2.744?
modern product design

experience

2.744?
happiness through designing design that make users happy

2.744?
2.744?
and after this class
I will be able to...

sketch and design experiences

make soft models

make prototypes

make digital models

design and make websites
and after this class
I will be able to…

critique
and after this class
I might have...

something real
INVENTION
a book for your ideas
inside you’ll draw and come up with your own ideas!
design your own cover for this book!
A page with a shadow of a dog. The text on the page is:

"You could use paper or aluminum foil."

"Did you make any improvements during or after building it?"

"Draw them!"

"How much stuff can it hold?"

"How could you use duct tape?"

"Write categories where you could use duct tape in the big bubbles."

"Write uses in the small bubbles."

There is also a drawing with the words "You can do it!" and a beaver character.
operation spy
deep space portal
deep space
deep space
deep space
mind blowing

light wall
mind blowing
fun! and good excuses to practice
design techniques
2.744 is not... design process
instructional focus

2.009 product development process

2.739 design is a process to manage

2.744 the act of designing
it’s about designing

user-centric

creative
user-centric

what's the big deal?

life experience

life

and death
user-centric

what’s the big deal?

the power to change lives

2.744 product design
user-centric design

XXX, XXXXXXX, XXXXXXXXXXX

2.744 product design
ASK OBSERVE EXPERIENCE
creative

yep. whatever.

which would you want?
creative

believe that things can change for the better!

quality of life
creative

believe that things can change for the better!
creative

believe that things can change for the better!
creative

iPhone 2007 to 2017
creative

quality of life

can you compete?

things *must* change for the better!
2.744 is...

thinking skills

user-centric, creative, technique-oriented

modeling skills

pencil  blue foam  illustrator  CAD  3d printing
grading/syllabus

Welcome to 2.744 2018!

Class is in 3-370, Tuesdays and Thursdays from 2:30-4PM
First class is Tuesday, February 6 at 2:30. See you there!

OF INTEREST (archives)
- are you ready to be a product designer?
- how to become a product designer
- trailers: what makes you want to watch
2.744 gallery

it’s stellar, but not on stellar!

http://web.mit.edu/2.744
grading/syllabus

project in teams of up to 6 individuals

75% of grade is individual work

http://web.mit.edu/2.744
why are we packed into this room?

thinking

practicing
what now?

it’s practice time!

symbols!
a challenging design problem!  2018 winter olympics
semantics

women’s only, bikini optional

family beach

silence is golden
semantics

meeting place
semantics
syntax

(a) 

(b)
syntax
syntax
syntax
usability
usability
symbol design

autonomous vehicle!
Design a generic symbol for “autonomous vehicle”.

You have a total of 40 minutes for the exercise. At the end of the 40 minutes we will pin up the class's work and discuss the results.

Assume that it will be viewed from a distance of at least 35 feet.

Lighting conditions may vary widely. The expected user group is culturally and linguistically diverse.

Your symbol must be produced on the provided 8.5x11 stock. Do not put your name on the front of the symbol (write it on the back, along with your username).

**Process suggestions**
If you are not familiar with the markers, spend a few minutes at the start playing with them.

I suggest that you spend 10-15 minutes generating high-level concepts on sketch paper.

Then, spend roughly 10 minutes refining design details for your top conceptual direction. You may want to do some experiments during this period.

Finally, spend 15-20 minutes producing your best idea on the provided stock.
what’s next?

Thursday
design for human use, bring laptop

for Tuesday
what’s in a name?

http://web.mit.edu/2.744
ASK
OBSERVE
EXPERIENCE

2.744 Product Design