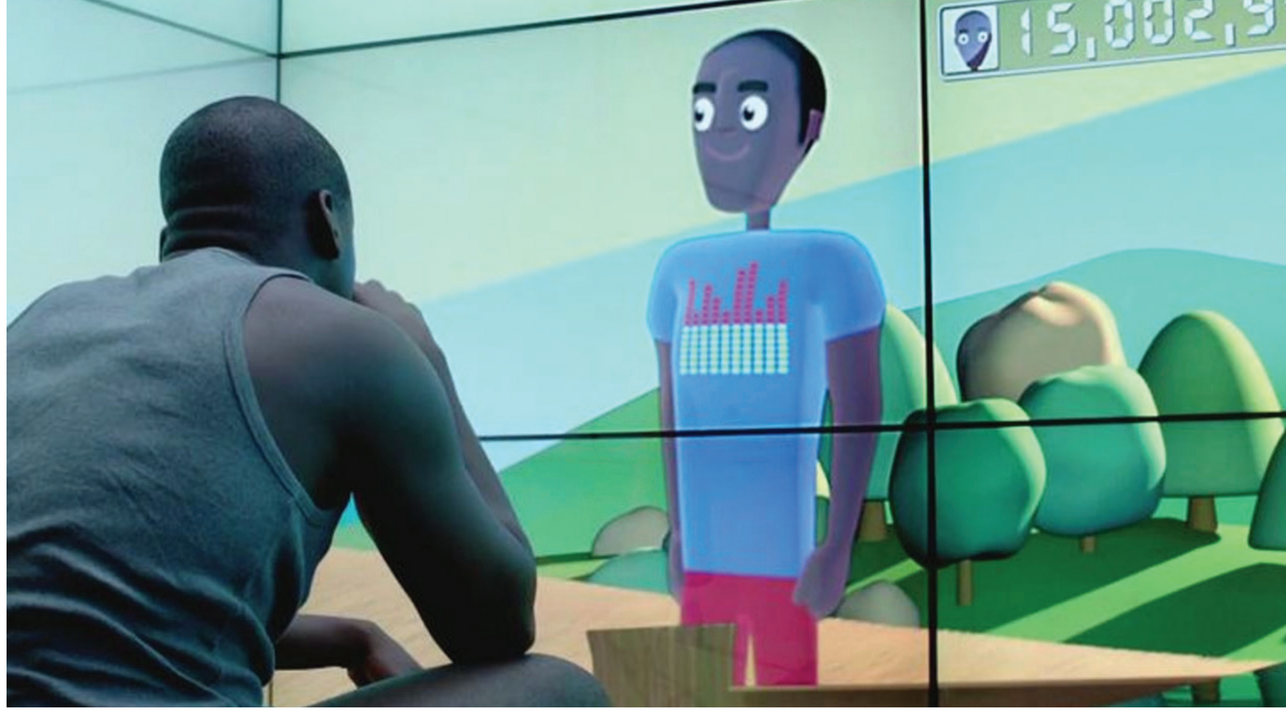
Design as inquiry

BLACK MIRROR



“[Brooker] has called it a show about ‘weak people using powerful tools’. I’m pretty sure that by ‘weak people’ he means most of humanity.”

—Rob Walker

How does technology effect memory?

How does social media influence real-life relationships?

What is the relationship between
technology and violence? Screens and attention?

How does surveillance change parenting?

Black Mirror is a show about *design*.

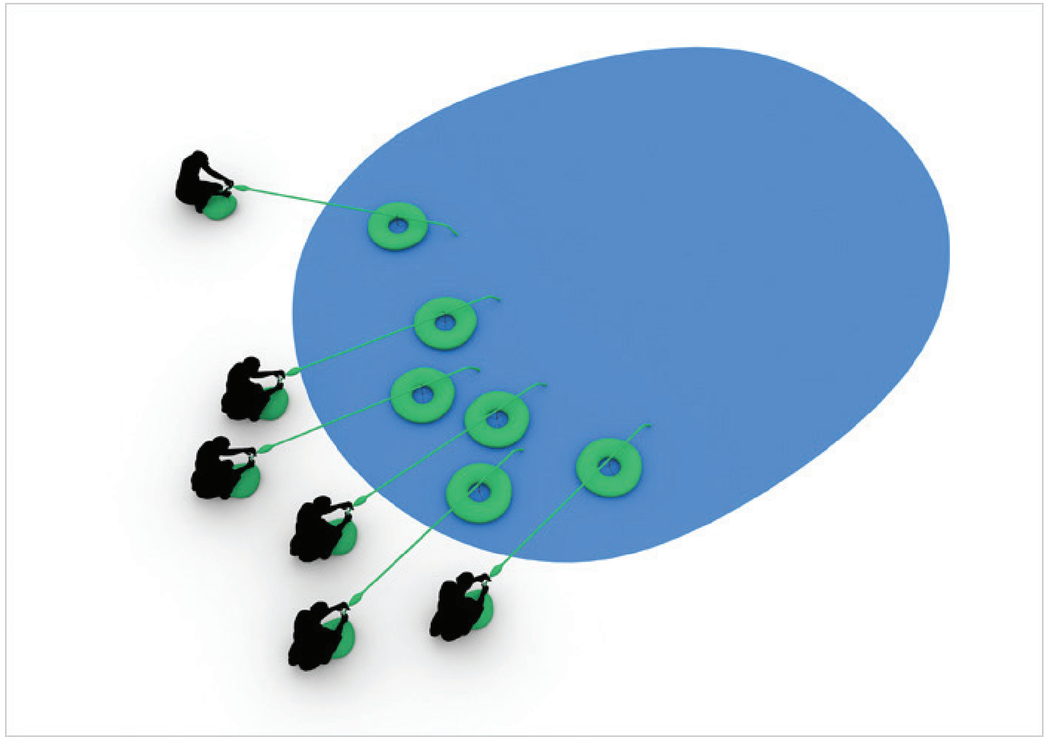
design fiction
speculative design
critical design
design research

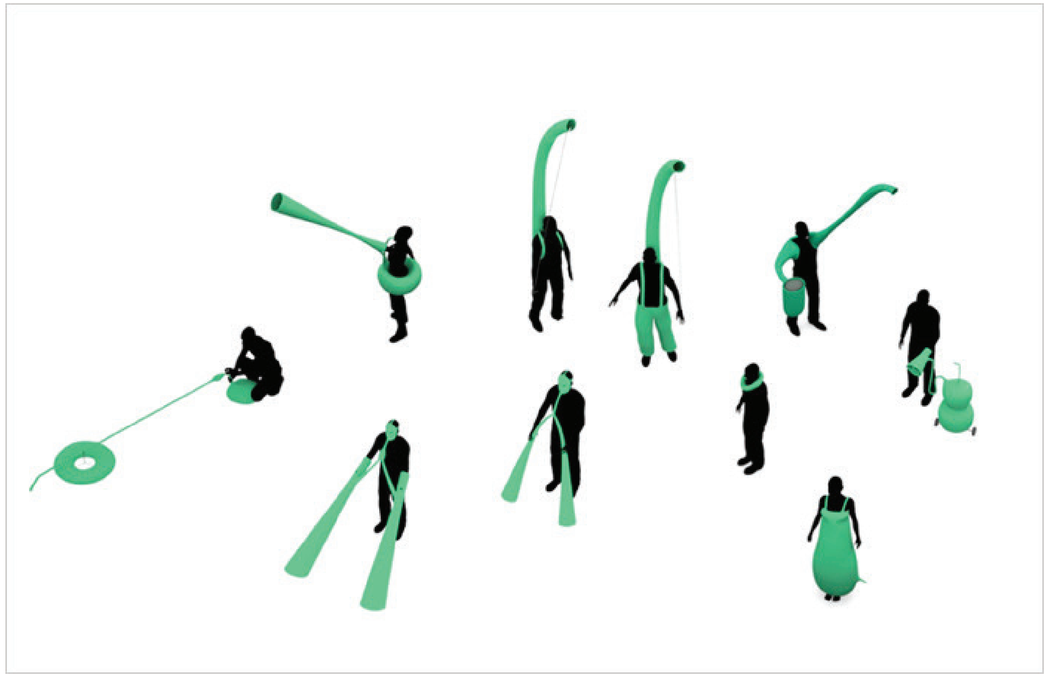
“...use design to stimulate discussion and debate amongst designers, industry and the public about the social, cultural and ethical implications of existing and emerging technologies.”

Using design to ask questions.

Answering questions through design.

How will overpopulation effect food sources?



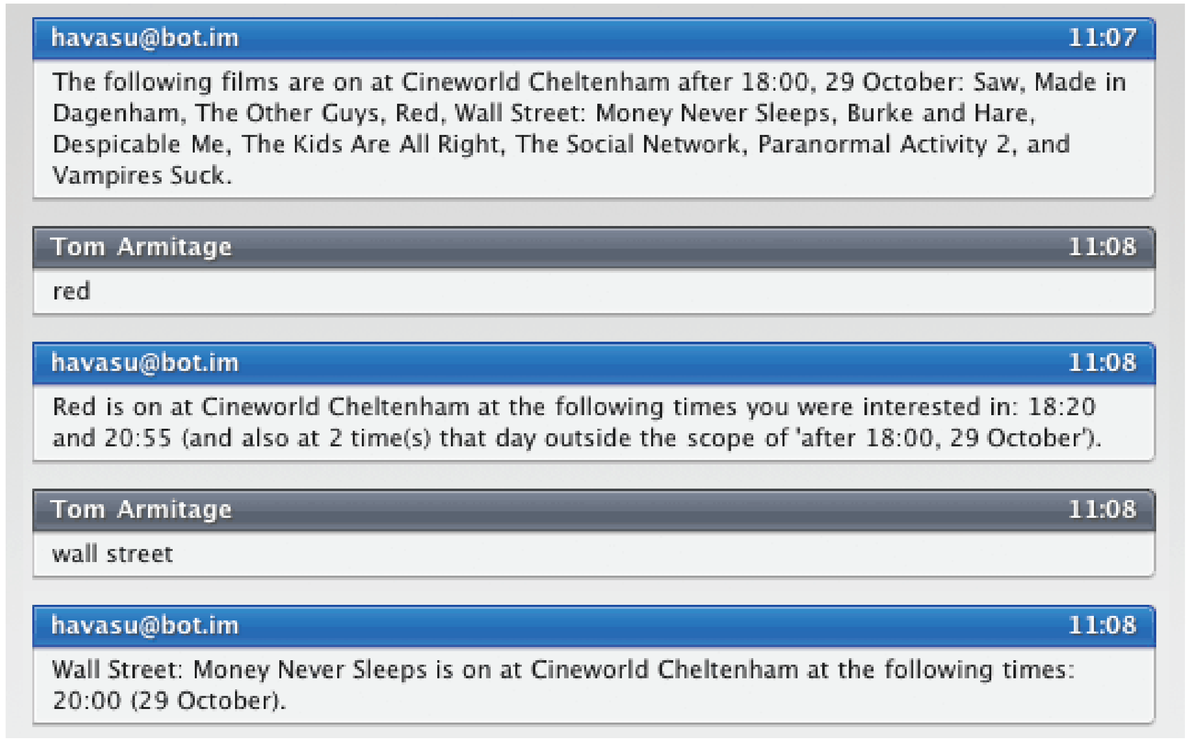


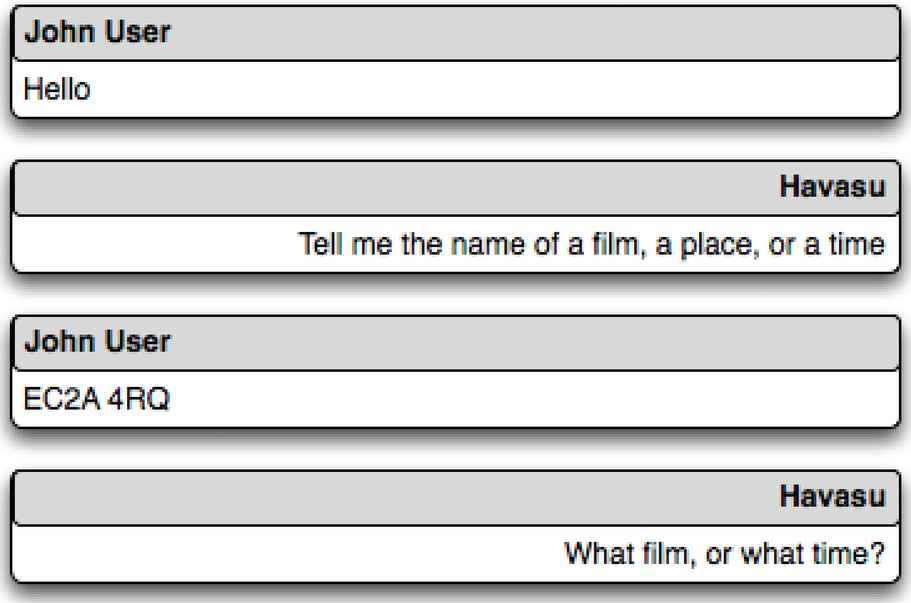
What's the relationship between government and social media?

What’s the role of citizenship in the digital age?

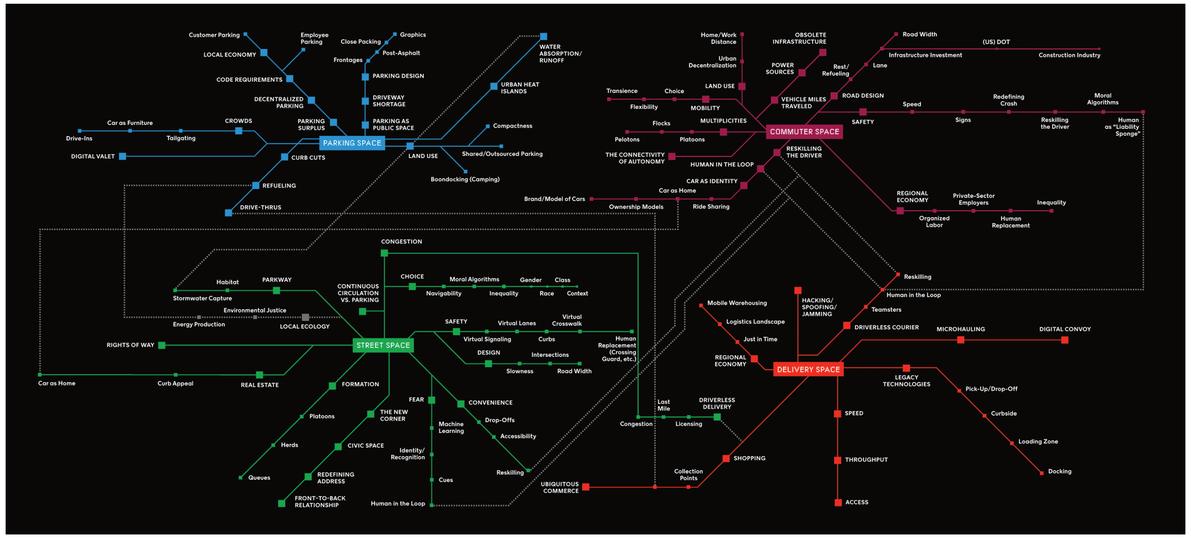
How will computers change our conception of time?

What's the relationship between human and machine?

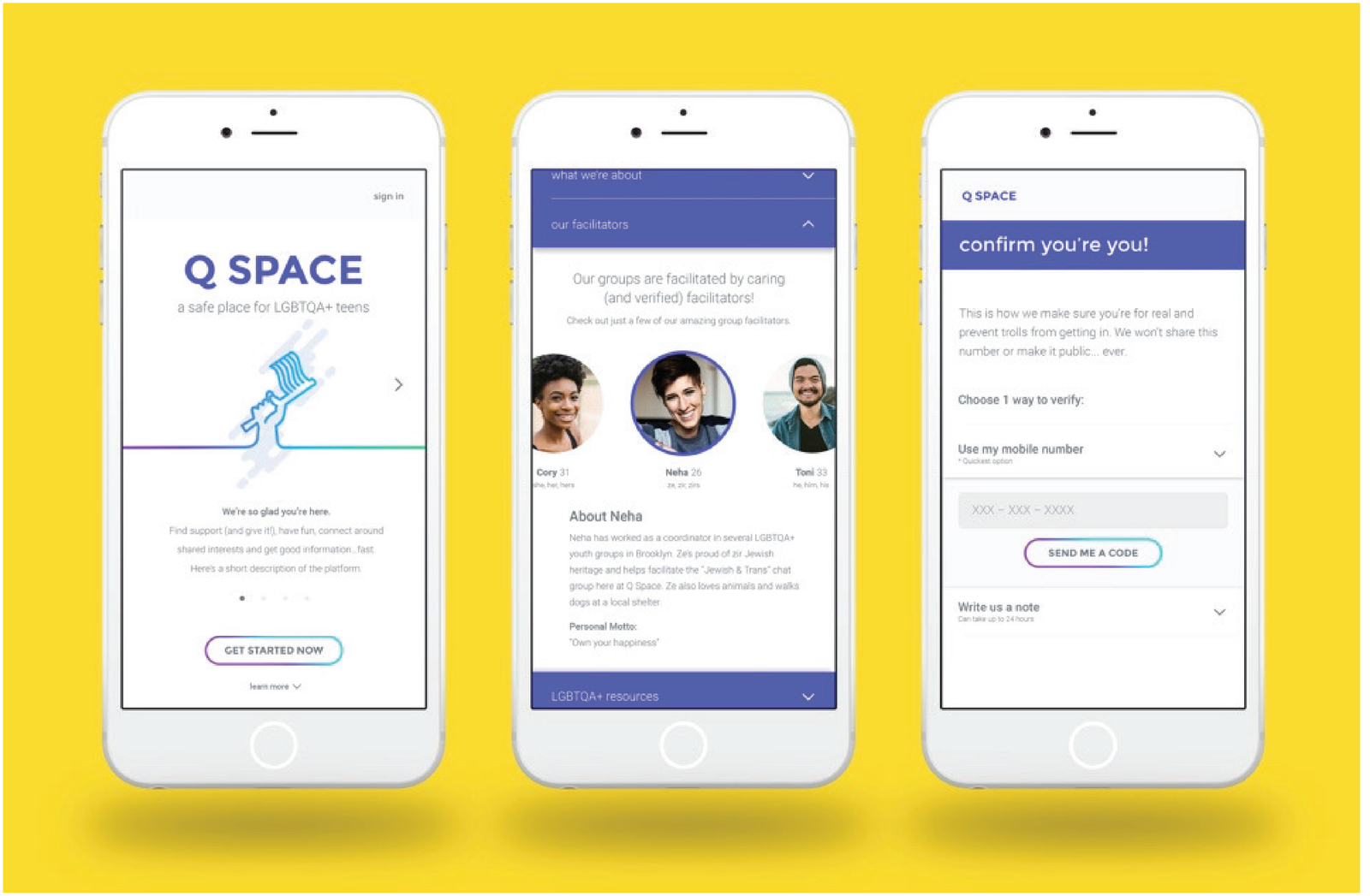




How will self-driving cars remake the city?



How can social media be a place of inclusion?



How can we personalize healthcare?

Can design subvert facial recognition/surveillance?

How do you take a holiday from being human?

design fiction
speculative design
critical design
design research

Designers can speculate about a possible future, critique stories about current culture, or use graphic design to narrate fictions about society, politics, technology, and culture.

“Every time you qualify design with, or add design to, some other quality or practice, you are claiming that design does not already do that. All these phrases are redundant and/or appropriative of design: Design Futures, Design Fiction, Speculative Design, Critical Design, Adversarial Design, Discursive Design, Interrogative Design, Design Probes, Ludic Design. Designing that does not already Future, Fiction, Speculate, Criticize, Provoke, Discourse, Interrogate, Probe, Play, is inadequate designing.”

—Cameron Tonkinwise

What does whitespace say about economics?

How do you design for print and screen?

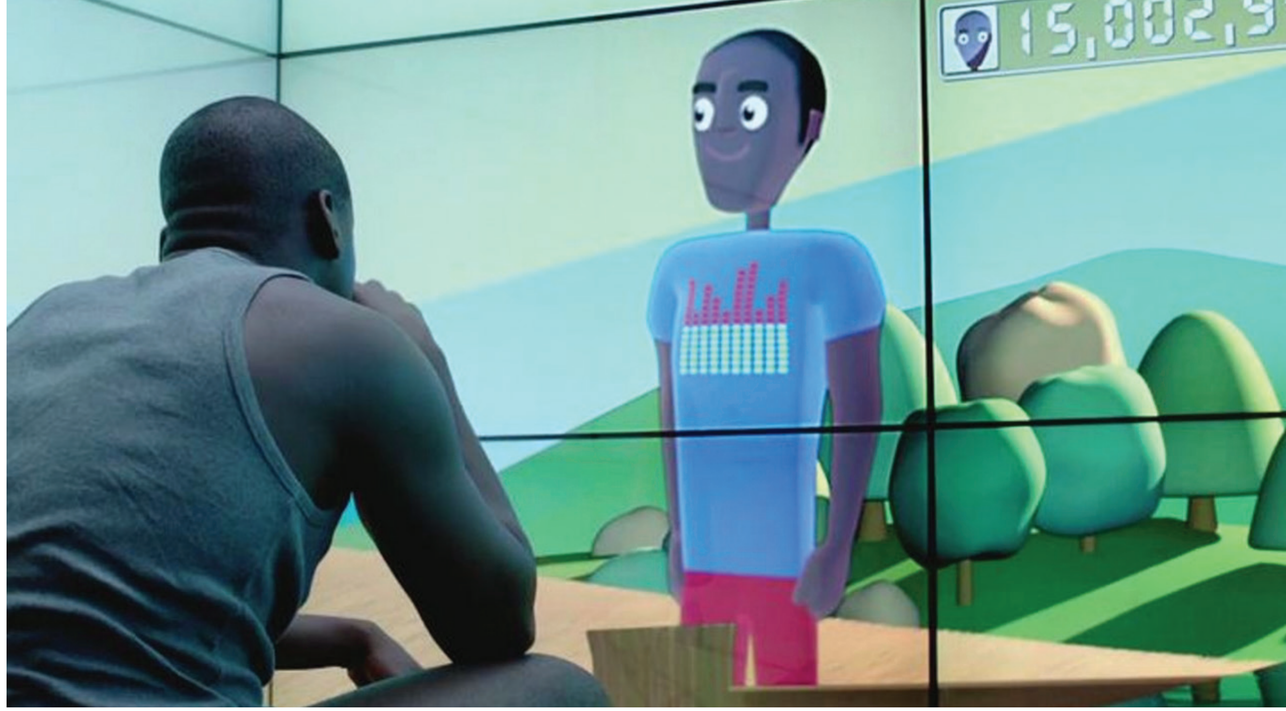
How do you brand a global company?

What does sound look like?

How do you design for social media?

“Design makes futures. What designers make becomes the futures we inhabit.”

—Cameron Tonkinwise



“The most basic motivation for design is the deeply human desire for coherence. Coherence means simply figuring out how things stick together but since its we who are doing the sticking, the orders we create are a reflection of our own desires.”

—Michael Rock

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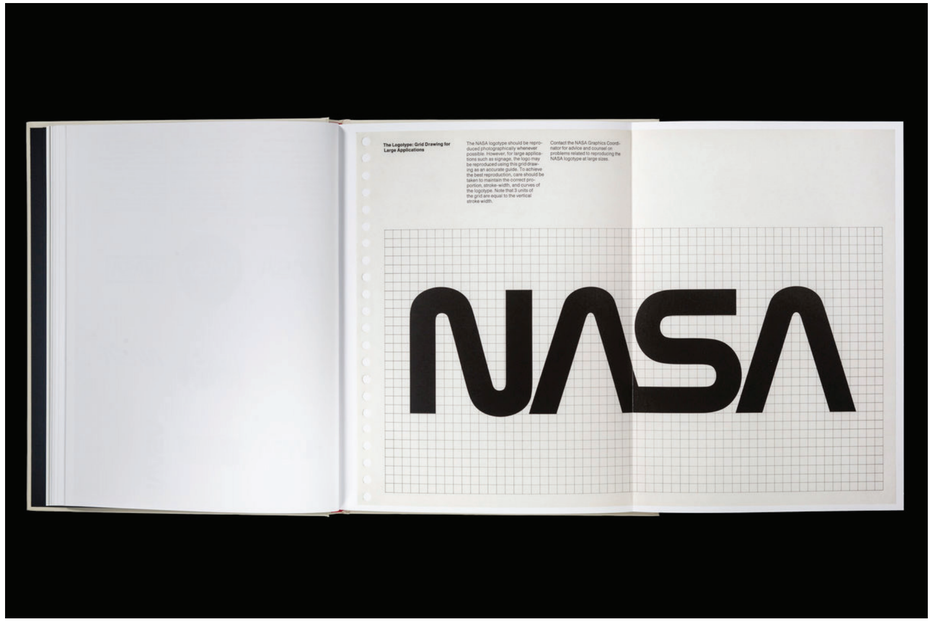
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NASA

LADIES
MEN
COLORED

National Forest
INDIAN RESERVATION
FORT PECK INDIAN RESERVATION
Williston
Minot
Grand Forks
Wenatchee National Forest
Spokane
Flathead National Forest
FLATHEAD RESERVATION
Great Falls
NORTH DAKOTA
Bemidji
WASHINGTON
Missoula
MONTANA
Dickinson
Bismarck
Fargo
Yakima
Helena
Miles City
AKAMA INDIAN RESERVATION
Kennewick
Nez Perce – Clearwater National Forests
Butte
MINNESOT
Billings
Bozeman
STANDING ROCK RESERVATION
Beaverhead-Deerlodge National Forest
CROW RESERVATION
St Cloud
Payette National Forest
CHEYENNE RIVER RESERVATION
Salmon - Challis National Forest
Yellowstone National Park
SOUTH DAKOTA
Bend
Rapid City
Sawtooth National Forest
OREGON
Boise
Idaho Falls
Jackson
Sioux Falls
Nampa
IDAHO
PINE RIDGE RESERVATION
Pocatello
WYOMING
Casper
Twin Falls
Sioux City
NEBRASKA
Ogden
Omaha
Salt Lake City
Lincoln
Fort Collins
Sandy
UINTAH AND OURAY RESERVATION
Provo
Denver
United States
Reno
NEVADA
Grand Junction
COLORADO
Kansas
UTAH
Colorado Springs
KANSAS
Pueblo
Wichita
Zoom
Show slider
Google

“Design solidifies, and naturalizes,
things that start off as opinions,
stories and traditions and so supplies
the form to the fictions by which
we live.”

—Michael Rock

All design begins
as a fiction.

All design is speculation.

What’s the future you want to see?

Thesis Questions

Your thesis uses design to research these questions.

“*design responses*”

Open questions vs. closed questions

A good thesis:

1. asks a question that allows you to surpise yourself or changes the way you think

2. makes a contribution to the field of design

3. is something that you're interested in (ie. raises questions about the future you want to see)