SOCIAL CULTURAL SENSITIVITY

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Processfolio

Our processfolio for the elective 'social cultural sensitivity' will include the three different small projects we worked on during the past eight weeks. These different projects consisted of a time related design, a food related video and a maquette for an office space. This processfolio will show our process regarding these projects, the designs themselves and their relation with the texts we read.

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The picture below shows part of the maquette we made. More pictures will be displayed from page 8 onwards in the processfolio.

Prototype: Time Manager

Theory We read the text Differentiation in Design. In this text the authors were searching for an explanation as to why there were so many design options to pick from in 19th century. It poses multiple theories, but the one that is understated the most is that design is a reflection of society. In the late 18th begin 19th century the differences between men and women, adults and children, upper class and lower class were stressed by design. But then the industrial revolution happened and products were no longer handmade. Thus it became more difficult for manufacturers to have many different options. A part of the handmade individuality was lost.

Our design, Time Manager Schedules are often disorganised and hard to read. We wanted to design a visual object in which you can see your schedule at work. You place the Time Manager on the desk and use the balls to fill in what you have to do every hour. We made it possible to reserve time for doing chores and travelling, because nowadays the line between work and personal life is blurred.

Process We were inspired by the marble answering machine and thought it might be interesting to apply that to an agenda. We first made some sketches and then went to Vertigo to actually build our prototype. We picked wood as material, because we wanted our prototype to look neat and be nice to hold. When we were faced with the choice of building a 24 hour clock or a 12 hour clock, we picked the 12 hour one. Firstly because the clock might be a bit cramped when it is possible to put data in every hour. Lastly, since a workday on average is 9 hours and if it is only used at work, there is no point in having 24 hours to fill.

Discussion Looking back at our prototype we would have polished the wood with a sanding machine. Especially the holes are not neat. We also might have used pickle a next time, since that looked beautiful on the prototypes and maquettes other people were building in Vertigo. It also might have been interesting to make the place to put the balls in a long circular hole in which certain important tasks are fixed. In that way it becomes physically impossible to cram too many tasks into your day and that will make you think: 'Do I have to do this?"
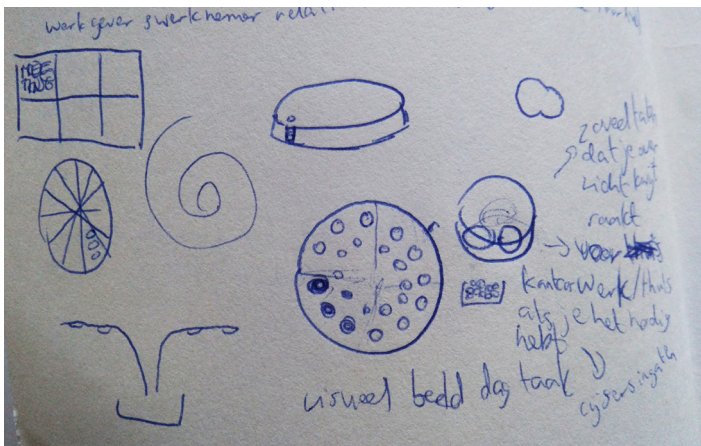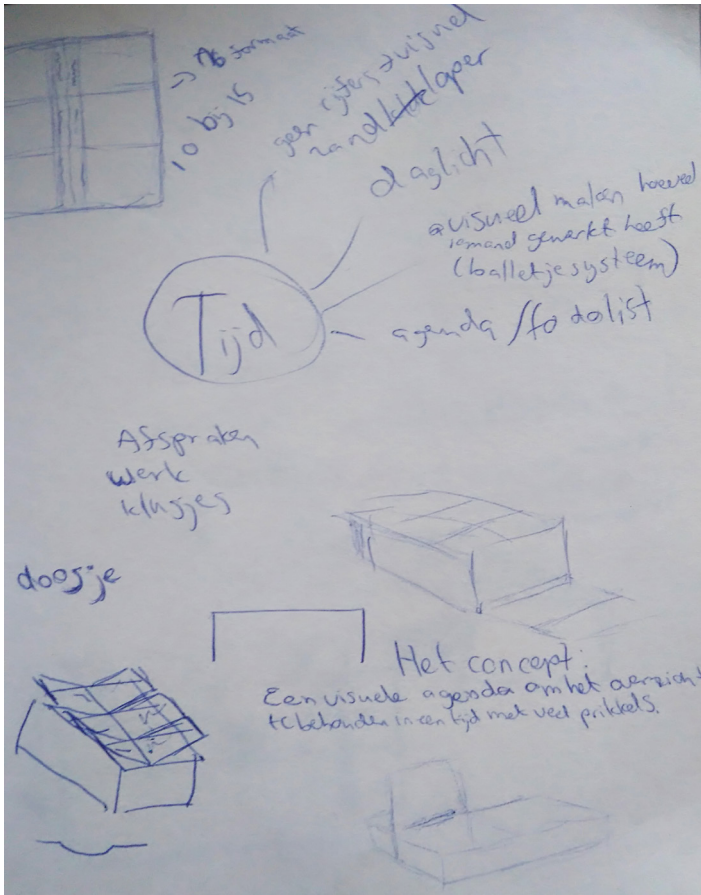
The picture on the left shows our prototype for the time manager. This is the timetable in which you can put the balls to plan your day.

The picture on the right shows the box in which the user can find the balls. This is designed to organize the use of the product.

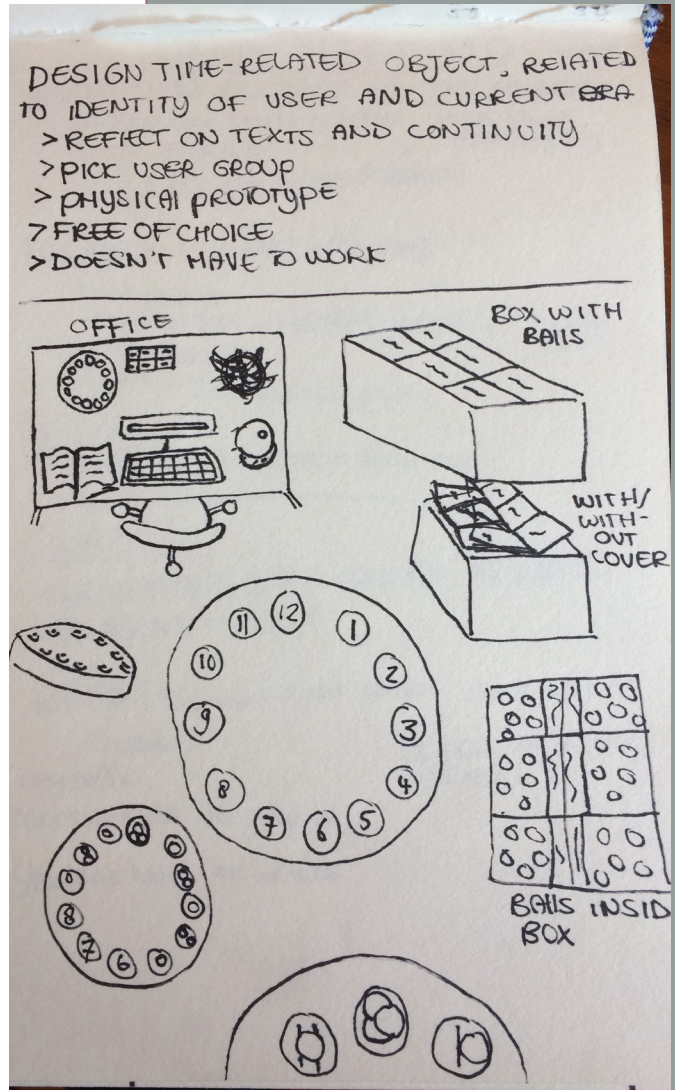The picture on the left shows the balls to plan the day. Each colour is for a different kind of activity. Yellow, for example, indicates a work related activity.

Process

DESIGN TIME-RELATED OBJECT, RELATED TO IDENTITY OF USER AND CURRENT ERA
> REFLECT ON TEXTS AND CONTINUITY
> PICK USER GROUP
> PHYSICAL PROTOTYPE
> FREE OF CHOICE
> DOESN'T HAVE TO WORK

OFFICE

BOX WITH BALLS

WITH/ WITHOUT COVER

BALLS INSIDE BOX

Video: The green kitchen

https://www.youtube.com/watch?v=nwolWIwGmpg

The assignment was to make an ICT-application for the kitchen, which expresses our view on our current society. We had to show this application by making a video.

Theory We read the text Electricity - The fuel of the future. It was about how the second industrial revolution impacted the household. We learned that manufactures of electricity struggled with getting an even load which would make the production cheaper. At some point they got the idea to increase the domestic load and started making designs that worked on electricity. Slowly but surely electricity became even more common than gass.

Our design, The green kitchen Quite often people wonder what to eat for dinner and what groceries they need. How often have people bought a product at the store only to find that they had it hidden at home. All of this leads to unnecessary waste of time and resources. With My Kitchen App you can track what you have at home and these problems will disappear. This app can be seen as a way to apply scientific management to the household, because this app will help you organise and keep track of all the products you have easily.

Process We began brainstorming on different ideas. However due to time constraints we settled on a system that would help people track what they have in their homes. In the weekend we made a storyboard, which we used to film the next day in school. During filming we decided to add a scene in the supermarket, which was not in our storyboard, but did clarify our concept more. After filming we quickly edited the video.

Discussion Looking back The Green Kitchen as a title was not that fitting. Although we want to stop unnecessary waste with this product, efficient organising is a big part of our concept as well. So these titles might have fit better: the efficient kitchen or a greener kitchen. If we had had more time, making an working animation for the app would have looked better and more realistic. This video might also benefit from being sped up a little bit.
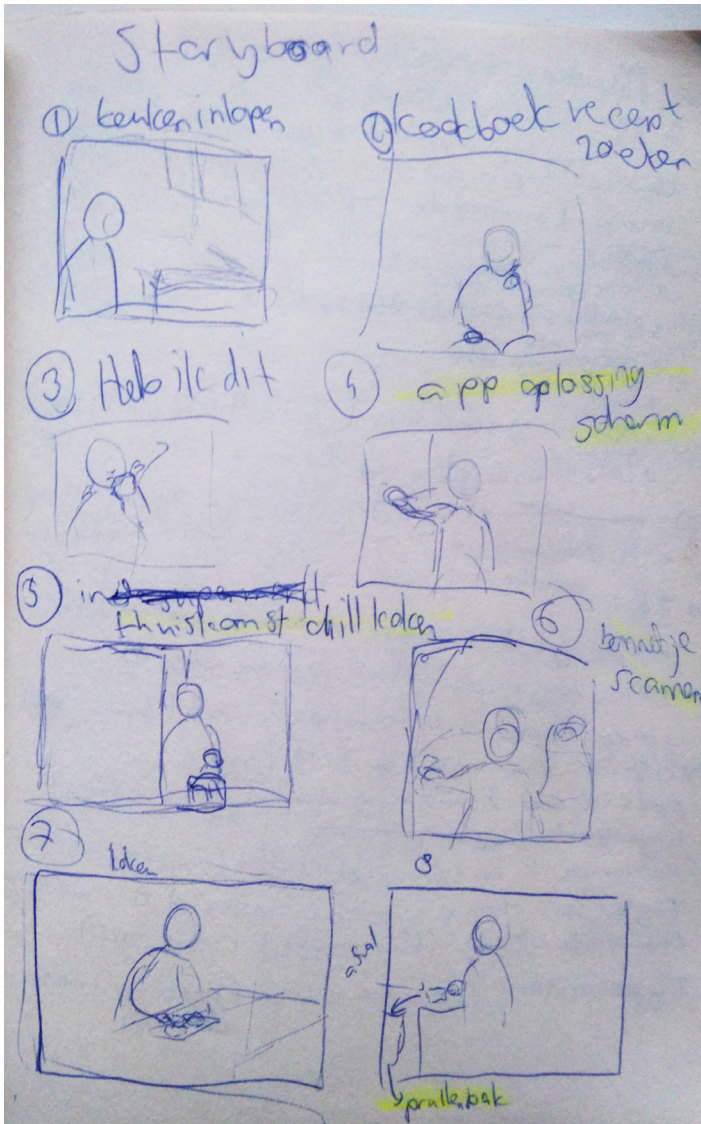
Storyboard Veerle Teigeler

Storyboard Sophie Baars

For the third assignment we had to make a maquette of an office space which we designed ourselves and we were free in how we would make it and what materials we would use in our maquette. The only requirement was a scale of 1:50.

Maquette: Office space

Theory The theory we read and watched a week before this assignment were two texts and one TED talk. These were called "In the next industrial revolution, atoms are the new bits", "At home 3D-printing and the return of Crafts Utopia" and the TED talk was called "Unleash your creativity in a Fab Lab".

The main part in the texts and video was about a change in the way of production. People are starting their own small business in, for example, their garage in which they place one or a couple 3D-printers and started to produce products. This way they can design on their computer and produce it with a couple of clicks in their own garage. Another opportunity in this way of production is the participation of the community, people can send in their own designs or ideas and the producer can easily and quickly produce these with their 3D-printers.

BrickArms, founded by Will Chapman is an example of this new way of production. He saw a gap in the production line of Lego, namely weapons. He made a small production place in an industrial space and started designing weapons on a Lego scale. His business was a big success, also thanks to the opportunity for the community to have participation in which designs Will Chapman was producing.

Our design, The office space Our office space is designed for people who work behind a desk most of the time. Therefore we wanted to create an office space on one floor of a flat or skyscraper that has different types of workspaces. We figured that these people would need quiet spaces, meeting rooms, communal workspaces and a break area.The quiet space exists of small rooms in which the employees can work on their own, for example when they have an important job and have to focus. Close to the quiet space are meeting rooms, a big one and two smaller ones. Then there is a communal workspace where employees can work, have a chat with each other and foster creativity that way. And to conclude there is a break area that exists of a small cafe and a balcony where people can have a breath of fresh air.

Process We started our work with deciding for which target group we would design an office space for, in other words for which type of company. We decided to go for a company whose employees are sitting at their desk most of the time. These people sometimes work hours after hours behind their computer with very little social contact in that time.

Then we thought on how we could best implement the small rooms in our design. We knew we needed these spaces so employees could make phone calls or work privately. However we wanted these rooms to be part of the entire office space, so that employees would not feel alone or as if they are locked up. Therefore we decided to make the rooms transparent, but soundproof.

Then we thought about the walls and the colors, we wanted the room to look very spacious to avoid a locked up feeling, so we used almost all the wall area for windows with enough space between them for power points and support for the floors above. This also leads to enough sunlight to light up the space. To reflect the light further into the space we decided to make the floor, most of the tables and all the chairs white. To have a dark accent in the room we made the remaining parts of the wall, some tables and the counter in the small café black. And we added plants for a bit more color.

For group meetings we created three meeting rooms, one bigger and two smaller ones. These also have transparent walls, for the same reason as the individual work rooms. These transparent rooms, the meeting rooms and the individual work rooms, are located between the small café and the workspace where the employees sit together to keep the sounds of the café away from the workspace.
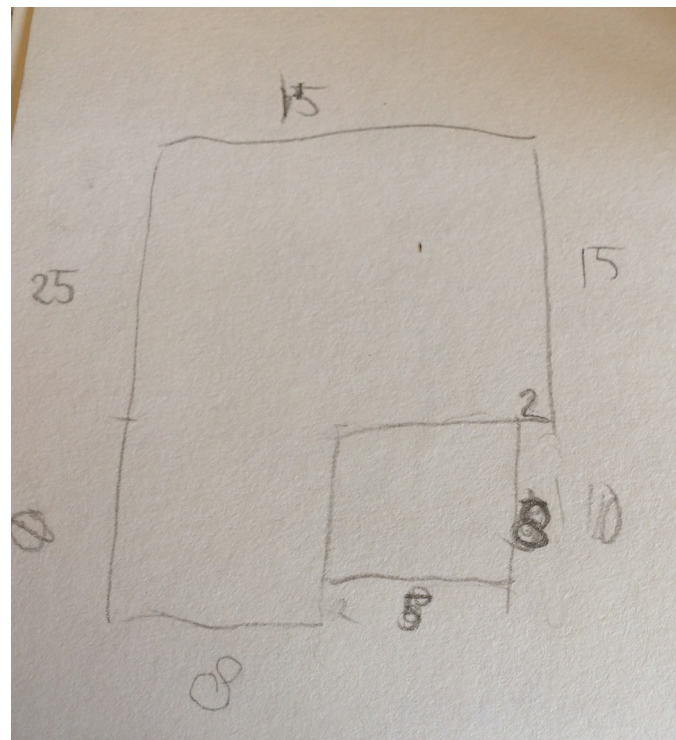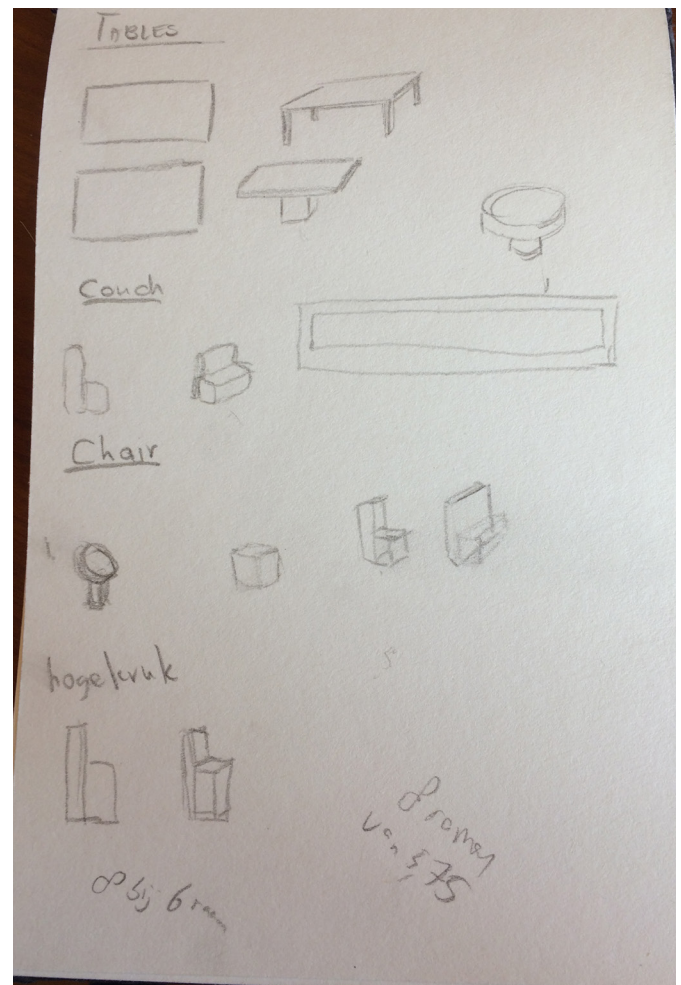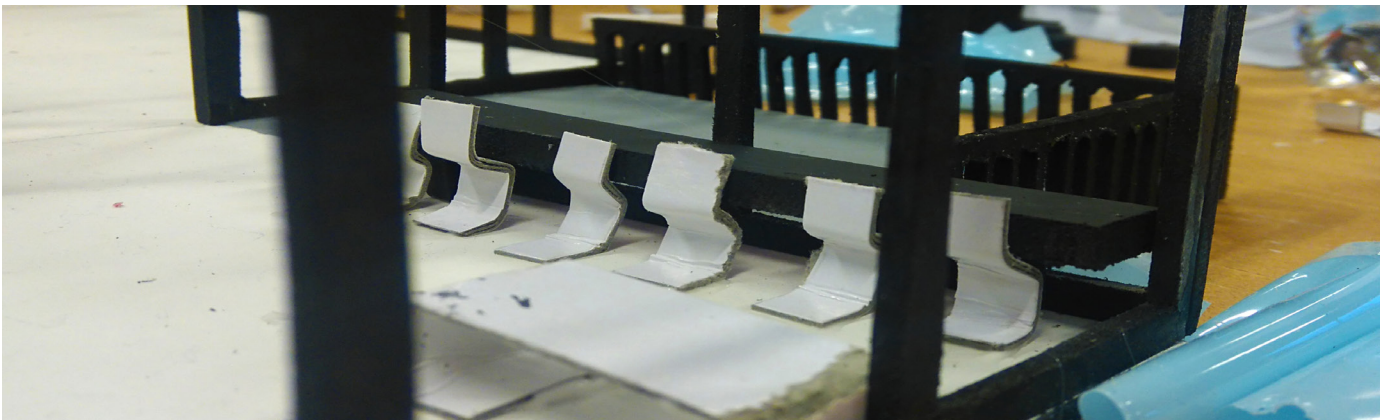
Measurements for maquette

Work in progress

Social cultural sensitivity
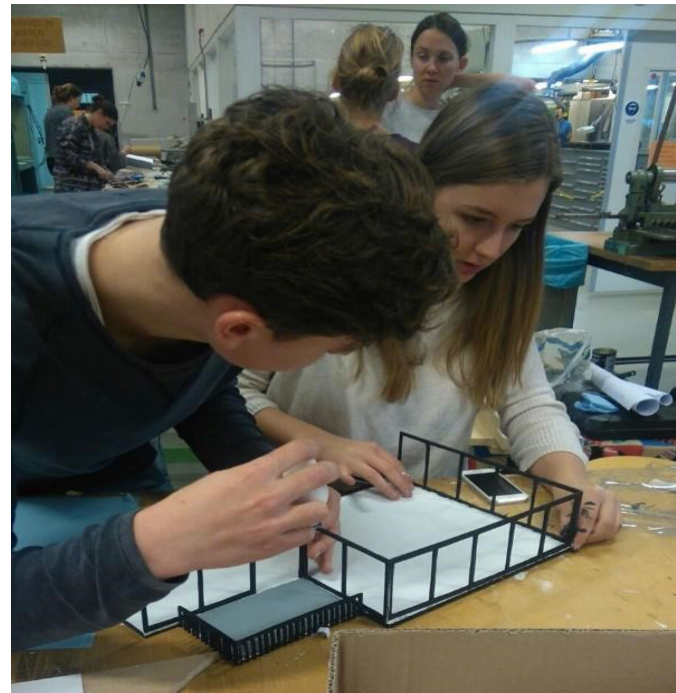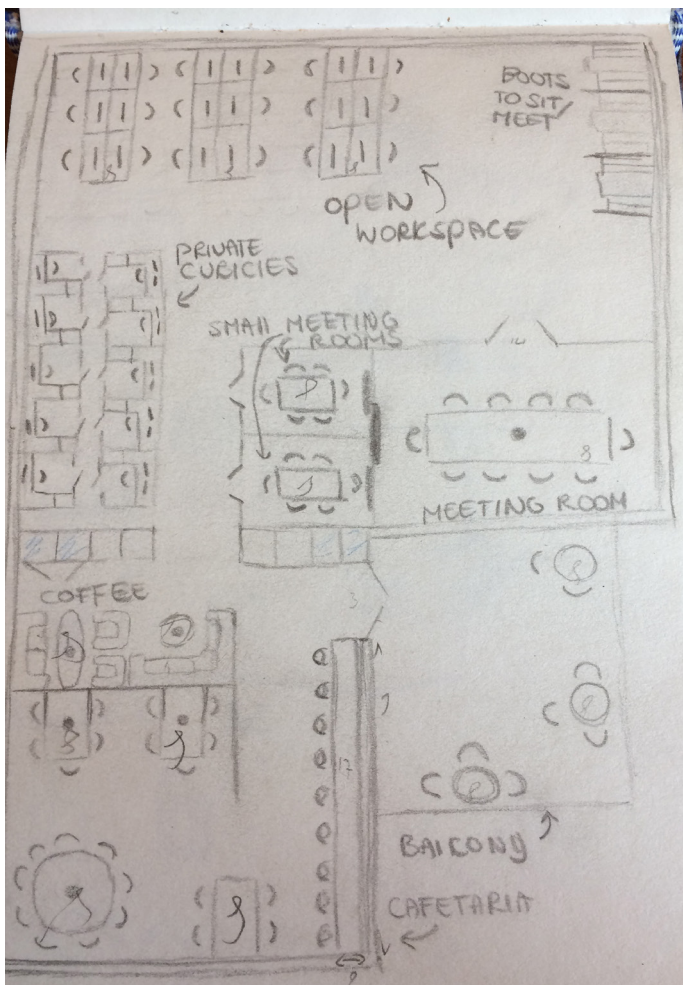
Sketch Sophie Baars

Brainstorm designs for tables and chairs

Discussion After giving our presentation about the maquette we received a couple of discussion points from our fellow students and teachers. The first one that came up was the lack of color, because we mainly used black and white in our design, except from the green plants. We did this because we thought we needed a white floor to reflect the light that came into the big room, to light up the room fully to the middle. Then to have a darker accent we decided to make the walls black, but there was a option to choose a darker color like green or blue to bring in that darker accent. But it's not only the permanent furniture of a room that decides the color palette, the employees that work in the workspace will bring in a lot of their stuff that have al lot of different colors, think about jackets, bags or even decorations.

Then there was a point about the transparent glass walls around the individual workspaces and meeting rooms. These walls could be distracting for some people, because they will see everything in the room around them. Therefore we though implementing blinds to be an option. With these the employees can choose whether they want a view of the whole workspace and get a lot of light inside or put down the blinds to have a better concentration.

Social cultural sensitivity

Reflection Veerle Teigeler

In this piece I will reflect on my experiences with the course Social Cultural Sensitivity. The goal of this course was to give a historical context on how the industrial revolutions impacted design and were shaped by design. We did this by reading scientific texts one week and a design assignment the next week. All these assignments were with a group. Every week we had a lecture in which we presented the texts or our designs to each other.

What I enjoyed a lot during this course was that the assignments required building prototypes. It was challenging and fun to figure out how to translate the sketch to an physical object or maquette or video. I learned that when working with wood, using sanding paper gives it a lot neater finish.

Next I also liked editing the video. I finished up the work of another groupmember. I had no editing experience prior. Luckily the program I downloaded was fairly easy to learn and with the help of the internet I was able to achieve what I wanted to achieve.

Moreover, I thought the texts were interesting and I for example find it fascinating that the main reason electricity is so big now, is that manufactures then needed to create a household load to even their load. I also thought it was interesting how you can see that society's perspective on how men, women, children and people of different classes are, shape what is designed for them. In general I enjoyed learning how technical revolutions impacted society and I also feel like I am more aware of the current trends in design, for example 3d printing at home with a community.

What I found difficult was that the design assignments were pretty vague. That is why it took us a while to come up with an idea, while simultaneously being stressed out that we only had one week for it. The weeks in which we had to read a text for example required a lot less time. I don't have a concrete idea, but I think trying to even the workload a bit, could improve this course. I also had issues keeping my attention during the lectures, since every week we had to listen to either presentations about articles or design assignment. It might be better to split the group in three in the weeks on the texts, because then you will not have to listen to a presentation on a text you have read. I also think a group discussion will be easier in smaller groups, because now often the same people participated in the discussion.

My teammates and I worked well together. We all contributed in our way to the brainstorming of ideas. Then we divided the tasks evenly and everyone did their what they were supposed to do. We also had lots of fun making the design assignments.

In the future there are certain skills I want to pick up after following this course. The first one is learning how to saw. In this course my groupmates did it, because they had some experience with that already, however I want to learn that too next time. I also want to experiment with giving my wooden objects a pickle finish, because I saw a girl in Vertigo who had used that on her maquette and it looked beautiful. I also think that learning how to make a small animation might be nice, so that I can create realistic looking fake apps.

Reflection Lou Janssen

To be honest the course Cultural Sensitivity was not my first choice as my elective for the second quartile, but I thought it was the most interesting course of the few which I could still subscribe for.
I expected the course to be much focused on different cultures and the typical designs for each of these cultures. And that we would learn about in what way and why these designs became typical designs for the different cultures.

For the first week of the course we had the assignment to bring three design items to the meeting, then we put all the items together on a table and did some organizing assignment with them and talked about some of the items. I thought it was a very good idea functioning as an icebreaker and it gave us the chance to talk to our fellow students.

After that we were divided into groups and really started with the main part of the elective.

I liked the setup of the elective, every other week we had to read a text with theory about design during the three big industrial revolutions and make a presentation about the text and the theory in it, the weeks after we had to create different designs in which we could implement the things we learned from the texts in the week before.

Making a good presentation was easy doable, I found most parts of the texts interesting and clear and we had a whole week to prepare them.

But making the different designs was harder to do in one week, making a good design was achievable but having a well deliberated idea was harder to create in that amount of time. Especially the second design, we

had to make a video about a new idea implemented in a kitchen. It took a long time to come up with good ideas, but when you have little time and a lack of video making skills in your group you have to start quickly with filming, due to this you cannot think a long time about better ideas.

Apart from that I really enjoyed making the designs, especially the building part of it, which was also my main role in our good functioning group.

From reading the texts and listening to the presentations of the other groups a learned a lot about design during the industrial revolutions, how the revolutions changed the way designers thought and how designers anticipated on the revolutions. Also how items like the Sony Walkman changed the behavior of the people. This knowledge can give me ideas for other designs and maybe detect small revolutions myself, but for this I need to learn more about how to find the needs of the people and how these opportunities in designing arise

It was also helpful that I gained some building and video making skills during this elective, but I have to practice more on these skills in the future. I think that will help me with my studies at Industrial Design.

The trip we made to Rotterdam, where we visited some nice architectural highlights, was a very fun way to end the elective about which I am rather happy I subscribed for.

Reflection Sophie Baars

When I started with the elective 'social cultural sensitivity,' I was unsure of what to expect. Since there were limited options available regarding the elective, I decided to choose this elective to gain insight into the different perspectives people have, in the present and in the past. Once I started the course, I was still unsure of what to expect. It was only after the course that I knew what and how much I had learned.

The most important thing I learned was what the course was trying to achieve, give historical context on how the industrial revolutions impacted design. They achieved their goal with the texts we were assigned to read and present. The course taught me to take on different perspectives when it comes to culture and apply this skill while designing for different people. in the future

Something I found difficult but fun regardless was the fact that we had to do an entire project every other week. This was a lot of work, but did teach us to work fast and hard and create something within a week. Since we had to do three projects, we did not have time to have a complete brainstorm and we had to pick out of our first few ideas.

This was particularly difficult when working on the maquette. We worked on it for three full days to complete it. Nevertheless, it did give me a lot of extra experience in the workplace in Vertigo. We had to work on a 1:50 scale, which made it nearly impossible to work detailed and colourful. The origional colour of the maquette paper is white, and it would have taken an extra day to paint these. Even though it was a lot of work, I discovered that I actually really enjoyed working on it.

The same happened when working on the video. We used my camera to shoot it. I already knew I enjoyed making videos and this was once again proved while making this video. I edited the video.

The first project had us working in Vertigo a lot too. Which I enjoyed too. This assignment was a bit more vague, which I found difficult, since it was time related. I believe we solved this nevertheless and we came to a nice prototype.

I have always been someone who shares their opinions and will start a discussion if these opinions counteract with other peoples opinions. My teammates, on the other hand, are not like this. This meant that when I shared my ideas on the projects, my teammates immediately agreed with me. I was not used to this and, in the future, want to learn to give the others the opportunity to express their ideas and opinions too. Because of this, we used a lot of my ideas, which gave me a biased opinion on our designs.

Over all, I really enjoyed this elective because of the amount I learned. I gained a lot of insight too. It cost effort, but I enjoyed working on the projects nevertheless. In the future I would like to continue learning about the differences between people and how to design for them. I would also like to learn how to take a step back in group discussions and will work on that during the next semester.