STAY IN THE LOOP

APD1
Form Workshop 1

APD2
Degree Thesis

BA1
Design and Emotional Experience

BA2
Design Project 2

BA3
Design Presentation

IDI
Interaction Project

IxD1
Form Workshop 1

IxD2
Degree Thesis

TD1
Clay Workshop

TD2
Degree Thesis

SINGLE SUBJECT COURSES
Design Communication I, Design for Product & Idea Communication

THE WEEK THAT WAS

KITCHEN CLEANING
BA2
WORKSHOP CLEANING
IxD1

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vimeo.com/uid
vimeo.com/ixdumea

CREDITS

Thanks for your contributions.
Future articles and photos can be sent to: wozzop@gmail.com by Thursday evenings.

We love hearing from you!!

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A New Way to Get Noticed
www.cardoserver.com
Ever considered how you’re perceived as a designer could be as easy as a good looking business card? This website is a compilation of different sites to use as inspiration.

Train Your Eye to Take Better Photos By Analyzing Your Reaction to Others
ALAN HENRY
www.lifehacker.com
A great camera and technical know-how only takes you so far when you’re learning to take great photos. You also have to pay attention to your composition and what you’re trying to convey with the pictures you take, whether you want to make a statement or just capture a special moment for others to see. The best way to start thinking about how to compose your own pictures is to study other photos you love.

There’s a Will. And Now There’s a Way
www.betterplace.com
A world without oil. How to prepare for the new future. This site describes the current oil situation and how it is affecting everyone’s lives, whether it be directly or indirectly. Better Place has come up with a solution to this crisis and has some major supports behind them. For more information on how you can be a part of the solution check out their website.

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

Spotlight UID:
GUIDO HERMANS
This week’s interview is of PhD candidate, Guido Hermans. Guido has been studying the emerging technology of 3D printing. We talked about how Guido thinks 3D printing could change the consumerist landscape, and what the future of design will look like.

Let’s start with the basics: what is your name?
My name is Guido Hermans, and I am from the Netherlands, from Eindhoven.

Did you study in Eindhoven? No, I studied Industrial design Engineering for my Bachelor’s degree, and my Master’s degree was in Product Design.

What was your Master’s thesis on? It was for Philips in Eindhoven, and it was about traffic safety for teenagers. I ended up designing a smart head-phone. Teenagers listen to music in traffic which can lead to accidents, but the system I designed would alert them of incoming danger, so they can still listen to music and still be aware of what is going on around them. I can’t tell you how the system works, because Philips likes to keep these things a secret!

From there, how did you end up in Umea? I worked for a year after I graduating from Delft, I did freelance work while looking for my next challenge. And this position at UID was open to write your own proposal, so I wrote one on 3D printing and I got it!

What interests you about 3D printing? I am interested in how the application of 3D printing will change the existing role of the professional designer. In design today, you are educated in techniques of mass production, injection molding, mass consumption etc. But what if that changes? And what if 3D printing is a product that can help change that?

How will this new technology change how designers are educated and how people deal with products?

Matt Sinclair, one of the provocateurs for Prototyping the Future asked similar questions about 3D printing. Yes I worked in his group. He was looking at 3D printing from the perspective of mass customization. He is an experienced designer, and he worked for Nokia for a long time, so he has a brand perspective on things. I am looking at things from a more small scale angle. I guess that because I don’t have as much experience as a professional designer!

What is your PhD work research consisting of at the moment? So far I did analysis of current situations and I did some experiments where I invited people who are not trained as designers to design something. I analyzed and identified what the problems and issues are when you let people design their own product. The goal of my research is to come up with a method that allows for traditional designers to design for non-designers, products that can be made unique by people who don’t have a design education. If you look at websites like thingiverse.com, you can share your CAD designs with other people, download files of products, and you can just print them. You don’t have to change anything. But, you can also take the original file and change with your own CAD program. So you can take someone else’s design and fit it to your tastes.

An interesting thing about 3D printing is that it’s additive as opposed to subtractive, so the limitations imposed by CNC milling on design are not present. You can design things you simply cannot make with CNC machines. For instance, you can make moving structures that are one part, like hinges and joints, with no further construction necessary. Then the other side of that is mass customization, like NikeID. An established brand allows you to modify their product, which is another method of prosumerism. Although it isn’t 3D printing, it’s a different method of personalization.

A 3D printer still costs about 1000 euros. Do you really think that 3D printing will bring forth a paradigm shift? I think it might, but today we are still at the beginning of that possible revolution. 3D printing has existed for about 30 years now, and it has just now come into the mainstream. So we are only just now seeing the effects. They are already experimenting with 3D printing entire pavilions using a moving robotic arm.

And you see a future in massive 3D printing? I do. Last week there was an article looking into having a 3D printer on the moon. So instead of needing people on the moon to build certain infrastructures, you can do it with a robotic arm. The actual possibilities of this new innovation are still being explored. We still don’t know how it will change things.

How do you like Umea? It’s a very special place! You can really focus on work. It’s just the darkness that is hard to get used to, but the snow and the weather are beautiful.

What do you think of UID? It’s excellent that it’s so small, and that it’s so international. The atmosphere is great, and so are the facilities. At Delft, they have a very big design department, and you don’t know everybody in your department. The teaching philosophy is more like a classical university, with 400 people lectures, and then you have the design studios with groups of 10. I think that’s more similar to here, but you don’t interact with the other groups. In my master’s program we were 120 students in my program alone.

Thanks so much for the interview! You’re welcome!

Matt Mills and Tamara Roukeerts demonstrate Aurasma, a new augmented reality tool that can seamlessly animate the world as seen through a smartphone. Going beyond previous augmented reality, their “auras” can do everything from making a painting talk to overlaying live news onto a printed newspaper.

WEEKLY TED VIDEO
Image Recognition that Triggers Augmented Reality
MATT MILLS
Matt Mills and Tamara Roukeerts demonstrate Aurasma, a new augmented reality tool that can seamlessly animate the world as seen through a smartphone. Going beyond previous augmented reality, their “auras” can do everything from making a painting talk to overlaying live news onto a printed newspaper.
Proximity Designs is a for-profit design company whose goal is to create products cheap enough – and good enough – that they can be bought by poor farmers, instead of just giving them aid.

When we treat people as customers – not as recipients of charity, they have the ultimate power and choice to decide whether they want to buy what we’re offering. As a social enterprise, we don’t decide what people should get. It’s up to them to decide.

Proximity Designs – led by Debbie Aung Din and Jim Taylor – works to reduce poverty and advance the well-being of rural families in Myanmar, where the Taylors have worked since 2004. They design, produce, and distribute products, like their foot-operated irrigation pump, that are affordable for low income farmers and help to increase their income and productivity. To date, they’ve sold more than 110,000 items to Burmese farmers, using a model of designing and producing tools that are affordable to those making less than $2 a day.

How did you decide to select a business model in which you treat the poor as customers rather than recipients of charity? And do you believe this to be a faster way out of generational poverty? Giving things away is hard to do on a large and sustainable scale. Selling products allows us to scale much faster. People who are trying to survive can’t afford to wait for traditional giveaway programs that may or may not find their village. Selling our income-boosting products at prices villagers can pay allows us to invest in and grow a sustainable distribution network that gives rural people access to even more products and services.

We found the following four things were important to survivors: timeliness of delivery... fairness in distribution... transparency... being treated with dignity...

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So much of the aid industry is based on patronage relationships. We wanted to have a different kind of relationship with the people we are serving. It’s a more transparent relationship, one of mutual exchange and respect. It is less patronizing to treat people as customers than to treat them as “charity recipients.”

If we give things away, we will not really know whether people value what we provide. When we sell our products at a price poor families can afford, we get immediate feedback signals daily from people who have spent their hard-earned money. If we design products that don’t increase incomes or that are not affordable, people will simply not buy them. People who pay or work for things tend to be more invested in them. If people receive things as outright charity, they will not feel a sense of ownership. For example, foot pumps that were given away have shown a high rate of abandonment. Our foot pumps and other products bought by users are almost never abandoned.

It can be socially divisive to give something away to a few selected households in a village and exclude the other households. Similarly, it’s not fair to select a few villages to get assistance and withhold it from thousands of other villages. When we sell products through the broader market, we make them as accessible as possible nationwide, using private sector channels. Everyone has an opportunity to access our products.

**Why was the foot-treadle pump successful? What’s next for Proximity?** We didn’t invent the treadle pump but our product designers have made some pretty impressive design innovations, like replacing plastic molded parts for metal ones, making it super low cost and much easier to install and use.

The foot-operated irrigation pump is successful because it provides small-farm families with an extremely affordable solution to their daily problem of drudgery – hauling water to their crops. (It was like going from doing six to eight hours a day of back-breaking work hauling water to two hours instead on a “stairmaster.”) With improved efficiency in daily irrigation, farm families could then spend time expanding their plots, growing more diverse and high-value crops, extending their growing season or spending time marketing their produce and getting better prices – all of these add up to dramatic boosts in household incomes of $200 to $300 per season. The extra income allows them to feed their family, buy school supplies, keep their children in school, and buy inputs for the next crop without going into debt.

This is the latest post in a series on generosity, in conjunction with Catchafire. We’ve created an innovative line of irrigation products including four models of foot-operated treadle pumps, 250-gallon water storage tanks for farms and smallholder households. The irrigation products range from $15 to $50 in price. Since 2004, farm households have purchased over 130,000 irrigation products. Several years ago we began moving into several other underserved rural markets in Myanmar. We now sell a line of renewable energy products, designed for rural homes. Our newest offering is financial services designed for the millions of smallholder farmers in Myanmar.

**How did your approach to design help you reach so many people affected by Cyclone Nargis?** We’d never seen the disaster relief industry up close before, but we were on the ground and our customers were in dire need after the Cyclone hit. We knew a lot about rural families and about delivery to remote villages. So right away we started with some basic “need finding” as designers would do and asked, “What does the cyclone survivor want?” Survivors were farm families who had lost their harvested crops, rice seeds for the next season, their draft animals and had no means to replant for the future. We found the following four things were important to survivors:

1. Timeliness of delivery: many donors and aid agencies paid little attention to farmers’ deadlines and instead operated on their own agency timelines. As a result, few agencies were able to help with farm recovery work and instead focused on shelter, water and sanitation.

2. Fairness in distribution: everyone in the village or cluster of villages had been hit by the cyclone so it was foolish to try to do “wealth ranking” of people, as we saw many aid agencies doing in a formulaic way. In fact, villagers complained that this kind of process was divisive and they didn’t want it. In delivering supplies, we went for universal coverage of the village households or the cluster of villages, it was faster and everyone felt it was fair. 3. Transparency: Cyclone survivors information and know what they could expect from us. We distributed “transparency flyers” that contained relevant information on supplies being delivered, included hotline numbers and contact persons to send suggestions, feedback and complaints. 4. People wanted to be treated with dignity: We designed a process whereby survivors were list-ed and called up by name to receive their supplies. We made sure no one was left out. These details were very important to survivors.
Send your articles and photos to:
wozzop@gmail.com

We love hearing from you!!