Week 09
February 23rd, 2015
STAY IN THE LOOP

BA1
Tutorials & Own Work

BA2
Design Project 2: Internships

BA3
Degree Project

IDI
Portfolio Work

IxD1
Own Work

IxD2
Degree Project

TD1
Tutorials & Own Work

TD2
Degree Project

APD1
Computer Education

APD2
Degree Project

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vimeo.com/uid
vimeo.com/ixdumea
vimeo.com/groups/apdumea

CREDITS
Thanks for your contributions.
Future articles & photos can be sent to:
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WEEKLY TED VIDEO

Kenneth Shinozuka:
My simple invention, designed to keep my grandfather safe

60% of people with dementia wander off, an issue that can prove hugely stressful for both patients and caregivers. In this charming talk, hear how teen inventor Kenneth Shinozuka came up with a novel solution to help his night-wandering grandfather and the aunt who looks after him, and how he hopes to help others with Alzheimer’s.

EVENTS & OPPORTUNITIES

THE GLORIOUS 80’S

WAITING FOR LARRY (SE, 2014, 26’).

For a few days the summer of 1987 turned all eyes toward the northern coastal town of Skellefteå. Of the city’s 20,800 residents and 20,000 people gathered on the little town square in anticipation of a unique world visit. A wait that would prove too long.

ADMISSION: BLACK BOX - SUPERHEAT
DATE & TIME: WEDNESDAY, 25 FEBRUARY AT 12:15
FROM SCREENING: THE GLORIOUS 80’S

** WAITING FOR LARRY (SE, 2016, 20’). A FILM BY MATIAS SJÖSTEDT **

KITCHEN CLEANING
WORKSHOP CLEANING

NORTHERN LIGHTING
STUDENT DESIGN AWARD 2015

Design me a lamp!

SUBMISSION DEADLINE
1 March 2015

AWARD
1st place: £1000

MORE INFO
northernlighting.com/award

IDEAS WORTH SPREADING
THE WEEK THAT WAS

@anderselis Utterpokjamal! #lifeatuid #highfive #berts
@deedeecarlson Sand pattern on laser cutting machine #lifeatuid
@jessicamw #perksofUmeå #outdoorhockey #lifeatuid
@jessicamw #FridayPub #Larsturns30 Letsdance #lifeatUID
@jessicamw #ChineseNewYear #lifeatUID

@tylermacdesigns Clay model finished. 3D scanned #lifeatuid #umeaclay #transportationdesign
@intheeyeofman Portfolio work = loss of life lust #lifeatuid #portfolio
@sonyaswan Har fotat min hårfönsmodell! #hairdryer#nike #flexible-siliconehandle #myfirst-modell #UID

ixD1 & APD1 Sound Design Presentations
@jessicamw #Roof-raising presentations by APD and APD1 #lifeatUID
@salkin64 Enjoying tutoring Sound Design students today! #lifeatuid

@tylermacdesigns APD x IxD presentations #lifeatuid
@martijnvandebroek Some well deserved drinks after an intense sound design course #lifeatuid

Dumpling-making for the Lunar New Year!
@jessicamw #Chinese-NewYear = 300 #dumplings made #lifeatUID
@jessicamw #dumplings #practicemakesperfect #ChineseNewYear #lifeatUID
@I_ay1a Happy Chinese New Year! 1st round with 300 dumplings #LunaNewYear #Dumpling

ixD2 presenting their degree project research

Happy B-day Lars! Friday Pub in honour of Lars (IXD1) turning 30!

Did you take some nice pictures?
Send them to wozzop@gmail.com
Apple's head designer Jonathan Ive says he struggles to hire young staff as schools are failing to teach them how to make products. Speaking at London's Design Museum last night, “I’ve attacked design schools for failing to teach students how to make physical products and relying too heavily on “cheap” computers. “So many of the designers that we interview don’t know how to make stuff, because workshops in design schools are expensive and computers are cheaper,” said Ive.

“That’s just tragic, that you can spend four years of your life studying the design of three dimensional objects and not make one.”

Ive said that students were being taught to use computer programs to make renderings that could make a dreadful design look really palatable. “It’s tragic, that you can spend four years of your life studying the design of three dimensional objects and not make one.”

On how design has changed since he was a student:

“I think the skills are essentially the same. I think it’s harder now. So many of the designers that we interview don’t know how to make stuff. Because workshops in design schools are expensive and computers are cheaper. A computer rendering can make a really dreadful design look palatable. “That’s just tragic, that you can spend four years of your life studying the design of three dimensional objects and not make one. It’s great if the ultimate result was to be a graphic image, that’s fine. But how on earth can you do that if you’re responsible to produce is a three dimensional object?”

On the creative process:

“I’ve been lucky enough to have been doing this for a while now. But I still think it’s the most extraordinary process. The way that it comes from nothing. When you step back and you think about it, it’s bizarre, that it’s Wednesday afternoon at 3 and there’s nothing. There is nothing at all. And then at 5, there’s an idea. You can distill that idea into a few sentences. It’s a very fragile process, because sentences are sometimes easier to mess up than an object.

The ideas aren’t the most difficult bit, “By the time we get to the end of the year, a small decision that you made right at the beginning defines an entirely different product. Particularly at the beginning of ideas, we have to have incredible discipline to listen really hard. To realise we can end up somewhere very different if we make these decisions. This is part of what I like about being involved in product design – it always starts off as a conversation and a thought. “I don’t know anybody who has just had an idea and then will stand off as a conversation and a thought. “I don’t know anybody who has just had an idea and then will stand off as a conversation and a thought. The way that it comes from nothing. When you make the very first physical manifestation of what the idea was, everything changes. It’s the most profound shift. Because it’s not exclusive any more. It’s not so open to interpretation. It’s there, and it includes a lot of people. The ideas aren’t the most difficult bit. It’s the actually making them real. Giving an idea body is very hard.”

On how design has been taught: The ideas aren’t the most difficult bit, “By the time we get to the end of the year, a small decision that you made right at the beginning defines an entirely different product. Particularly at the beginning of ideas, we have to have incredible discipline to listen really hard. To realise we can end up somewhere very different if we make these decisions. This is part of what I like about being involved in product design – it always starts off as a conversation and a thought.

“Make anything, any shape, but that’s just being bloody minded. You can’t make those decisions, you can’t read about it, you gain that experience by making.

“We’d made plastic power books and we wanted to make metal ones for obvious reason, because we could make them thinner and lighter and stronger. The forms that you could develop – it wasn’t just there’s a certain form in this material you could get away with – depending on the metal, certain metals when you bend them they bend in a very, very particular way. I don’t think you can be told, OK that does this, you need to do it yourself and really understand that. So hopefully the final product seems inevitable and just seems calm, because when you’ve done it right, there is a wonderful connection between the big idea, the form, the material and how you transformed the material into the final shape.”

On the biggest challenge for designers:

“I would say the priority is that we learn how to care and learn how to fail and that we’re prepared to screw up the work that we’ve done and throw it away even if we don’t know what we’re going to do instead. When I’ve explained to people before and said ‘well we screwed this up, we parked this,’ normally I can say ‘and look what we went on to do’.

“If it’s not very good we should just stop it, even if we’ve spent a lot of money trying to develop it. It’s scary, and we’ve been there on many occasions where you’ve spent this much money and I’m talking too loud to try and convince myself that it’s OK and it’s not. It’s one of the fantastic things that I feel so fortunate to work with a group of people who are very comfortable with that ‘yeah it’s not good enough we should stop doing this’ and we don’t talk about all the money we’ve just spent. Well, they might do behind my back.”

On how the students were taught:

“You can distill that idea into a few sentences. It’s a very fragile process, because sentences are sometimes easier to mess up than an object.

The ideas aren’t the most difficult bit, “By the time we get to the end of the year, a small decision that you made right at the beginning defines an entirely different product. Particularly at the beginning of ideas, we have to have incredible discipline to listen really hard. To realise we can end up somewhere very different if we make these decisions. This is part of what I like about being involved in product design – it always starts off as a conversation and a thought.

“I don’t know anybody who has just had an idea and then will stand up in front of a group of people and try to explain this vague thought. So it tends to be exclusive and fragile. When you make the very first physical manifestation of what the idea was, everything changes. It’s the most profound shift. Because it’s not exclusive any more. It’s not so open to interpretation. It’s there, and it includes a lot of people. The ideas aren’t the most difficult bit. It’s the actually making them real. Giving an idea body is very hard.”
STUDENT INTERVIEW

DISTANT STUDENT

Irfendy Mohamad

Class & Company:
Transportation Design.
Mercedes-Benz
Advanced Design

10 words or less about yourself:
Friendly and visionary.

Something most people don’t know about you:
I eat a lot and I enjoy diving without an oxygen supply.

An interesting fact from your country:
It’s a fascinating experience to have a full year of summer. And we have wonderful beaches and massive coral.

The New Black in TV/MOVIES
Adventure of Doraemon (Anime)

The New Black in SLANG
‘Bisai-bisai’ meaning ‘take care’ in Brunei Malay.

The New Black on THE WEB
http://www.laurentnivalle.fr/

LOCAL STUDENT

Sonya Swan

Class: BA1 Industrial Design

10 words or less about yourself:
To live my life I need lots of adventures and adrenaline kicks!

Something most people don’t know about you:
I didn’t even apply to UID I just walked in here.

The New Black in TV/MOVIES
This is one of my favorite short movies!
A ski and snowboard segment from Valhalla;
https://vimeo.com/77177549

The New Black in SLANG
It’s not new, but use it more and do what it says!
“Carpe diem”

The New Black in BOOKS/MAGAZINES
You should read the Kepler-books, they’re very good and breathtaking!