

DESIGN PRINCIPLES @ HKUST



Carmen Ng

Creative Lead

- Worked at Media Company *JM Network*
- Been working in the design and creative industry in *Canada, United Kingdom* and now based in *Hong Kong*
- Been working on numerous advertising campaigns, design projects, video works and new media jobs
- Came from a Fine Arts background, as well as a Design background



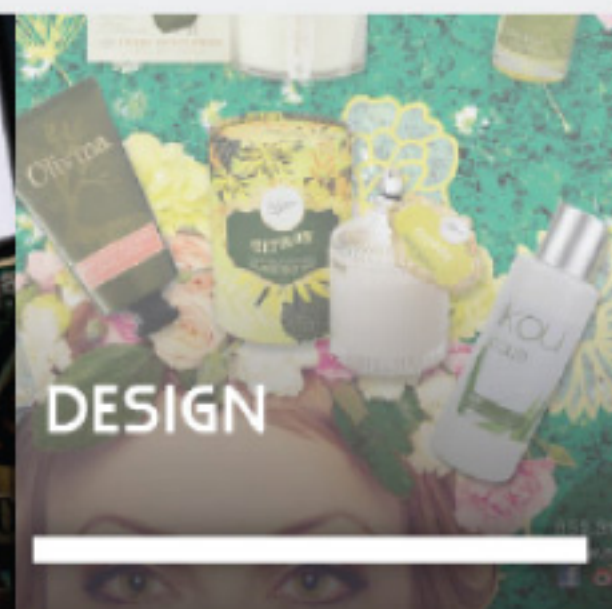
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LED SUPPLY & INSTALLATION



OUTDOOR MEDIA



DESIGN



MARKETING SOLUTION

OUTDOOR MEDIA

We operate the largest outdoor LED media network.



CTV

- Largest LED billboard in Tsim Sha Tsui targeting locals and tourists
- Surrounded by shopping malls and 5-star hotels



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Transformers 4



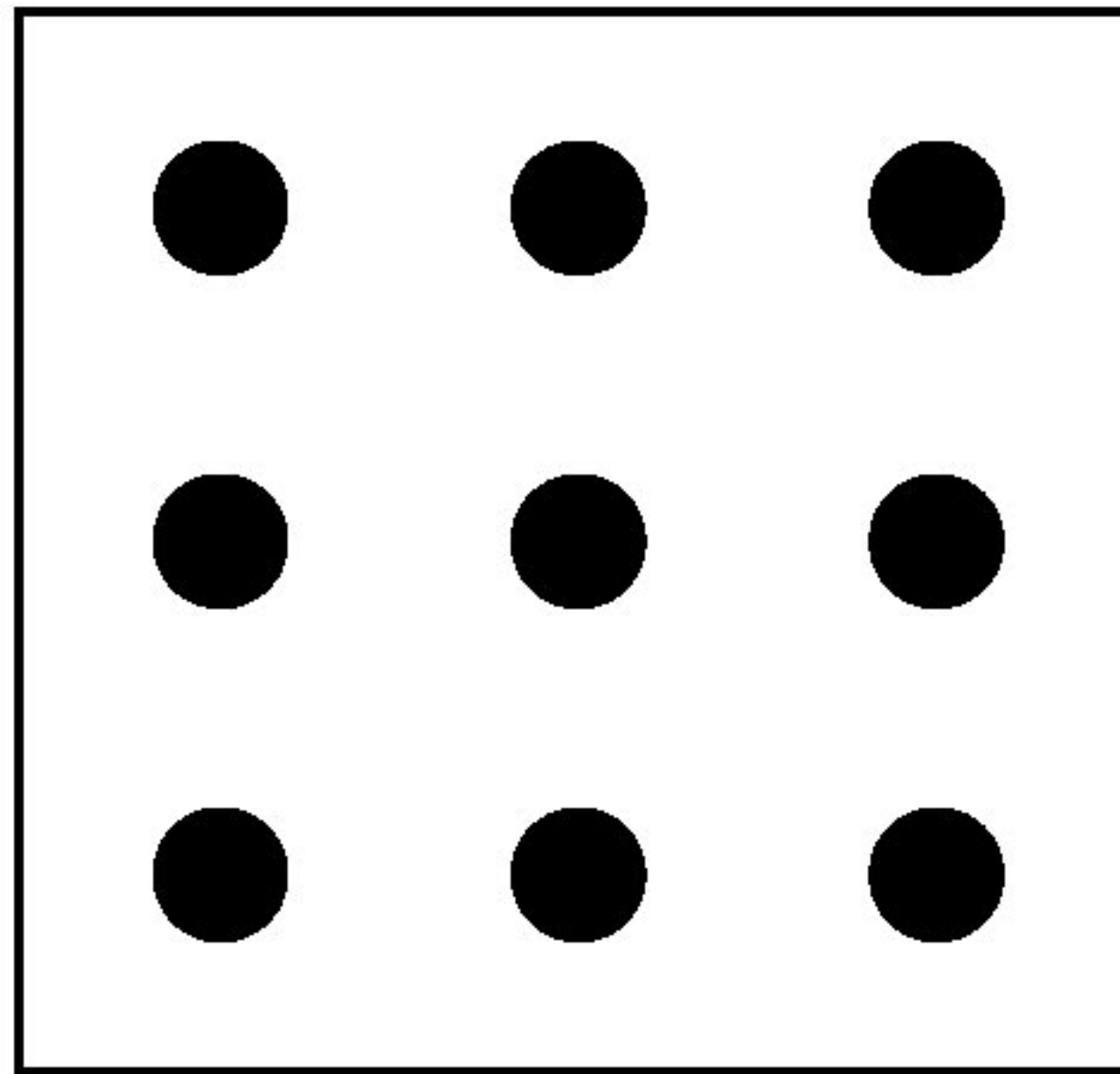
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CREATIVE THINKING

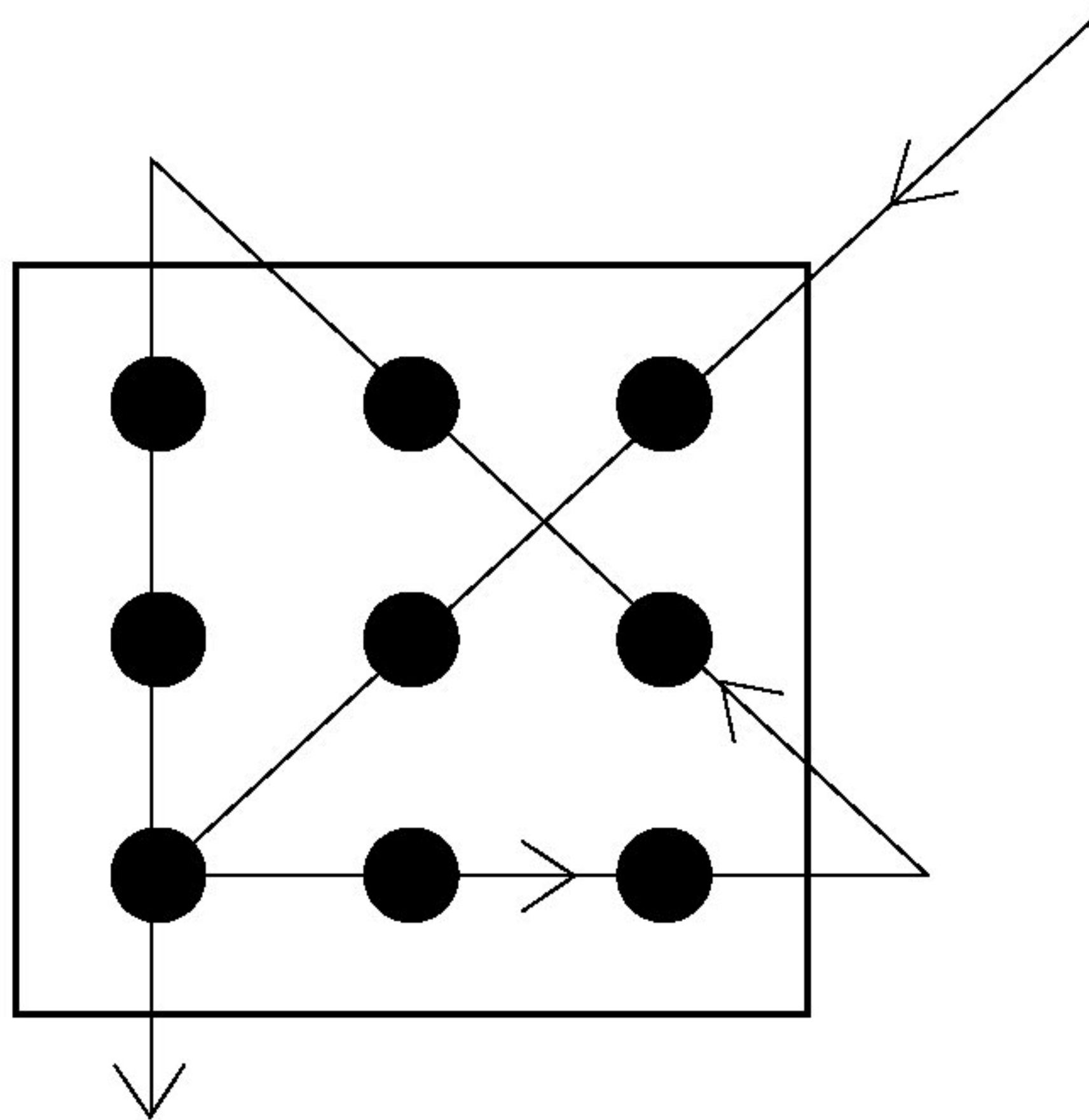
Exercising your brain



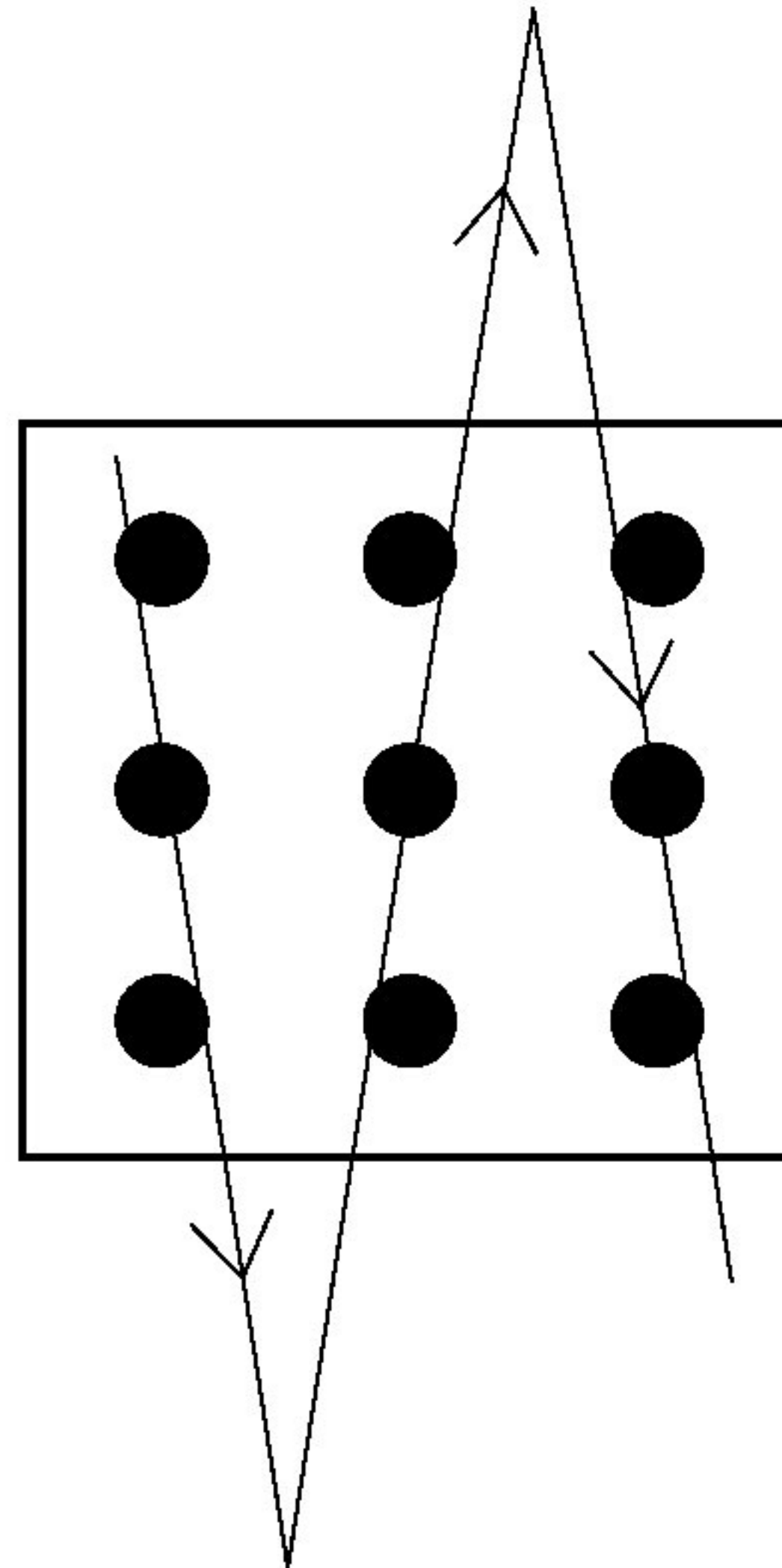
The problem: Draw four straight lines through the nine dots without retracing and without lifting your pen from the paper



Solution: Draw outside of the box



Solution2: Break the rule!!



WHAT IS DESIGN

It's all about the
BIG IDEA



Hong Kong Design Centre (HKDC) see Design is....

- “...It defines ‘design’ as the **link** between **creativity** and **innovation**, an integral part of all business, multidisciplinary **value creation tool**”

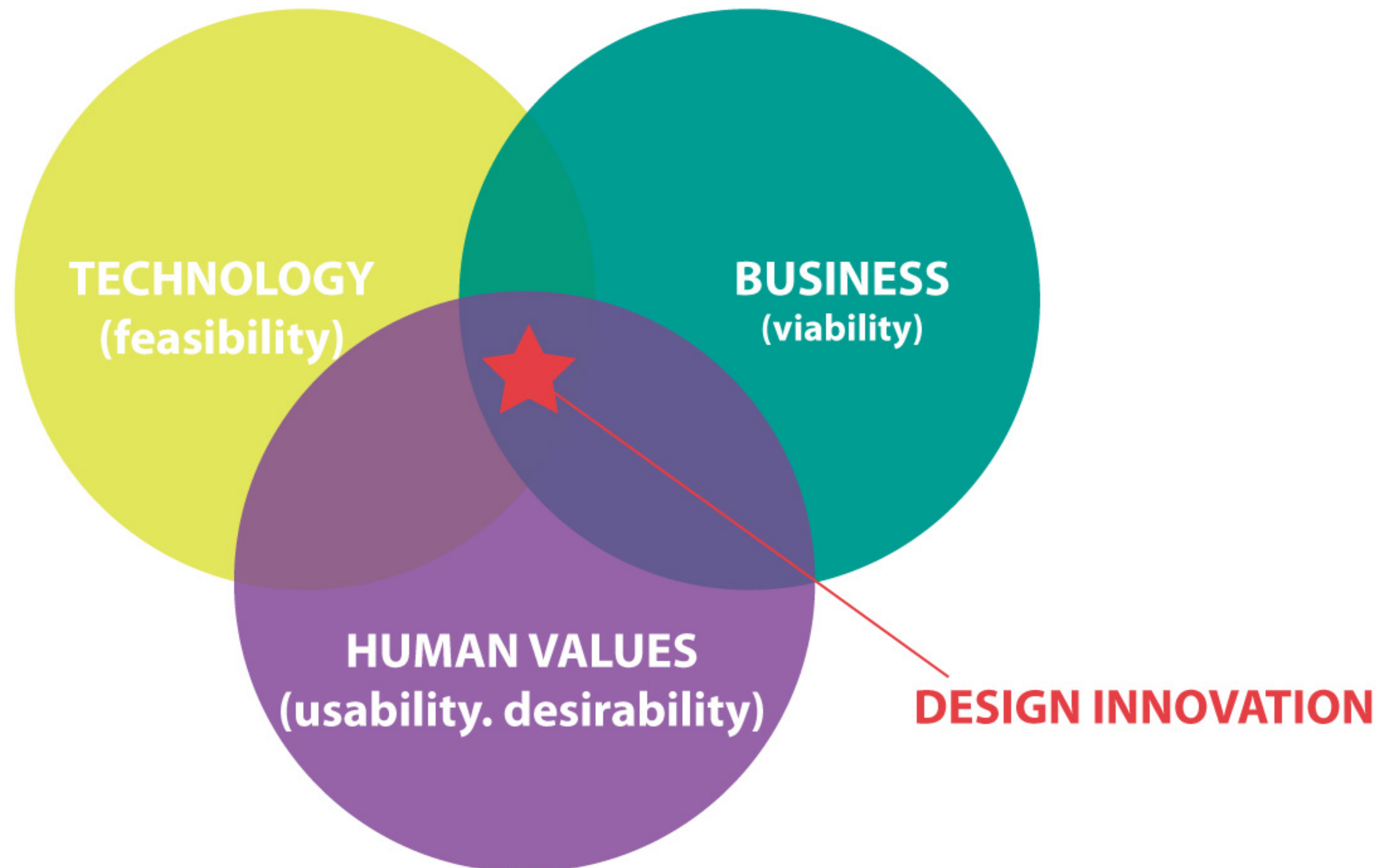


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Definition from Institute of Design at Stanford



TECHNOLOGY

- Engineering Analysis
- Statics & Dynamics
- Electronics & Mechatronics
- Programming Methodology
- Bioengineering
- Materials
- Thermodynamics
- Chemical Engineering

Manufacturing

- Manufacturing Technology
- Manufacturing Process
- Supply Chain Management
- Repaid Prototyping

BUSINESS

- Accounting
- Finance
- Economic Analysis & Policy
- Marketing
- Operations
- Information Technology
- Entrepreneurship
- Competition and Strategy

Interactivity

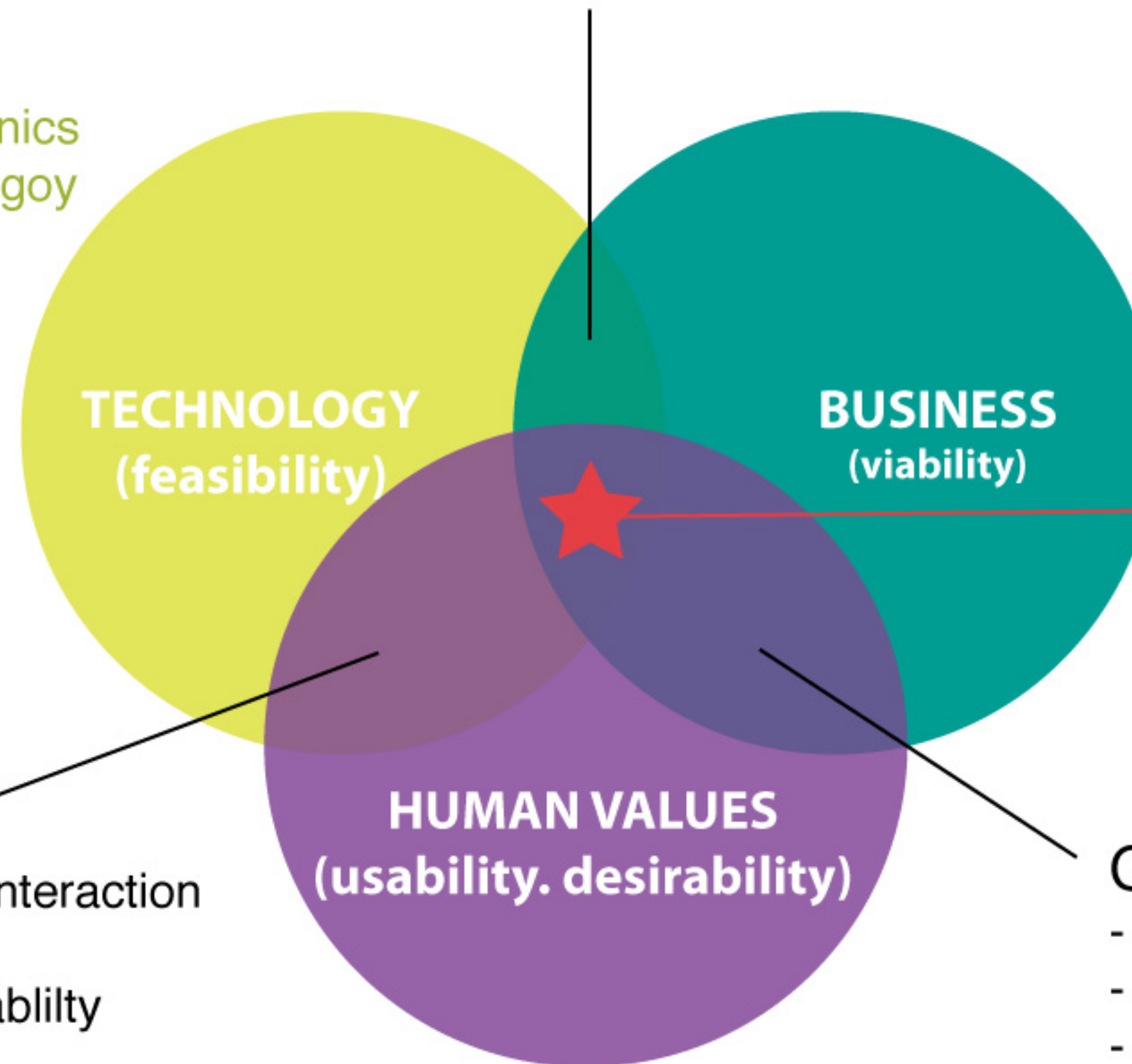
- Human Computer Interaction
- Visual Thinking
- Design for Sustainability
- Aesthetics & Form

Organizational Behavior

- Management & Teams
- Human Resources
- Organizational Dynamics
- Negotiation

HUMAN VALUES

- Psychology
- Anthropology
- Sociology
- Ethnography
- Need-Finding



DESIGN INNOVATION



Example: Designing a door



1/ What is this door for?

- Who
- Where
- Usability



1/ What is this door for?

- Who
- Where
- Usability, Desirability



Human Values



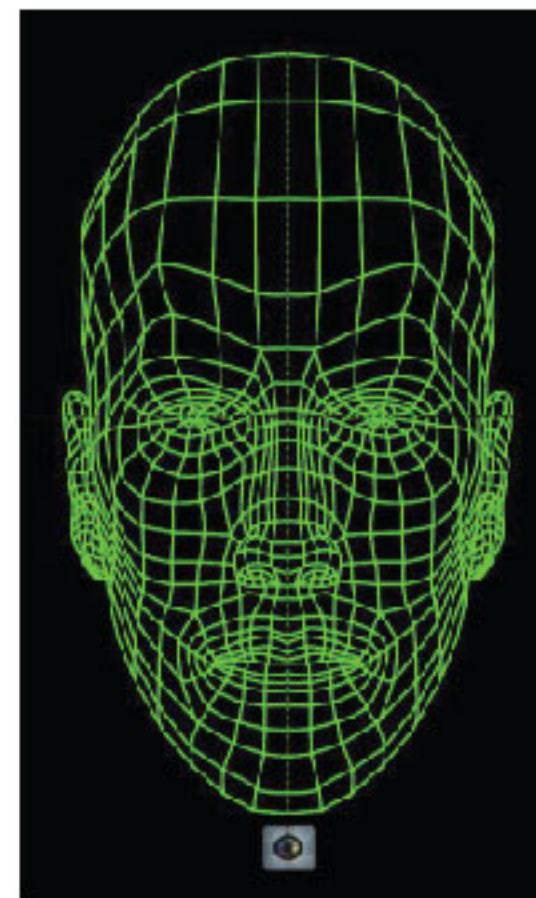
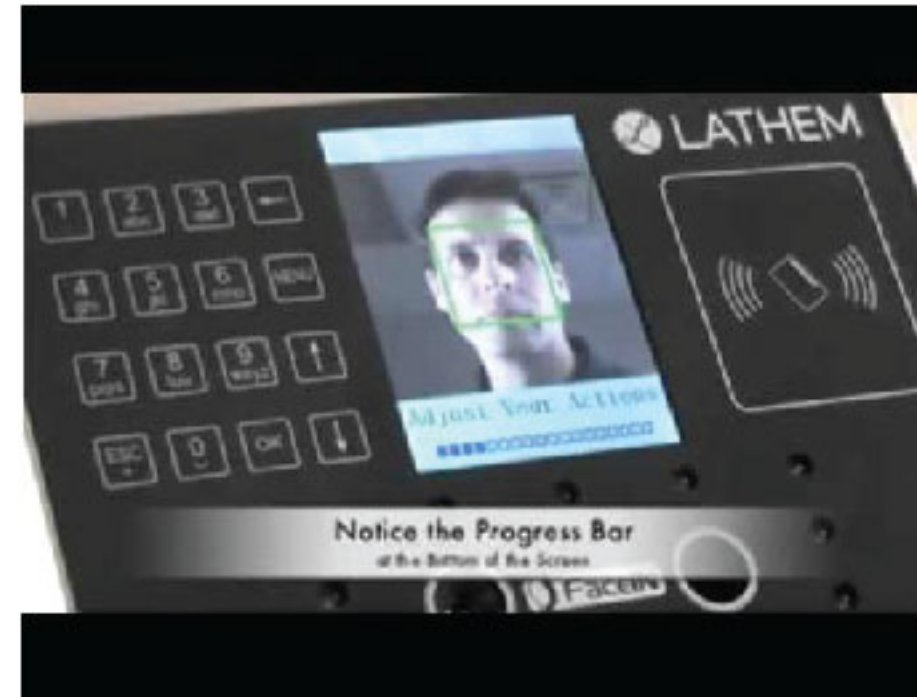
2/ Let's say a **Prison Door**.

- What material
- What technology
- Feasibility



2/ Let's say a **Prison Door**.

- What material
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Technology

<http://www.youtube.com/watch?v=S7mut5bngao>

3/ Now, let's manufacture it.

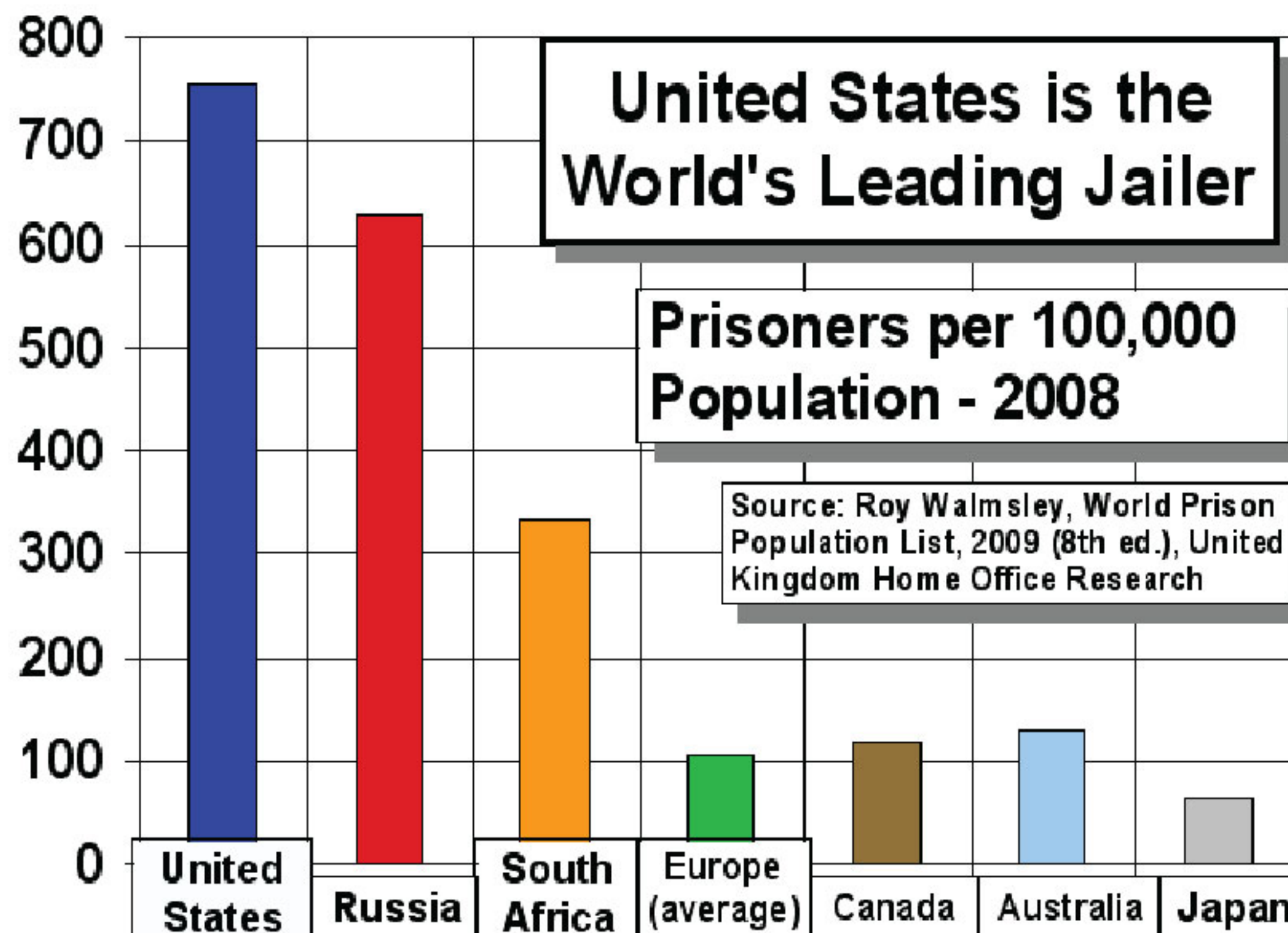
- Budget
- Timeline
- Viability



3/ Now, let's manufacture it.

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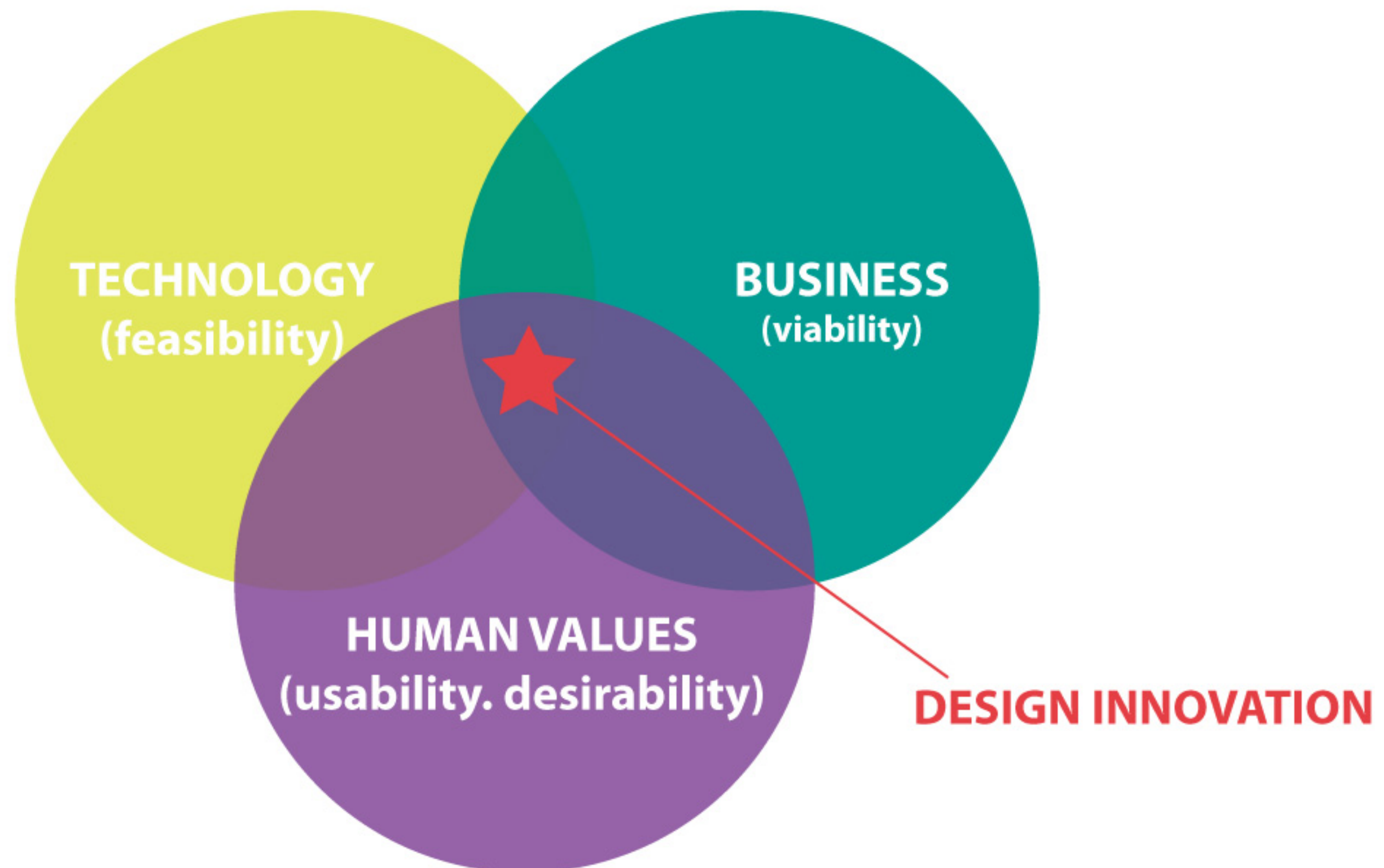
Business



Up to 2012, there are **4,575 prisons** in operation in U.S.A



“Design thinking is the glue that holds these disciplines together.” - Institute of Design at Standard.



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Good Design

- could be pretty, but shouldn't be purely aesthetic; should serve a purpose, but shouldn't be wholly analytical or functional too.



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- A HOLISTIC APPROACH



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Good Design

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- **A HOLISTIC APPROACH**

- It **COMMUNICATES, EFFECTIVE and CREATIVE** at the same time.



DIFFERENCE BETWEEN ART and DESIGN



Artists and Designers both create
visual compositions, but their **REASONS**
(or the purpose) for doing so are different.



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Man and Woman, 1958, by Picasso



Man and Woman, some toilet signs



ART

- Artists create art to share **FEELINGS**
- Different people could have different interpretations of the art piece.

DESIGN

- Always starts with an **OBJECTIVE**, a goal.
- Always has a message to deliver. So the fundamental purpose of design is to **communicate a message** to the target audience.



Art? Design?



Art? Design?



Art? Design?



Art? Design?



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Art? Design?



DESIGN THINKING

how to produce
a good design



IDEO (“eye-dee-oh”) is an award-winning global design firm that takes a human-centered, design-based approach to helping organizations in the public and private sectors innovate and grow.



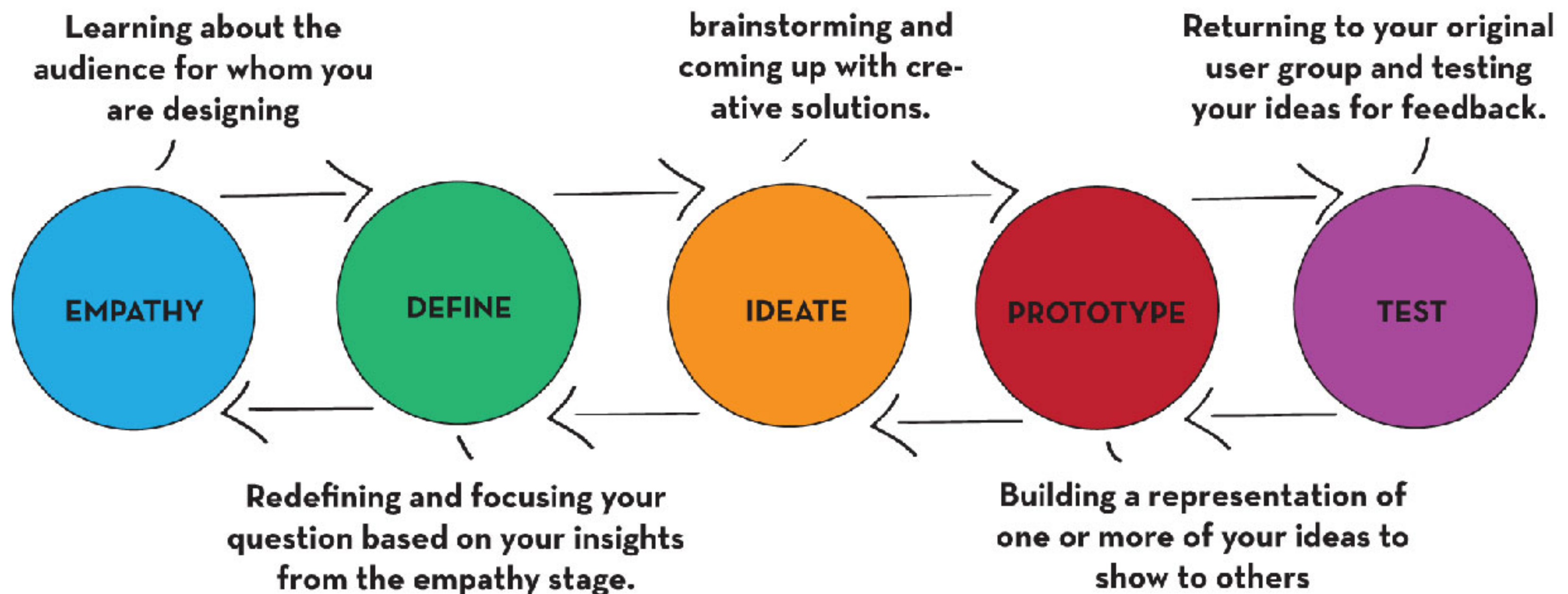
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5 step design process:

- 1/ Empathize (to understand)
- 2/ Define (to define problem)
- 3/ Ideate (to create)
- 4/ Prototype (to present)
- 5/ Test (to review)



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Example: Magnetic Resonance Imaging (MRI)



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Target: Children

Problem: Stay completely still while scanning

Objective: Use design to solve this problem

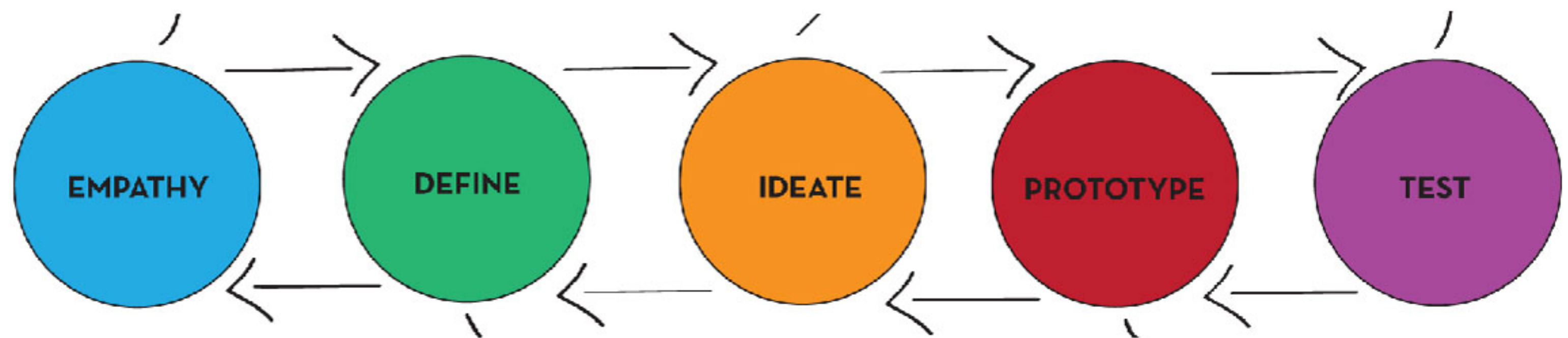


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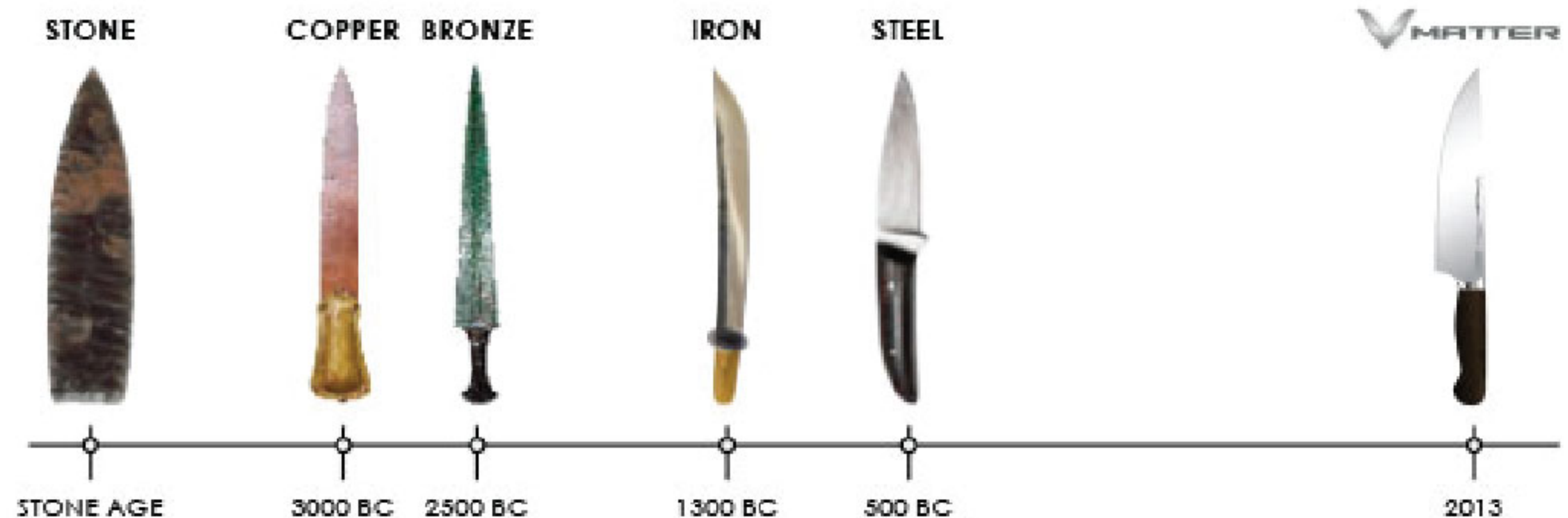


DESIGN & TECHNOLOGY



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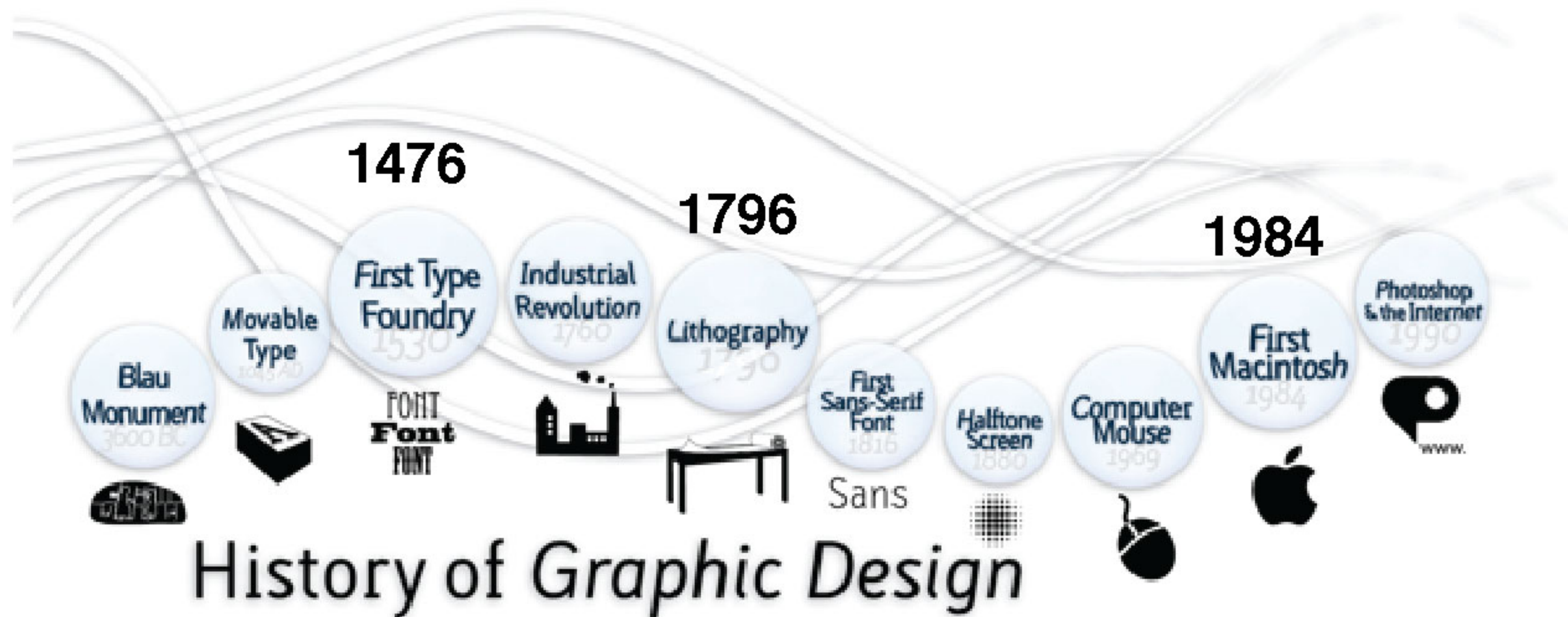
To keep pace with change, technology becomes a key factor for design.



**VMatter Cutlery -
Use metal that's
invented by NASA**



Improvements to **technology** have historically directly resulted in changes to **graphic design**

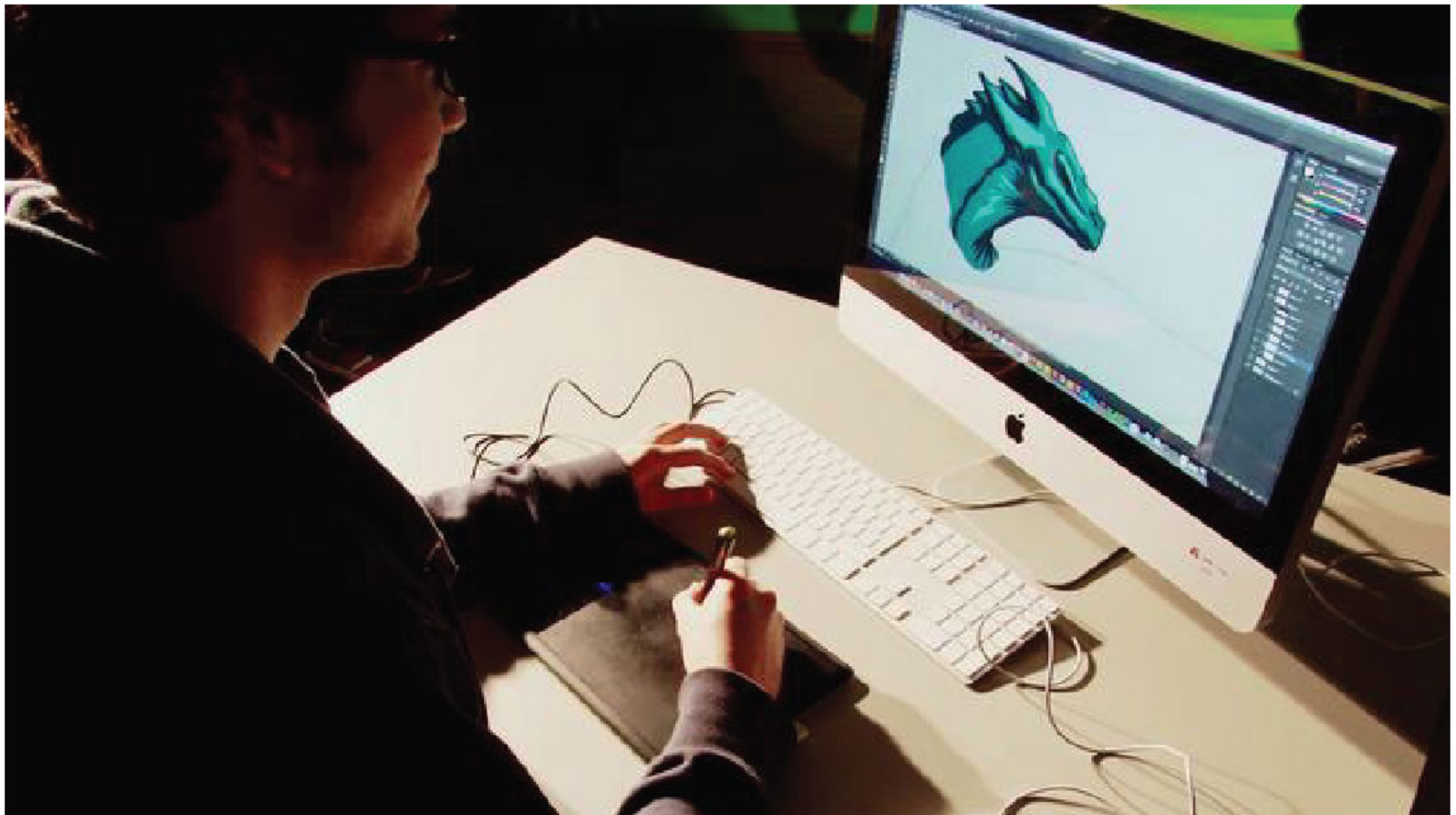


What about **NOW**?



What about **NOW**?

DIGITAL MEDIA & MULTIMEDIA DESIGN



Multimedia design example:

Coke Zero's Interactive Campaign 2015



THANK YOU



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