

Design in the real world

October 4, 2017

Today

Housekeeping

Good / Bad Design Examples

Discussion of readings

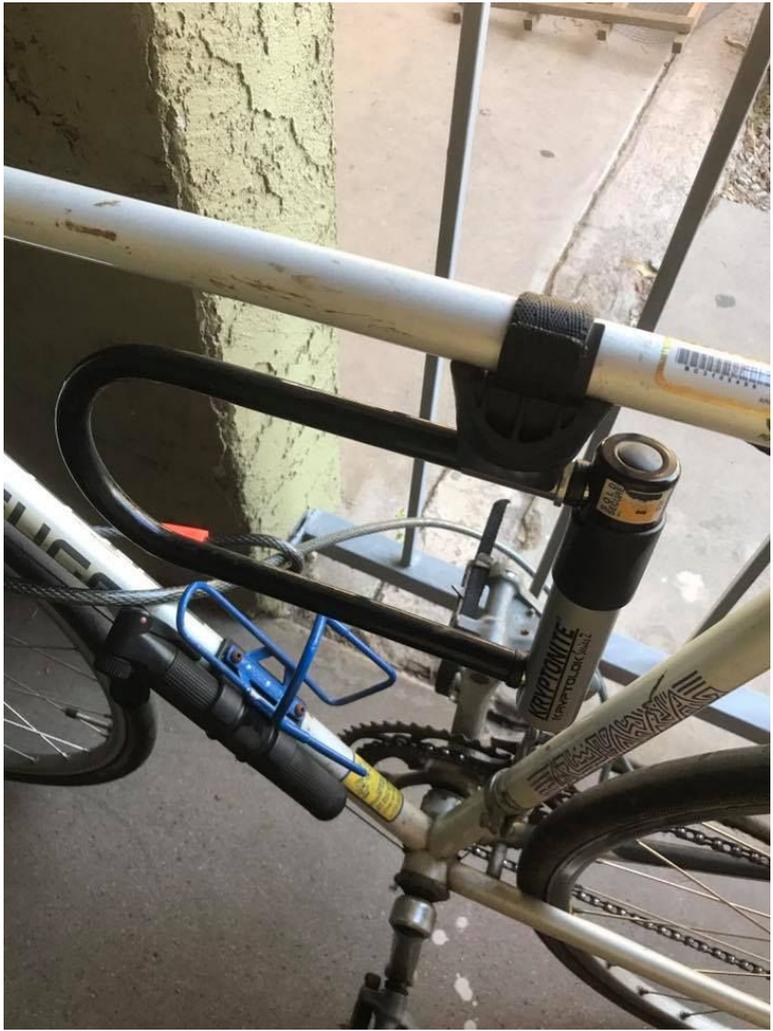
Break

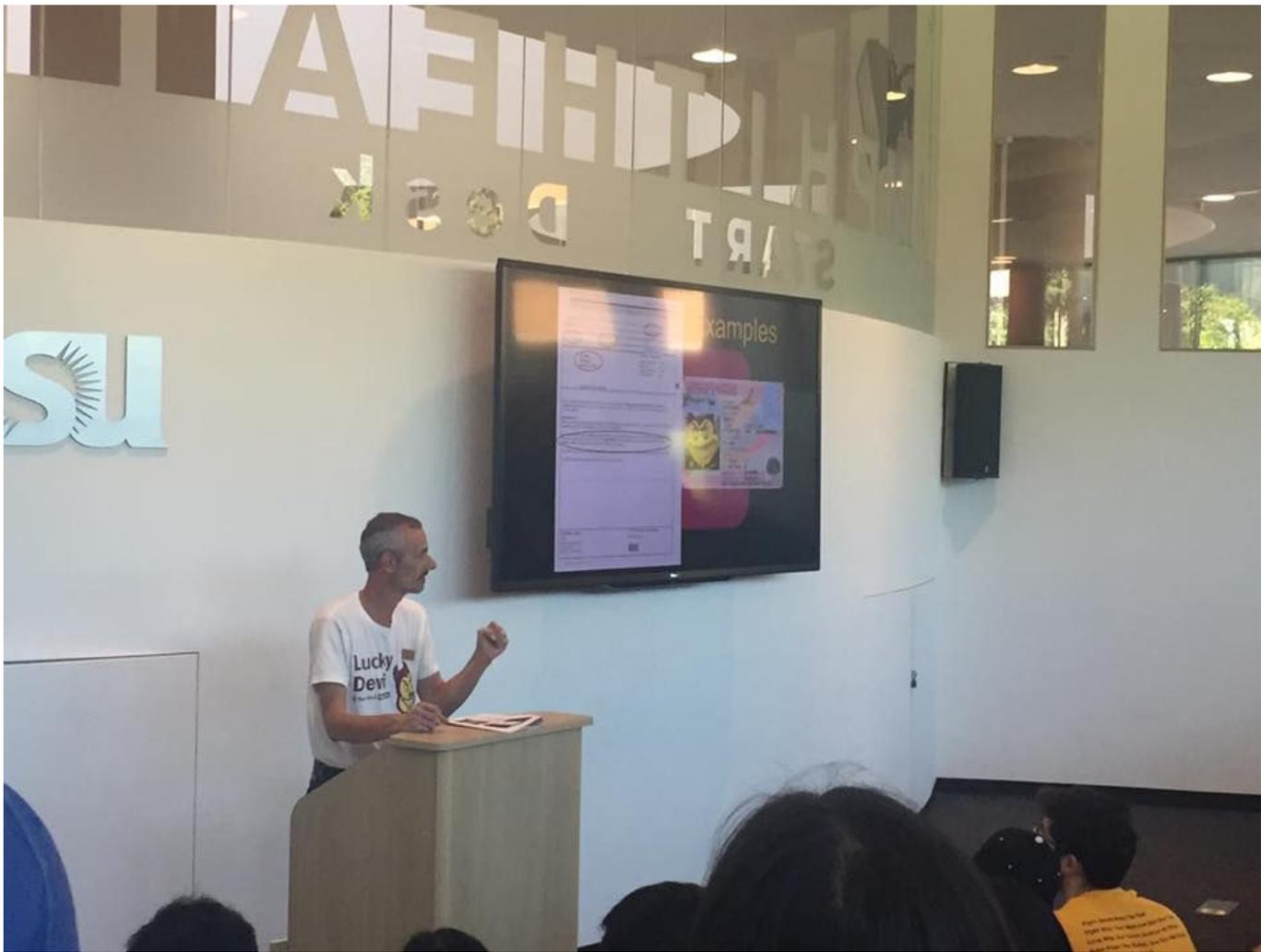
Design Project

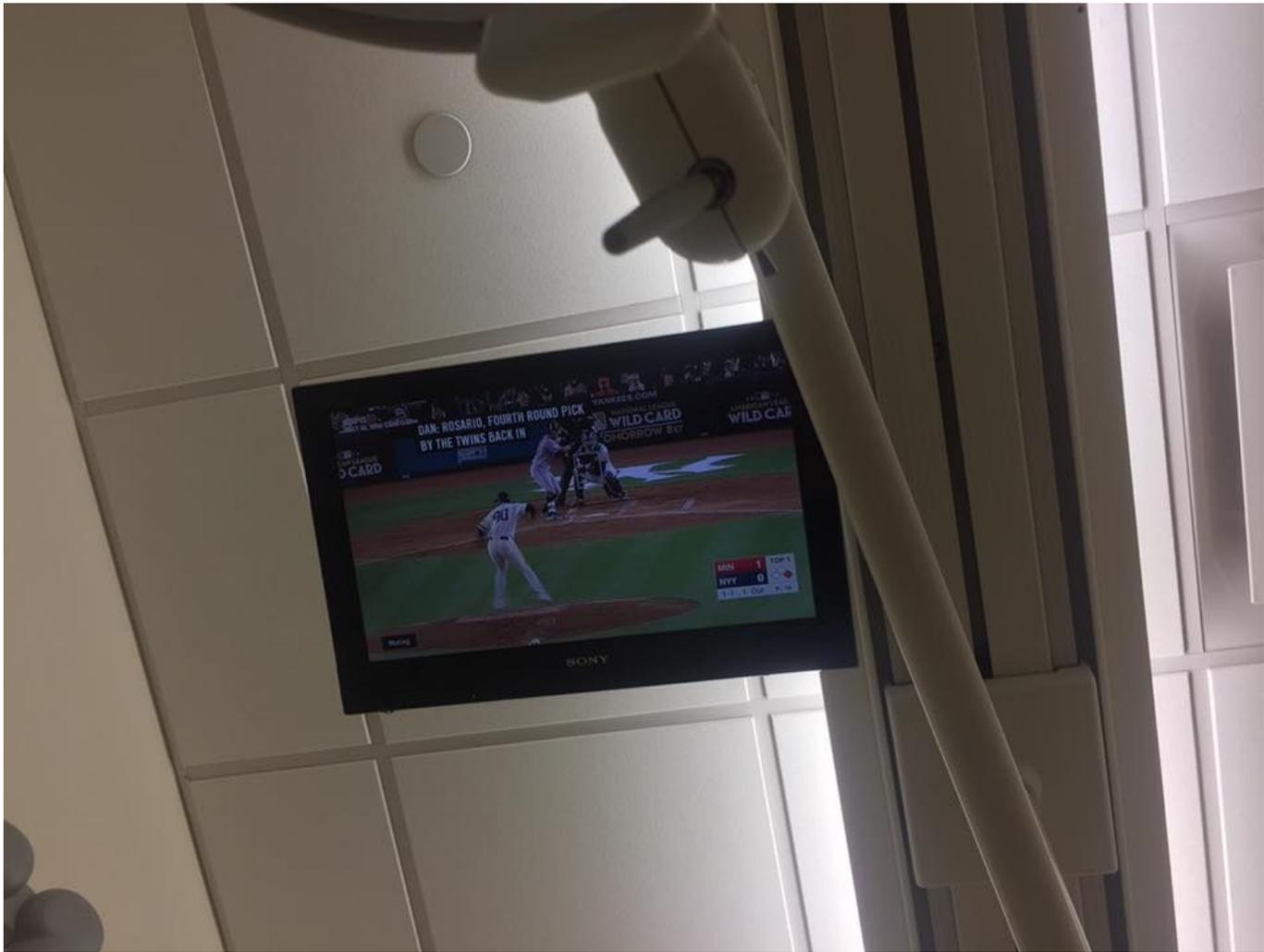
Housekeeping

Mapping an Emotional Experience: Due Oct 18

Design Examples







ESPN.com
TAKING THE WILD CARD

DAN ROSARIO, FOURTH ROUND PICK
BY THE TWINS BACK IN

WILD CARD
TODAY

WILD CARD
TODAY

MIN 1
NYY 0

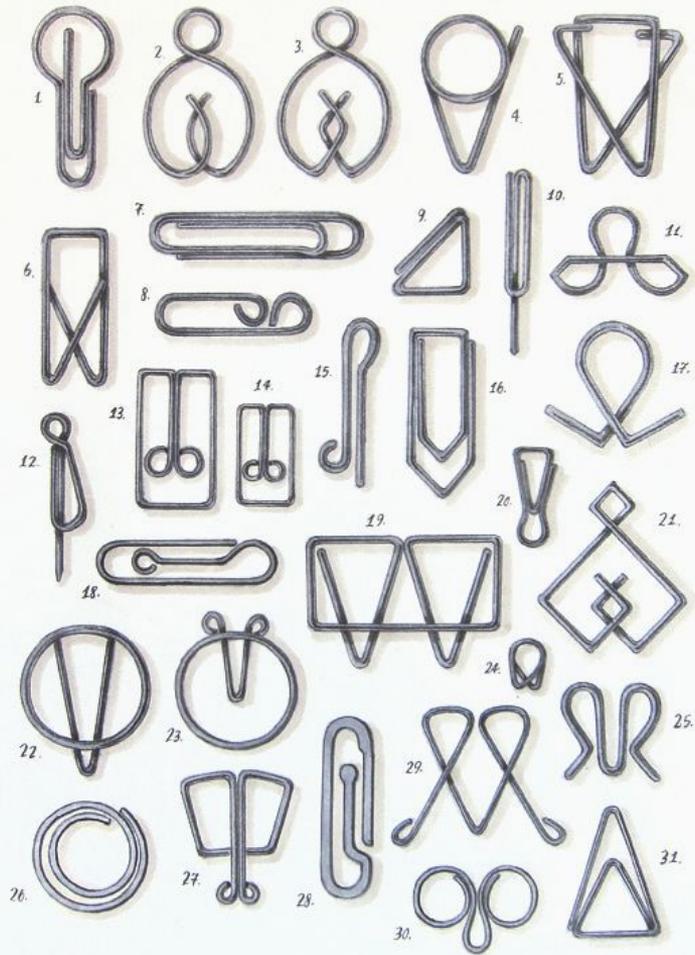
TOP 1
P. 14

SONY

Readings

Week 6 (10/4): Roots of Innovation (Social)

1. Basalla, G. (1988). *The evolution of technology*. Chapter 1: Diversity, Necessity, Evolution
2. Diamond, J. M. (1999). *Guns, germs, and steel*. New York: W. W. Norton and Company. Chapter 13: Necessity's Mother









Dinner Knife L: 233mm



Dinner Fork L: 232mm



Dinner Spoon L: 218mm



Dessert Knife L: 210mm



Dessert Fork L: 196mm



Dessert Spoon L: 195mm



Soup Spoon L: 208mm



Tea Spoon L: 153mm



Coffee Spoon L: 138mm



Sugar Spoon L: 139mm



L: 150mm
Ice Cream Spoon



Soda Spoon L: 191mm



Butter Knife L: 163mm



Fish Knife L: 235mm



Fish Fork L: 222mm



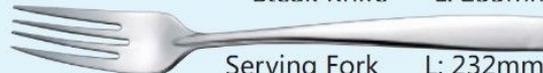
Cake Fork L: 156mm



Fruit Fork L: 160mm



Steak Knife L: 233mm



Serving Fork L: 232mm



Serving Spoon L: 220mm



Salad Fork L: 212mm



Salad Spoon L: 212mm

Questions/Comments

Innovation in Education:

Combining Basalla's metaphor of evolution with Diamond's description of the influence on invention from travel and trade, it seems we always improve the gene pool, if you will, when we increase diversity into the lineage. Here, we read about physical objects like printing and weapons, but we also know this to be true in academia, long live the lit review. I was taken by the discussion of bureaucracy stymieing the adoption of new and improved ideas, for example the British gas lamps carrying on in light of electricity. In the context of American educational institutions, this metaphor becomes self-evident. Millennia of global education strategies have evolved to show us what really works, **yet institutions developed in the height of the industrial revolution have locked our schools into an outdated pattern.**

Today's world in terms of education seems to face very few of the impediments to innovation discussed by Diamond. For example, Diamond makes a cogent point regarding isolation and the ways in which this leads to a lack of innovation. Diamond explains how isolated societies lack competition, a usual suspect in spurring innovation. In today's almost limitlessly interconnected world, every country is competing for something. **What, then, accounts for the United States failing to adopt the innovative practices of Finland, a country that routinely blows America out of the water on the international PISA test?**

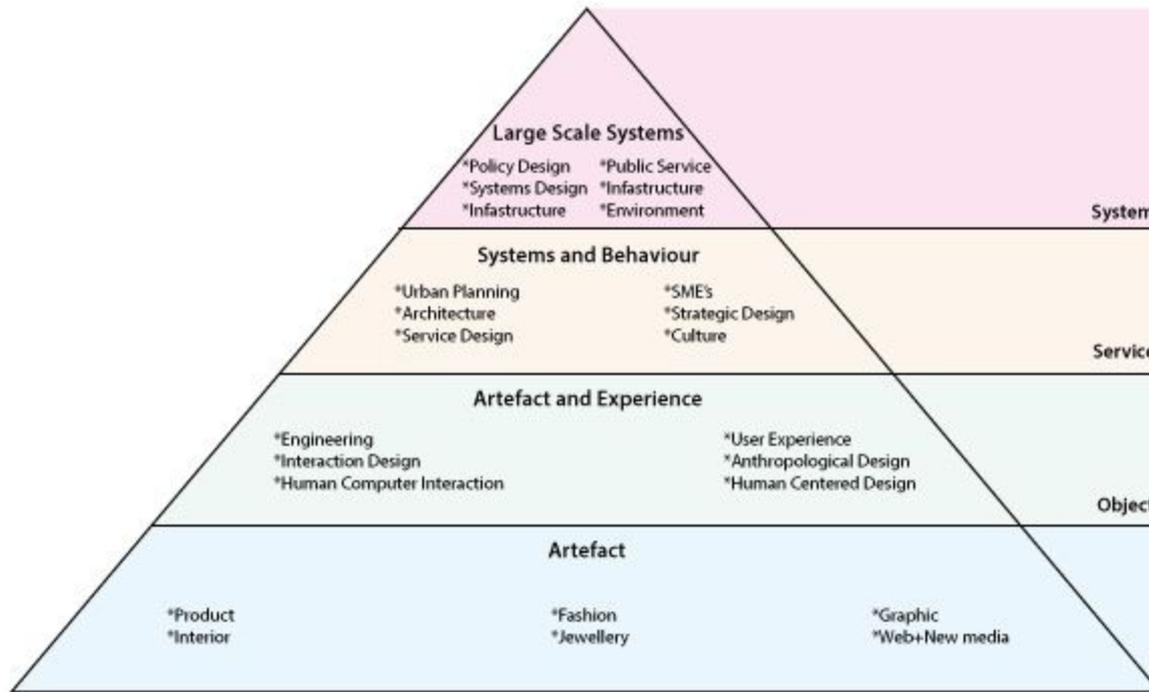
In general, Chinese are very innovative in many areas. For example, we have the fastest high speed train in the world, with the ability to reach a speed of 350 km/h. We can build a 30-story skyscraper within 15 days, which is located in my hometown, Hunan Province. We also have the strongest online shopping logistics web in the world. We are competing with the world in a variety of ways. However so far we only have a few Nobel Prize winners. And **personally I feel the creativity training is lacking in most China's schools.** If we were to find the reasons behind this phenomenon, similar social factors discussed in the article could be applied to it. China is now doing better to support young college students in inventions and entrepreneurship, many other methods need to be taken to fuel curiosity and innovations.

Level of Complexity

STRATIFICATION OF DESIGN THINKING

HIGH

LOW



STUDIO 680

Teachers' Academy

v.1

Coming up

Week 7 (10/11): Design & Users

1. Cooper, A. (1999). *The inmates are running the asylum*. Indianapolis, Indiana: SAMS. [Chapter 7: Homo Logicus](#)
2. Shapin, S. (2007). [What else is new?](#) *The New Yorker*.
3. [Optional] Cooper, A. (1999). *The inmates are running the asylum*. Indianapolis, Indiana: SAMS. [Chapter 8: An Obsolete Culture](#)

Remember

- Share your google doc notes with Melissa and me