

A Manifesto for Design Innovation

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Short Description: This short course has been developed from a program devised by the TED team for Konstfack University of the Arts, Crafts and Design in Stockholm, Sweden. Students are encouraged to create their own 'Manifesto for Design Innovation', to include prototype production as demonstration of the manifesto within their practice. The life-cycle of a product is key to understanding how to use design to improve its impact in material, social and economic contexts. THE TEN strategies and tactics for sustainable design are offered as a framework for both philosophical development and practical action, transforming theories into actions as 'thinking through making'. Students are encouraged to find an individual direction, including sustainability, within a professional, real-world context.

Audience and Space:

- A participating group with an established personal practice, able to work independently and collaboratively, able to participate in a six-week project
- Access to making/workshop resources every day between weekly events
- A seminar space, available one day per week for six all-day events & tutorials
- Access to Internet resources.

Duration: 6 Weeks, plus pre-presentation & post-evaluation events.

What happens?: Students reflect on their practice through the lens of The TEN sustainable design strategies. They develop a MANIFESTO for individual practice, which is then refined to become the basis of the production of prototypes.

Each student produces a 'ZINE' with diagrams of their innovative prototypes, design thinking and a personal manifesto, as text and image for dissemination in the wider contemporary context.

Equipment Needed: Whiteboard, digital projection, laptops.

Workshop Questions:

- What are the key elements of your personal practice?
- How can the key elements be devised as a design research question?
- How can The TEN strategies be used to analyse your question?
- How can you transform your question into a design brief including sustainability?
- How can you overcome the barriers to carrying out the brief?
- How can your theory be developed into practice?
- How can you demonstrate your personal philosophy in a manifesto?
- How does your critical practice reflect your manifesto statement?

Post Workshop Analysis:

The delivery team offers feedback on individual student practice and future potential development. The team maps and, with agreement, disseminates student design activity to inform greater sustainability in fashion. Group discussion enables the delivery team to reflect on student assessment of the programme to ensure its relevance.

Feedback: Please feedback to the TED team, ted@chelsea.arts.ac.uk

Timeline

Suggested Timings: The course begins with a presentation by the Team of the rationale and design relevance of The TEN.

Week 1: Students present their existing practice in 'Pecha Kucha' format & group discussion of the TEN strategies, examined for personal relevance.

Week 2: Students present a personal practice statement revised as a research question & a personal manifesto.

Week 3: Participation in immersive workshops to refine & extend individual design development.

Week 4: Presentation of a 'personal code' relevant to THE TEN strategies is translated into practice in sample form.

Week 5: Presentation & discussion of prototype development.

Week 6: Launch individual manifestos in a compilation Manifesto ZINE & Pop-Up Exhibition.

Including:

Weeks 1 – 6: Workshop & studio access for making work & collaboration.

Post-course participation in evaluation process & peer review