

AIGA DESIGN EDUCATORS CONFERENCE

NEW CONTEXTS / NEW PRACTICES

Moderator Christopher Vice and
writer Jon Kolko have a report
on Changing conditions:
Emerging practices.

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Trends and areas of impact:

- **There is a need for systems thinking among designers**
- **Increasing complexity in the systems we are focusing on**
- **Large-scale social problems are increasingly on the radar of designers**
- **We don't make single "artifacts" anymore we design for systems (groups of artifacts, connected artifacts, branded artifacts, etc)**
- **User-centered design has increased in popularity**
- **"Regular" people demand to participate in the creative process and in the socio-economic narrative of life**
- **"Regular" people have found a voice, for better or for worse**
- **Democratization of authoring tools and technological empowerment**

Changing conditions:
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Dilemmas:

- **Old dog, new tricks: the educators will need to change.**
- **This stuff is hard, will take time, and is like pushing a rock uphill.**
- **The politics of accreditation drive towards non-controversial programming.**
- **The design educators are prone to inaction, and need to go back to school.**
- **The methods, tools and techniques are contextual and ever-changing.**
- **Differentiation implies that some schools, and some professors, will be... out of business.**
- **Differentiation implies that some professional organizations will be... out of business.**

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Hotspots:

- **There is an opportunity to train a different type of a designer - a more general designer.**
- **There is an opportunity to train a different type of a designer - a more specific designer.**
- **There is an opportunity to have longer educational programs (5+ years).**
- **There is an opportunity to re-evaluate our tried-and-true educational content - and remove things.**
- **There is an opportunity to broaden the view of research in practice.**
- **There is an opportunity to recognize the magic that makes design unique from other disciplines.**