2.744 ?
2.744 ?
modern product design

experience

2.744 ?
happiness through designing design that make users happy

happiness

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

- sketch and design experiences
- make soft models
- make prototypes
- design and make websites
- make digital models
- 2.744 product design
and after this class
I will be able to...

2.744 product design
and after this class I might have... something real

2.744 product design
INVENTION
a book for your ideas
inside you’ll draw and come up with your own ideas!
design your own cover for this book!
make a boat and float it in your bathtub or sink. you could use paper or aluminum foil
plan it out here:

how much stuff can it hold?
did you make any improvements during or after building it?
draw them!

how could you use duct tape?
write categories where you could use duct tape in the big bubbles
write uses in the small bubbles
operation spy
deep space portal
deep space
deep space
deep space
mind blowing

light wall
all good excuses to practice

design techniques
2.744 is not... design process-centric
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

2.744 product design
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, xxxxxxxx, xxxxxxxxxxxxx

2.744 product design
ASK OBSERVE EXPERIENCE
creative

yep. whatever.

which would you want?
creative
yep. whatever.

quality of life

2.744 product design
creative
yep. whatever.
creative
yep. whatever.
creative
yep. whatever.
quality of life
can you compete?

2.744 product design
creative
it’s a big deal!

2.744 product design
can you compete?
2.744 is...

thinking skills

user-centric, creative, technique-oriented

modeling skills

pencil  blue foam  illustrator  CAD  3d printing
grading/syllabus

project in teams of up to 5-6

75% of grade is individual work

http://web.mit.edu/2.744
what now?

it’s design time!

2.744 product design
for what?
symbol!

caucus
for what?
symbol!
fear!
Design a generic symbol for “fear”.

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 viewed from a distance of at least 30 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