STAY IN THE LOOP

October 7th 2013

WILLIAM USHER

APD ONE
CAID - Advanced level
Conceptual Product Solutions

APD TWO

TD ONE
Workshop with HS Reutlingen

TD TWO
Vehicle Interior

IXD ONE
Graphic Design 1

IXD TWO
Vehicle Interior

BFA ONE
Design as Emotional Experience 1

BFA TWO
Design as Emotional Experience 2

BFA THREE
Design Presentation 3

IDI
Design process basics

APD TWO MOVIE - DAY ´13
The second year’s APD students will show their Storytelling videos

Monday 6th October

14:30
Auditorium
There will be free pop-corn

KITCHEN CLEANING
IXD2 this week!
PLEASE REMEMBER TO CLEAN THE KITCHEN AFTER USING IT, THEN EVERYBODY CAN ENJOY COOKING THERE!

SWEDISH SAYING OF THE WEEK

Det ligger en hund begraven – There’s a dog buried here
There’s something fishy going on here

CREDITS

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

Editor: Stephanie Knödler
Graphic Designer: Stephanie Knödler
Contributions: Miglé Padegimaité
©2013 UID

SINGLE SUBJECT COURSE
Tjänstesdesign/Service design,
Strategisk design och roduktutveckling
/Strategic design and product development.

Visit the UID Facebook page!
http://www.facebook.com/uid

Tweet with UID with: #lifeatuid
Or follow us: @wozzop

Check out the UID vimeo pages: vimeo.com/uid & vimeo.com/ixdumea

10 words or less about yourself:
Errrrrr, um, er........

Something most people do not know about you:
I’m a multi-millionaire.

The New Black in TV / MOVIES:
How Britain Worked with Guy Martin! And anything about Richard Feynman on YouTube.

The New Black 5 in DESIGN:
Yeongkeun Jeong from South Korea. In fact most designers from South Korea.
Cliff Design for their conceptual work and originality. Plus Kim Haltermann (photography).

LUKAS MED EISIS

TD ONE

10 words or less about yourself:
I love to draw cars, play saxophone, mix cocktails and experience new things

Something most people do not know about you:
I passed motorcycle licence just to apply for an internship

The New Black in TV / MOVIES:
Family Guy, Transformers, Perfume, Monty Python and the Holy Grail, The World’s fastest Indian

The New Black 5 in DESIGN:
Jaguar E-type, VW Golf Mk1, Nissan GTR

APD ONE

10 words or less about yourself:
Errrrrr, um, er........

Something most people do not know about you:
I’m a multi-millionaire.

The New Black in TV / MOVIES:
How Britain Worked with Guy Martin! And anything about Richard Feynman on YouTube.

The New Black 5 in DESIGN:
Yeongkeun Jeong from South Korea. In fact most designers from South Korea. Cliff Design for their conceptual work and originality. Plus Kim Haltermann (photography).
THE WEEK
THAT WAS
WEEK 41
FINALISING STORYTELLING
WORKSHOP
MIKKA HEIKKINEN SKETCH CLASS
SKETCH A CAR WITH CLOSED EYES
BA PRESENTATION
The problem
Why do we hold onto certain objects for decades, while others we are willing to discard before they’re even broken? “It’s actually very easy to design and manufacture a toaster that will last 20 years; that can be done. What’s not so easy is to design and manufacture a toaster that someone will want to keep for 20 years, because as people... we haven’t been trained to do that” (Evan Davis).

The honeymoon period
The passionate early stages of a subject-object relationship could be described as a honeymoon period, a period of intense synergy within which everything is new, interesting and the consumption of one another is restless. However, often due to unrealistic expectations or mundane routine, the level of excitement decreases along the way, which results great dissatisfaction. According to Jonathan Chapman, “During recent years, consumers have become serial honeymooners, and today subject-object related relationships are less marriage, more one-night stand”.

One of the solutions
The trick, however, is keeping it fresh. This rule of thumb can also be applied to the usage and design of objects and experiences. In order to maintain empathy and sparkle long term, it is important to consider new, varied and emotionally meaningful interactions with such artefacts. Both designers and consumers should take responsibility – an injection of magic, transformation, personality, stories, and randomness could have a great impact on one’s daily experiences. It is likely that people would be willing to interact with one particular object for longer (instead of attaining the new ones), if emotional stimulation and freshness were developed along the way.

Two examples below illustrate how emotionally durable approach can be applied within the design context.

1. A pair of shoes designed by Emma Whiting: “The shoes reveal a hidden pattern when they fade with age, and pick up dirt and grime, so the longer you own them the more the product develops”, which is also known as the concept “growing old gracefully”.

2. What if, as a product ages with use, it acquires a patina that can only be attained over time. A novel teacup design “Stain Tea Cups” by Laura Bethan Wood tackles this dilemma by gradually revealing an attractive tea-stained pattern inside the cup through repeated usage. And each cup develops a unique pattern, shaped by the owner’s personal tea drinking style.
Two of the UN’s Millennium Development Goals are to reduce child and maternal mortality by 2015. Norwegian company Laerdal Global Health have developed a trio of highly effective and low cost solutions to do just that. The Natalie Collection is thus designed to save hundreds of thousands of lives.

Every day, 3,000 newborn babies die from birth asphyxia along with 1,000 birthing mothers. In addressing this – in very different and often impoverished communities in developing countries – Laerdal Global Health of Norway took a unique approach and combined industrial design with education when creating The Natalie Collection, a birth simulating learning kit facilitates interactive learning by providing practical hands-on training.

The INDEX: Award jury also rewards the fact that The Natalie Collection has already had a large proven impact. For example, the widespread implementation of efficient training with the Helping Babies Breathe training program, while using the NeoNatalie collection equipment in Tanzania has resulted shown in a 47% reduction in newborn death due to asphyxia. An impact which the jury is confident will grow exponentially in the years to come.

More information about the project
laerdalglobalhealth.com
vimeo.com/72487860