STAY IN THE LOOP

Prototyping the Future

INSPIRATION

http://www.frogdesign.com/ - Car body design: automotive design and engineering
http://uuid.io/ - Inspiration for designers since 2002
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

THE NEW BLACK

Shelagh Joyce McLellan 1x01

10 words or less about yourself:

Something most people don't know about you:
I have 13 different rubber ducks in my bathroom.

The New Black on the WEB:
http://theoatmeal.com/sopa was this week's highlight in the SOPA blackout.

The New Black in TV/MOVIES:
watching a TED talk a day instead. I recommend this one:

The New Black in QUOTES:
Good design begins with honesty, asks tough questions, comes from collaboration and from trusting your intuition.
— Freeman Thomas from http://quotesondesign.com/

THE WEEK THAT WAS

APD1
Atlas Copco presentation

INSPIRATION

THE NEW BLACK

Interested in designing the Wednesday lecture posters?!
Email: wozzop@gmail.com

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NEVER HAVE I FELT SO CLOSE TO ANOTHER SOUL AND YET SO HELPLESS ALONE AS WHEN I OOZE AN ERROR AND THERE'S ONE RESULT A THROAT BY SOMEONE WITH THE SAME PROBLEM AND NO ANSWER LAST POSTED TO IN 2003
3 TIPS FOR DESIGNERS:
Making People Love to Work with You

To be a great designer, you don’t only have to walk the walk, you also need to talk the talk. I’m a product development project manager with a small New York start-up in China and I love to work with creatives from around the world. Here is my very short list of the simple things every designer should do, to make working with development a wonderful experience.

1. Communicate Professionalism

Be Professional in all your communications. I’m South Korean and work in Chinese and English. When I’m working I want to understand you meaning so be precise, concise, and thorough in all your communications.

You don’t need to write like a prune, but when I read a long email with a lot of “you-know’s” I can’t help but tap my foot and wonder if you’re taking it seriously. It demonstrates your professionalism.

With experienced designers, communications are amiable, but short and to the point, so my advice, to look sharp, communicate professionally.

2. Be Detail-oriented

Detail. Detail. Detail. Detail. I love it and so should you. Detail demonstrates effort and you care about the project. You’d think it goes without saying but, oh, mer, no. I notice a lot of effort that goes into the overall aesthetics isn’t a lot of effort that goes into saying but… eh, mer, no. I notice that you care about the project.

Detail demonstrates effort and advice, to look sharp, short and to the point, so my communications are amiable, but with experienced designers, professionalism.

That’s when things started to break down and a good relationship went bad. The designer had a great concept but when he let communications lag before responding, was difficult to get on the phone, and generally didn’t make time until several days would go by.

My advice, never let anyone wait for your feedback. Send it or tell them when it’s coming. It makes a world of difference.

3. Be Proactive / On-top of it

Be a problem solver, engaged participant, or at the least, respond quickly to requests for feedback even if it’s a simple “got it, will send feedback tomorrow”. We’re all busy people but one thing that makes certain designers stand out to me is just general responsiveness. Especially when working remotely, this kind of character is well received.

One designer I worked with had a great idea for his design. I loved it and we decided to make a prototype. But there were some design issues that required research and collaboration.

That’s the kind of detail that needs to be specially noted so we can prioritize that in development.

I’m not a designer. I collaborate processes to bring sketches to real-life products. If I get a sketch or CAD that leave a lot of room for interpretation, that’s what you’ll get in the end - my interpretation. So get nitty-gritty. It will save on time, sample costs, and most importantly gets us collaborating, not talking past each other.

About the Author

Holly Kim is a Product Development Project Manager at Groupt, a New York based website for making and selling user-generated furniture.


THE “WHY” MANIFESTO

Having decided that my first contribution to the design community would not be a sterile technical article but something that could reach beyond our all-knowing-decision-taking cortex all the way down to the limbic system. I decided to share what has been my first “industry experience” as a student and design projects within a product design company based in Milan. Make no mistake, all this is just short introspective journey, a objective overview of happenings which hopefully would produce bespeak results for each reader, or so I hope.

First and foremost, if asked about the process of getting into a company, I will be straight forward there are thousands of students just like you or me or even better, who apply and do not get an answer. Why is that?

I can tell you from the “inside” the mass of applicants is overwhelming, and with time being a key factor in design, who would spare some for reviewing endless portfolios? Getting a placement or a job is more than sending an email, is more than making a phone call. I have heard some send cupcakes by post along with a somewhat inventive portfolio, but reality has shown me they usually end up in the bin, except the course of cakes.

Then how do we attract attention towards ourselves? What makes you better than others? I believe we developed a handicap of communication, whereas designers should have their professional nucleus in communication.

The medium on which you do it bears only half of the story. People gather around other people towards professional, meaningful interactions that seeks gathering people with shared beliefs, passion and visions towards professional, meaningful projects.

The last thing I want to talk about is reward. Passionate as you may be, Maslow’s pyramid of needs will always apply to you. Enthusias alone keeps you working until the inevitable downgrade on the scale of fulfillment happens. Platonic principles of working for the sake of the experience wear off quickly and it is a fact you must face early on. Reward is not only about money, but it should include a tangible outcome. Always negotiate your way into a form of reward. I believe that a company leader without such principles is not even worth considering as a future boss. As strange as it may seem, demanding reward in the right circumstances can even separately decide you from the servile student typology, and on the long term, may even give you a job. I close urging you to ask yourself over and over again, why? and eventually everything will fall into place.

About the Author

Julian C. Caraulani is a romanian Product Design student from Coventry University, UK. His design approach relies on a interdisciplinarity that seeks gathering people with shared beliefs, passion and visions towards professional, meaningful projects.

His website is [www.caraulani.com](http://www.caraulani.com) and e-mail [caraulanijulian@gmail.com](mailto:caraulanijulian@gmail.com). 

In “The Gracie Kendal Project” Kristine Schomaker investigates our obsession with the notion of the physical ideal through her own relation to her alternative ego Gracie Kendal, the Second Life avatar. The interaction between Gracie Kendal and Kristine Schomaker has resulted in virtual dialogues between the two, revealing the conflicts and even dependency of her dual selves, as well as the influences and impacts that one has upon the other.

“1000+Avatars” is an off-shoot project from “The Gracie Kendal Project”, however, in its own right. By documenting individual portraits of more than 1000 avatars in Second Life, the project bears testimony to the avatar constructions of our time, and witness to the unique composition of our desires in the pursuit of that construct.

Gracie Kendal/Kristine Schomaker is a new type of Second Life artist. Rather than pursuing the futuristic vision of the technological possibilities of the virtual, her projects firmly place themselves within social, historical and psychological contexts in which “[t]he avatar becomes a vehicle for personal and public reflection.”

Yoshikaze is proud to organize a presentation by Kristine Schomaker on 30 January, 2012. The presentation will be held from 4pm at HUMlab, Umeå University, via a Skype video connection with Kristine Schomaker in her location in Los Angeles.

Yoshikaze curator: Goodwind Seiling/Sachiko Hayashi. Yoshikaze is part of SL HUMlab activity.

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**PUB SIGNUP**

Do you have a great idea for a pub? Do you like music and good company? Everyone does! So be the first one to organize a pub in the new semester! Previously we have had everything from casual pubs to elaborate theme pubs with regional foods and drinks. Get together with classmates or other people in school and organize your own pub today. Money earned goes to Ställverket and therefore directly back to you as students in terms of being able to organize parties and other events during the study year.

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**CREDITS**

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

We love hearing from you!!