The Power of Negative Thinking

PhD Festival October 24th.

UID students win competition to design the new popemobile

Umeå Institute of Design number one in prestigious ranking

43

Week 43, October 22nd, 2012
BA1  Design process 1
Workshop cleaning

BA2  Design as Emotional Experience 2

BA3  Design Presentation 3

ID1  Digital 3D modelling Rhino

IxD1  Graphic Design 1

IxD2  Form Workshop 2

APD1  CAID - Advanced level, step 2

APD2  Technological Innovation
Kitchen cleaning

TD1  Project 1: Vehicle Design

TD2  Project 3: Vehicle Interior

Single subject courses
Service design
Strategic design and product development

Life drawing monday and wednesday
16:30 in project studio

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vimeo.com/uid & vimeo.com/ixdumea

Thanks for your contributions. Future articles & photos can be sent to: wozzop@gmail.com by Thursday evenings. We love hearing from you!

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Each PhD student has 20 min to present her or his work, followed by a 20 min discussion. Then, there will be time for the advisors to step out and have their discussion until the next presentation starts 20 min later. All in all, one hour per student.

The presentation will present an overview of the research leading up to the dissertation, including preliminary findings and how to proceed. The focus of the presentations will be on the main trajectory of the research rather than on specific results from a specific study.

The Yellow Square has reopened with a new and fresh face. The Yellow Square has a long standing history at Umeå Institute of Design and fills an important function of recycling, repurposing and reusing. The Yellow Square could be seen as a giant “take penny leave a penny” tray where you leave whatever you don’t have use for any more but that might still be use for someone else. It is not a place to throw trash, but if you have something that you think might be of use for someone else this is the place to put it. The Yellow Square is located in the corner just beyond the chemical shelf and electronics garbage in the full scale lab, use it well and wisely.

PhD Festival
October 24th.

The event will begin at 9:00 in the morning and end before 17:00.

The schedule is as follows:
9:00 Lorenzo Davoli
10:00 Guido Hermas
11:00 Tara Mullaney
13:00 Stoffel Kuenen
14:00 Daniela Rothkegel
15:00 Ru Zarin

Do you have any inspirational sites or blogs that you want to share with the rest of the school? Send them in to: wozzop@gmail.com

**Inspiration**

**http://www.plan59.com/** - A website dedicated to commercial art of mid-century America, cars, products, ads and more

**http://geometrydaily.tumblr.com/** - Every day a new geometric minimal graphic design.

**http://www.jaymug.com** - Sharing inspiration, creative thoughts and awesomeness for the ever curious.

**Weekly TED video - Your body language shapes who you are.**

Body language affects how others see us, but it may also change how we see ourselves. Social psychologist Amy Cuddy shows how “power posing” -- standing in a posture of confidence, even when we don’t feel confident -- can affect testosterone and cortisol levels in the brain, and might even have an impact on our chances for success.

Watch it here:
**http://on.ted.com/Cuddy**
The week that was
Red dot institute has chosen Umeå Institute of Design as the best design education in Europe and the Americas. The prestigious ranking promotes design institutions in the frontline and is based on design awards won during the last five years.

– 2011 was the first time we appeared on the Red dot list and then we were ranked second. We were very happy then, but that is nothing compared to how happy we are now when we are ranked as the best design education, says professor Anna Valtonen, Rector of Umeå Institute of Design, UID, at Umeå University. – We are also very humbled by the fact that we have managed to surpass some of the world’s most prestigious design schools, like Art Center College of Design in Pasadena, Los Angeles that came on third place or The Royal College of Art in London, that came on fifth, continues Anna Valtonen.

Red dot is one of the oldest and most prestigious design prize organisations in the world. Every year it awards innovative design in various fields. Students from Umeå Institute of Design have won Red dot awards in the Design concept category ten times.

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Ten teams of young international designers battled it out to produce an innovative eco-friendly popemobile that could guarantee high “pope visibility,” meet strict security standards and promise low emissions.

Eric Leong, 24, of Toronto, and Han Yong-fei, 23, of France (both recent UID alumni), modified a hybrid Volkswagen Cross Coupe concept car into a white popemobile with an expandable solar roof and bullet-proof wheels.

The Italian car-parts manufacturer, Berman, sponsored the competition near Mantua, Italy, Oct. 11-12 and invited select car design students from around the world to submit their drawings.
The Power of Negative Thinking

Lie back and picture life after your ambitions are fulfilled, the motivational gurus used to say, and you’ll bring that end result closer to reality. Make an effort to visualize every detail – the finished screenplay sitting pretty on your desk, the gushing reviews in the paper, the sports car parked outside.

The gurus claimed these images would galvanize your determination. They said you could use the power of positive thinking to will success to happen. But then some important research came along that muddied the rosy picture.

Gabriele Oettingen’s psychology lab at New York University has shown that visualizing our aims as already achieved can backfire. The positive imagery can be inspiring at first but it also tricks the mind into relaxing, as if the hard work is done. This means the more compelling the mental scene of success, the more likely it is that your energy will seep away.

In the study, volunteers felt de-energized after visualizing success in an essay competition. In another, participants who fantasised about their goals for the coming week felt less energetic and achieved fewer of their goals.

Positive Feedback as a Multiplier for Progress

One scenario when we’re likely to be flush with confidence and optimism is after receiving positive feedback. In a more recent study, Gabriele Oettingen and her colleagues tested the value of mental contrasting in a simulation of just such a situation.

Dozens of volunteers took part in what they thought was an investigation into creativity. Half the study participants were given false feedback on a test of their creative potential, with their results inflated to suggest that they’d excelled. In advance of the main challenge – a series of creative insight problems – some of the participants were then taught mental contrasting: writing about how good it would feel to smash the problems, and then writing about the likely obstacles to achieving that feat, such as daydreaming.

The best performers on the insight problems were those participants who’d received the positive feedback about their potential and who’d performed mental contrasting. They out-classed their peers who’d received inflated feedback but only indulged in positive thoughts, and they out-performed those participants who’d received negative feedback (regardless of whether they, too, performed mental contrasting).

So, the next time you receive some positive feedback, don’t lose your focus. Indulge yourself a little – you’re on track after all – but also take time to think about the obstacles that remain, and the practical steps you’ll need to enact to overcome them. The mental contrasting technique guards against complacency, ensuring the boost of your early win is multiplied into long-term success.

Author: Christian Jarrett
Source: http://99u.com/articles/7232/
"The-Power-of-Negative-Thinking"
HOW CAN YOU PROTECT YOUR DESIGNS FROM VIOLATION OR ILICIT USE?