

DESIGN 301 | FORM AND FUNCTION

Fall 2019 | Monday - Wednesday | 11:15 - 1:30 | Marion Design Co. | Prerequisites - 100 & 200 DES Courses

PROFESSORS

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ASSIGNMENT 1A

EMPATHY

Examine the package. How it looks, what it does, what it is like to use it. Pay specific attention to how the package holds the object (protect), shows the object (communicates a story) and is an extension of the experience (so someone can keep the package or be able to up-cycle it).

Utilize a human-centered approach to consider the intended audience. How would IDEO or Bruce Mau examine the user's needs and wants?

Designers can have a power impact on all phases of the user experience. Often our involvement is limited to the duties of creating graphics and specifying materials. This project is meant to challenge your design muscles and give you an opportunity to think up and down the entire design process. Research and concept are as important as the form of the design.

AUDIT THE PACKAGE AND THE EXPERIENCE OPENING IT BY ASKING:

1. *How they are packaged (materials, pieces)*
2. *What do they look like? (graphics, patterns, words)*
3. *What was it like to open it? (steps, easy, hard, need other tools to open)*
4. *What are the problems? (too much, plastic, better materials, simpler, etc)*
5. *What's the potential? (goals, initial ideas, inspiration, etc)*

Record your thoughts, continue the process as a group and be ready to discuss your product.

NEXT:

Working in teams create a Persona Profile of an individual who might purchase the toilet paper brand assigned to you.

BEFORE NEXT CLASS

Summarize your findings from the Package Audit.

Complete the Persona Profile.

Read Green Graphic Design and Philosophy.

Be ready to discuss the assignments and reading.