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The Relationship Between Designing and Making, and Creative Design Processes that Could be Used in Second Level Education.

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John Walsh

Furniture + Product Designer

Owner at Made*, www.made.ie

Lecturer at DIT, www.dit.ie

Past President, 2012 - The Institute of Designers in Ireland, www.idi-design.ie

john.x.walsh@dit.ie | john.walsh@made.ie

Professions that exist...

Aircraft Buyer

Almoner (one who distributes alms)

Bacon Curer

Kissagram Person

Mobile Disco Owner

QUICK QUOTE

FULL QUOTE

PAYMENT

About your car

Edit

Your Driving History

Edit

About You

Gender:

Male Female

Date of birth (dd/mm/yyyy):

Country of birth (start typing and then select from the list):

Occupation (please select the occupation closest to yours from the list):

--Please Select--

Email address:

Do you wish to include additional drivers, over the age of 25, on the policy?

- Airport Groundstaff
- Airport Maintenance Staff
- Airport Police
- Alarm Installer
- Almoner
- Ambulance Crew
- Ambulance Driver
- Amusement Arcade Owner
- Amusement Arcade Worker
- Anaesthetist
- Animal Breeder
- Animal Trainer
- Antique Dealer
- Applications Programmer
- Arbitrator
- Archaeologist
- Architect
- Archivist
- Army or Armed Forces
- Art Critic

[< Back To Quick Quote](#)

Your Quote: 6C3 2B4

[Call me about this quote](#)

Help

Please indicate your primary occupation. Start typing the first two/three letters and select from the list that appears. If your occupation does not appear please try again with a different description to find the nearest match.

Professions that don't exist...

Product Designer

Furniture Designer

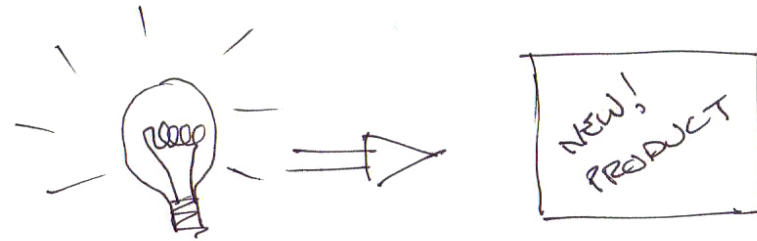
Why does this matter?

Design is Important

Why is Design **Important**

Of course Design is important **socially** and
culturally

Design is important economically



Product and Industrial Design

By turning ideas into products, Product and Industrial designers play a crucial role in enabling Irish companies to compete in existing markets, and even open up new ones.

By creating new and innovative products to export, our Product and Industrial designers are key players in helping Ireland grow its economy, re-establish its manufacturing industry, generate tax revenue and create jobs.





Some of our work

A testament to 21 years of experience

All

Innovation Services

Idea Generation

Product Design

Medical Design



Budweiser
Tap Marker



Carlsberg
Double Tap Marker



ACT
Access Control Keypads



Vasorum
Arterial Closure Device



Philips Respironics
V60 Respirator



Punch
Max 2 Shoe Shine



Soteira
Kyphoplasty System



Ash Technologies
Crystal Portable Magnifier



Our Work

We regard every project as an opportunity to create something amazing, to design new tools to enrich people's lives and to build solid business and brand equity for our clients.

View by Categories

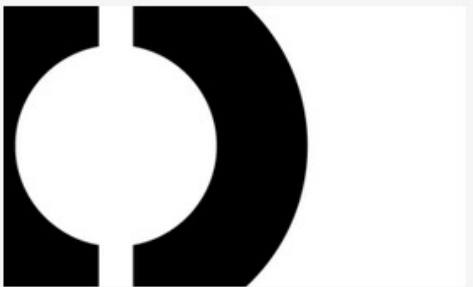
- Brand
- Consumer Electronics
- Lifestyle
- Medical
- UI
- [View all Categories](#)



Calor Mini BBQ
Parklife
Brand, Lifestyle



UE Boombox
Spirit of Music
Consumer Electronics, Lifestyle



Corning Cables
Leveraging heritage
Brand, Consumer Electronics



JeNu Skincare System
Bringing beauty to the skincare industry
Brand, Consumer Electronics, Lifestyle, Medical



Fabric Folio



Ultrathin Keyboard Cover for iPad





ENIGNUM

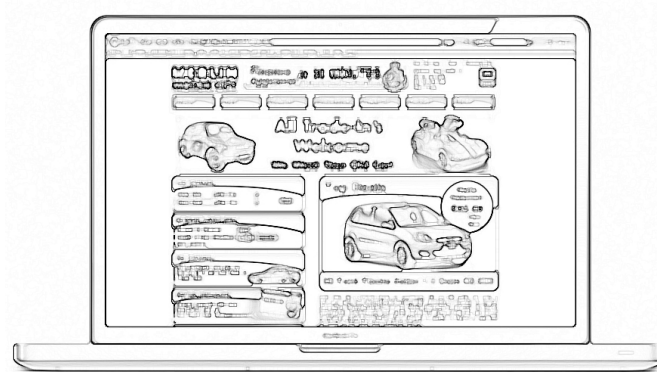
Joseph Walsh 2009



Graphic and Brand Design

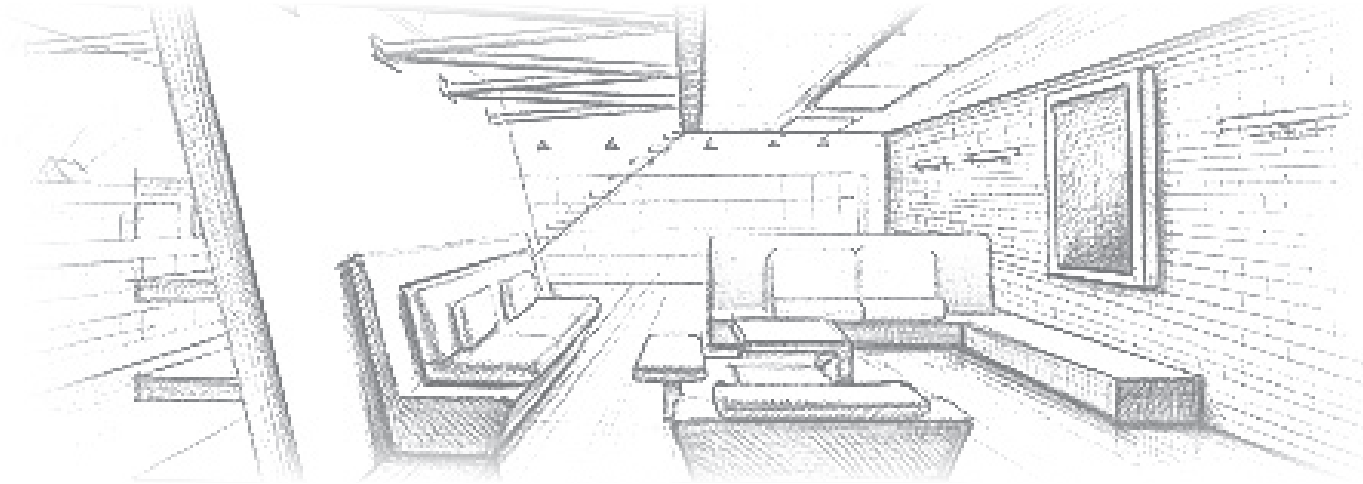
By creating professional and recognisable brands, corporate identities, and packaging, our Graphic Designers are helping Irish companies and products stand out on a global stage. Graphic Designers enable small companies to grow and reach new markets through high quality communication and advertising in print and other media.





Web Design

Our Web Designers are creating professional, memorable and engaging online representations of our companies, opening them up to wider markets and potential customers from all around the globe. Web Designers are crucial in promoting Ireland's image as an Innovative and Tech Savvy country and a centre for Information Technology.



Interior Architecture and Design

Interior Architects and Designers have made a significant contribution to our tourism and retail industry by designing some of the best hotels, shopping experiences, visitor centres and tourist attractions in the world. Moreover, they have designed inspirational workplaces and corporate headquarters for our many multinational corporations.

“Countries that wish to increase their competitive advantage have turned to design as a mechanism to add value to the goods and services that their indigenous companies produce”

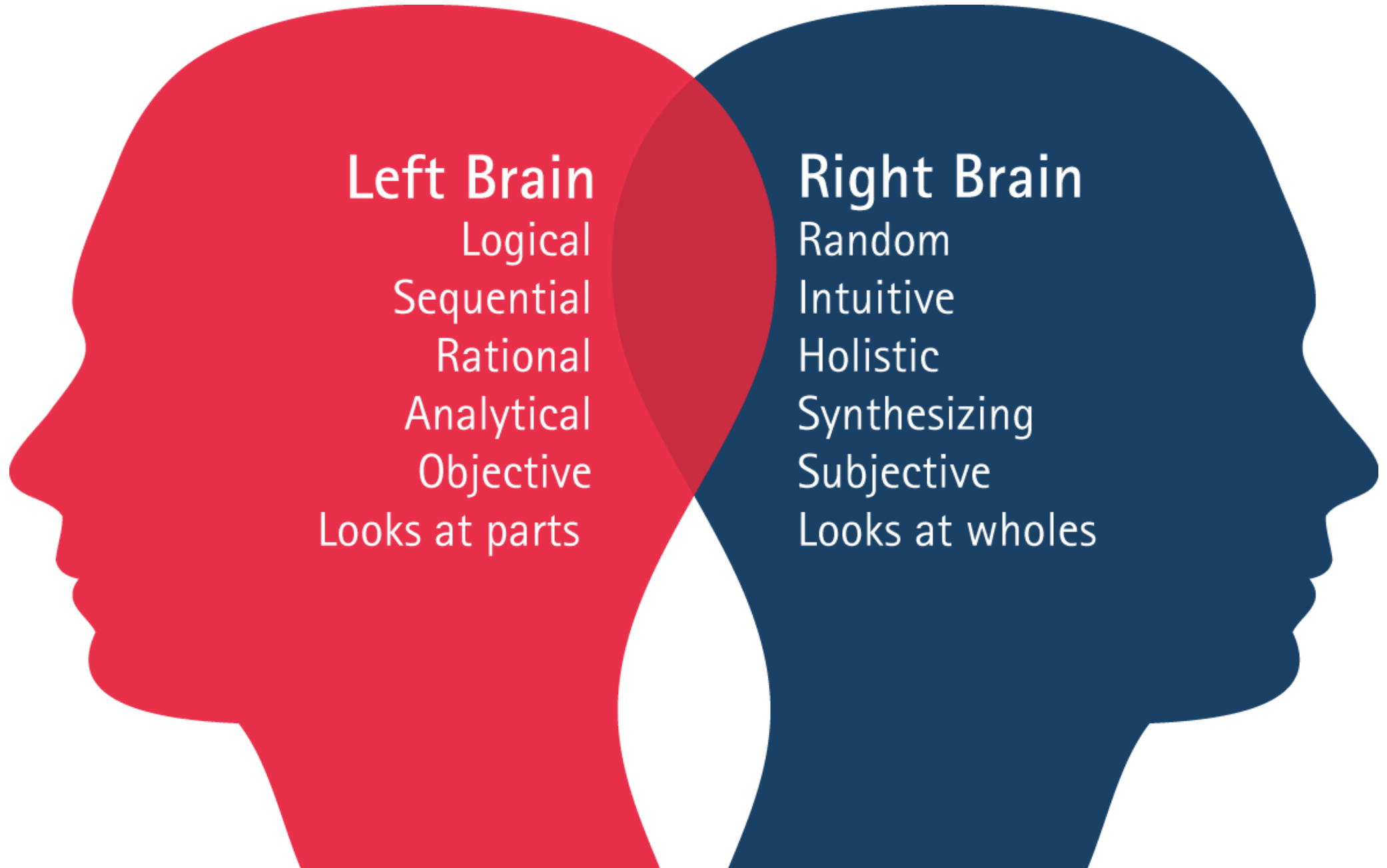
A Study of the Design Services Sector on the Island of Ireland

“There is a close correlation between the use of design and the success of individual businesses as well as the competitiveness of entire countries.”

A Study of the Design Services Sector on the Island of Ireland

Back to design at Second Level...

Where do designers come from?

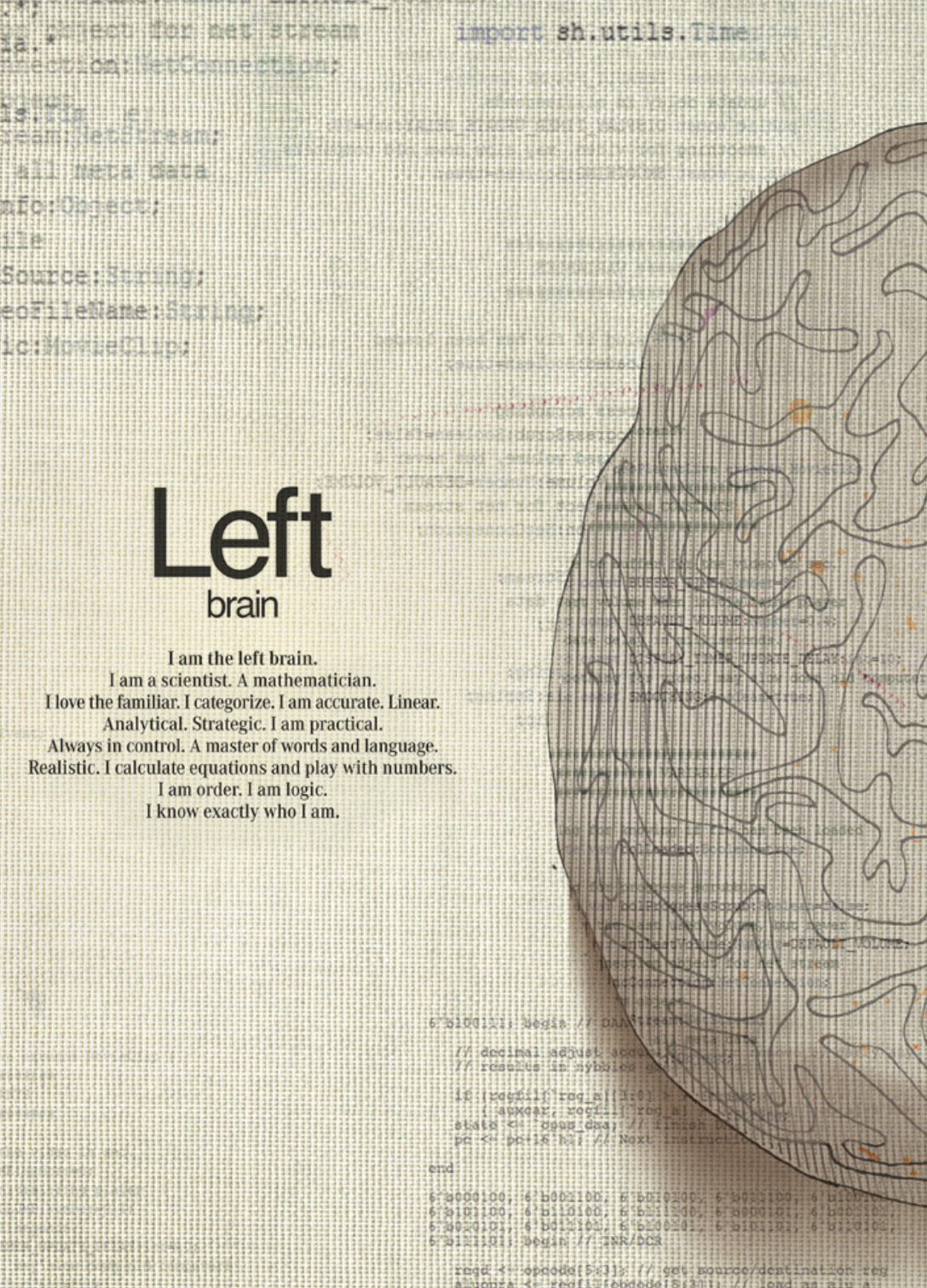


Left Brain

Logical
Sequential
Rational
Analytical
Objective
Looks at parts

Right Brain

Random
Intuitive
Holistic
Synthesizing
Subjective
Looks at wholes



Left brain

I am the left brain.

I am a scientist. A mathematician.

I love the familiar. I categorize. I am accurate. Linear.

Analytical. Strategic. I am practical.

Always in control. A master of words and language.

Realistic. I calculate equations and play with numbers.

I am order. I am logic.

I know exactly who I am.



Right brain

I am the right brain.

I am creativity. A free spirit. I am passion.

Yearning. Sensuality. I am the sound of roaring laughter.

I am taste. The feeling of sand beneath bare feet.

I am movement. Vivid colors.

I am the urge to paint on an empty canvas.

I am boundless imagination. Art. Poetry. I sense. I feel.

I am everything I wanted to be.

Is this
where
Design is?



Right brain

I am the right brain.
I am creativity. A free spirit. I am passion.
Yearning. Sensuality. I am the sound of roaring laughter.
I am taste. The feeling of sand beneath bare feet.
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I am the left brain.
I am a scientist. A mathematician.
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Analytical. Strategic. I am practical.
Always in control. A master of words and language.
Realistic. I calculate equations and play with numbers.
I am order. I am logic.
I know exactly who I am.

utils.Time

```
    for (var i = 0; i < this.length; i++)  
        this[i] = this[i].replace(/ /, '');  
    return this;  
};
```

```
    // ...  
    // ...  
    // ...
```

```
    // ...  
    // ...  
    // ...
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    // ...  
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    // ...  
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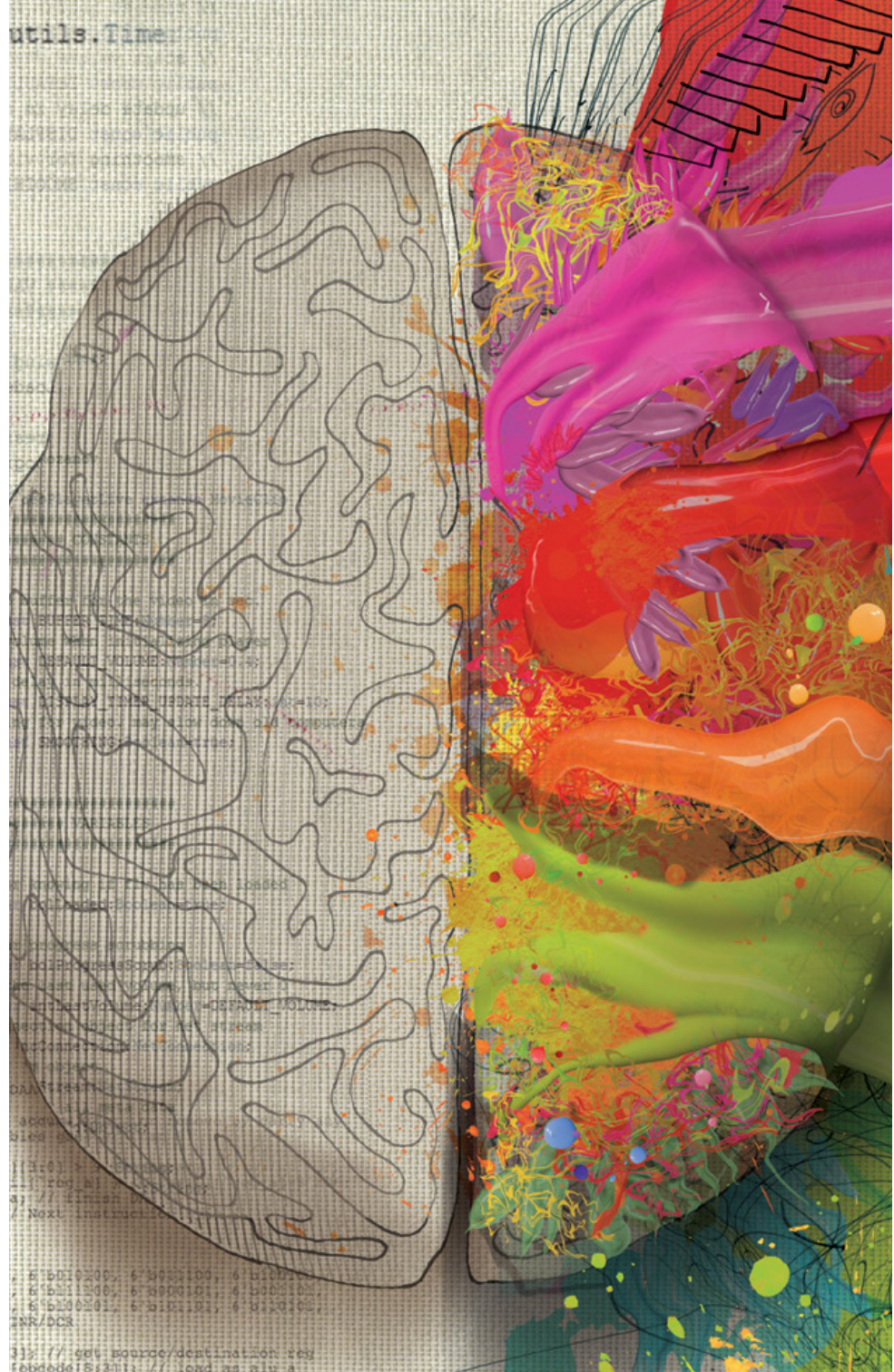
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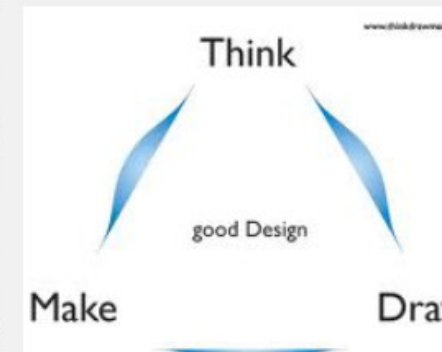
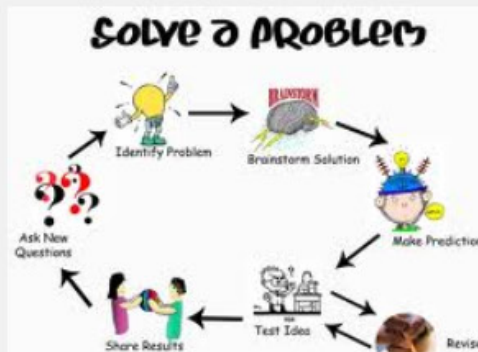
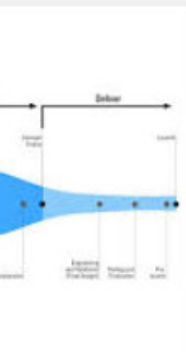
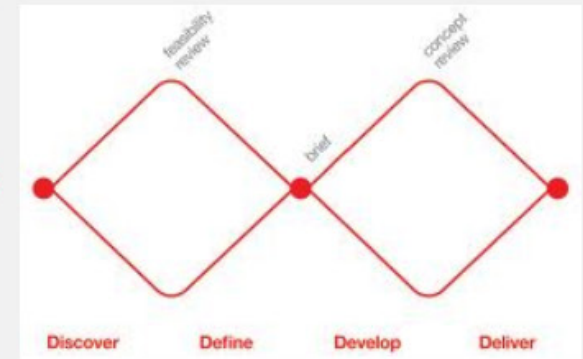
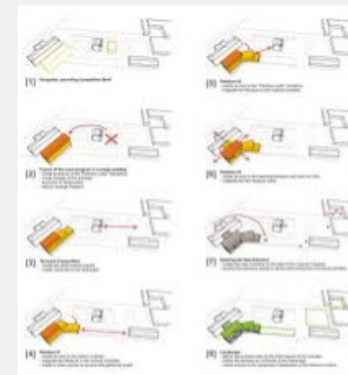
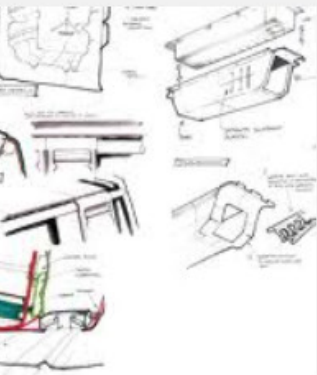
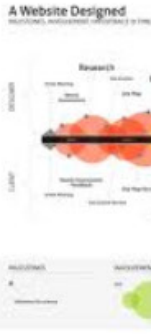
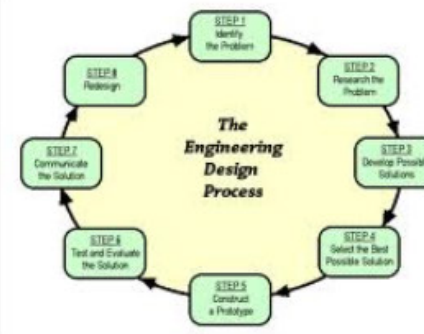
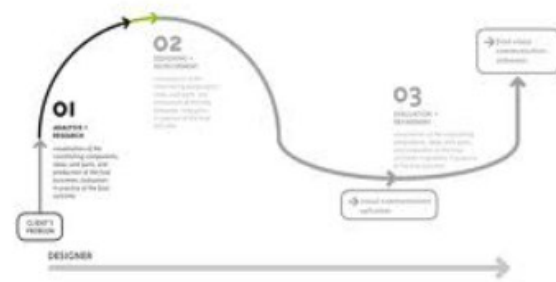
```
    // ...  
    // ...  
    // ...
```

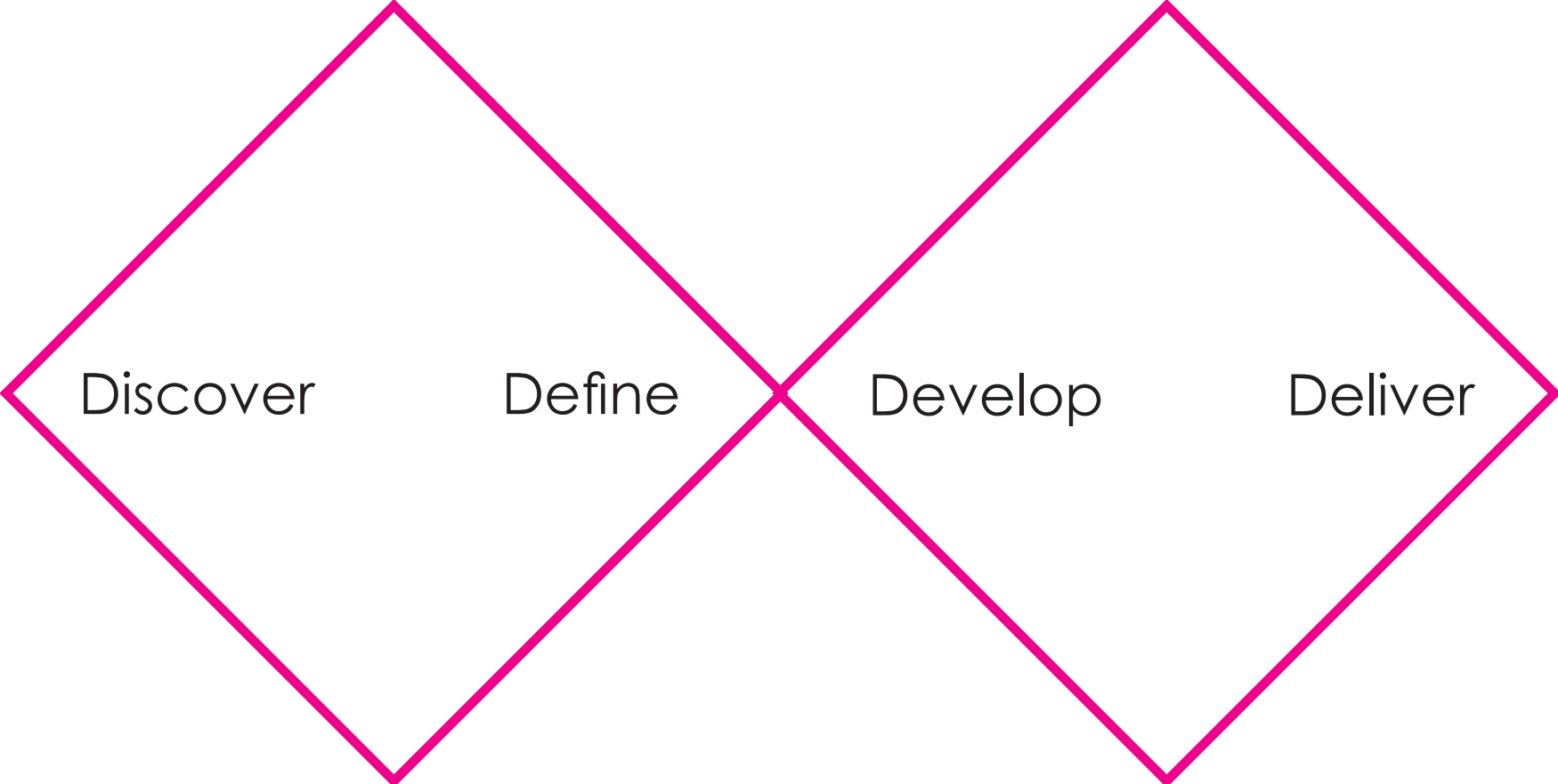
```
    // ...  
    // ...  
    // ...
```





Outcome-centred design process



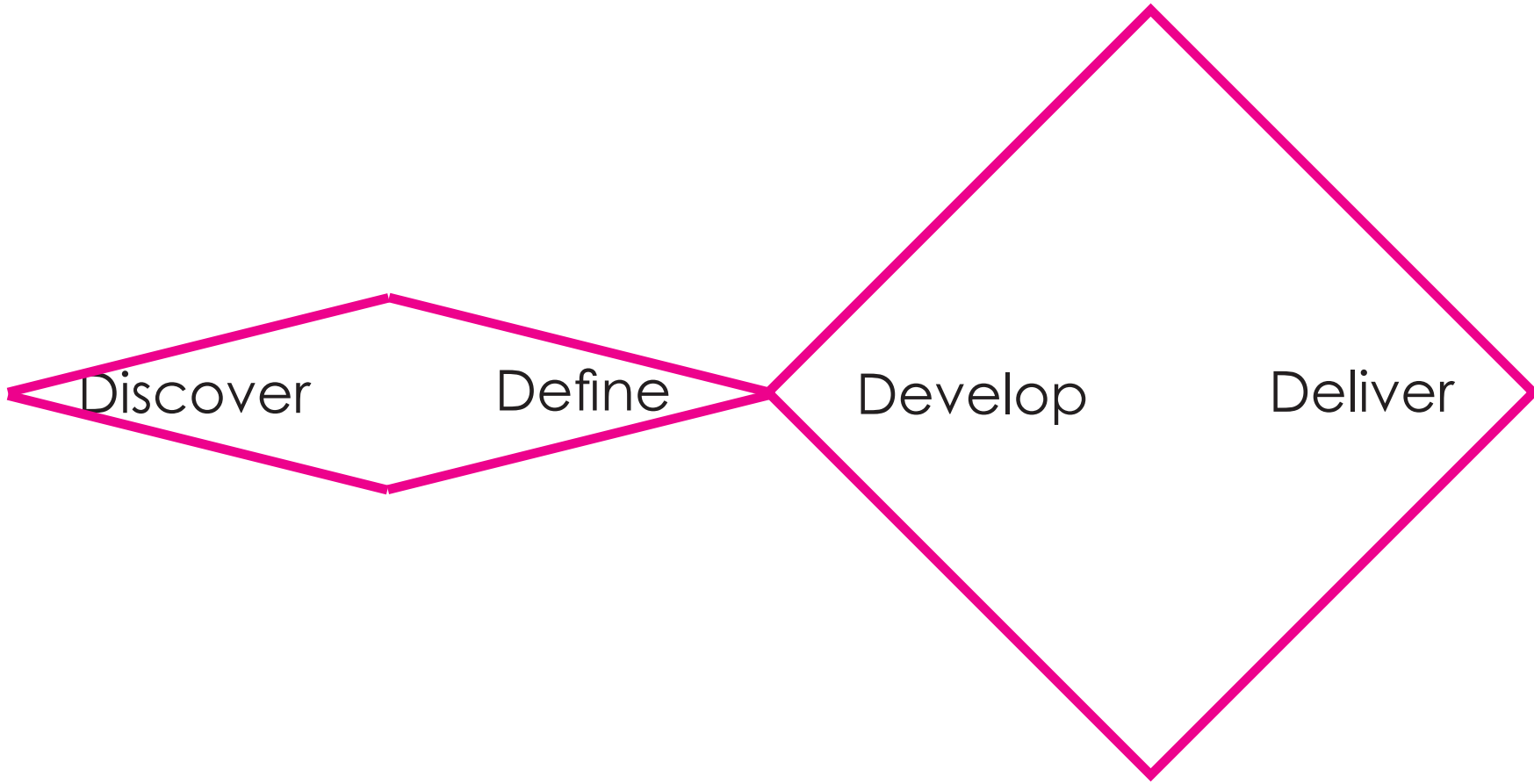


Discover

Define

Develop

Deliver



Discover

Define

Develop

Deliver

How can we **teach** Design ar 2nd Level

Talk about Design

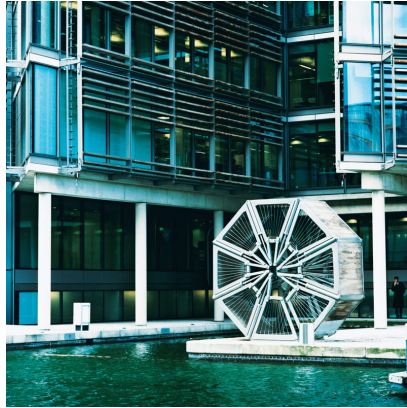


Talk about Designers





Thomas Heatherwick

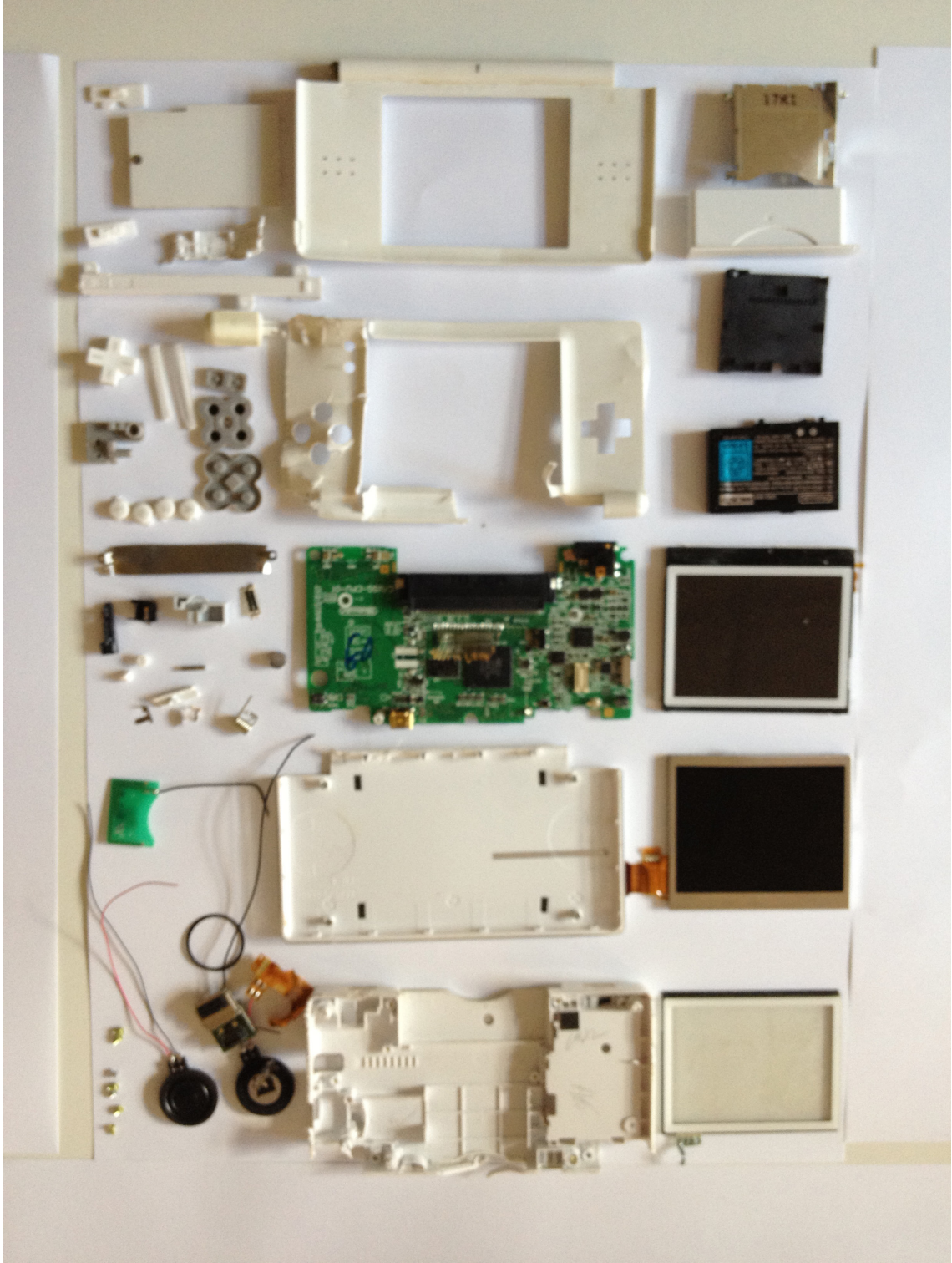




Benjamin Hubert



Take stuff apart





Sketch

Why designers sketch:

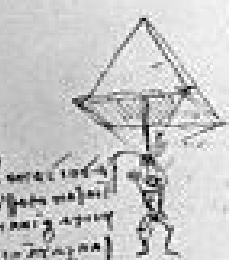
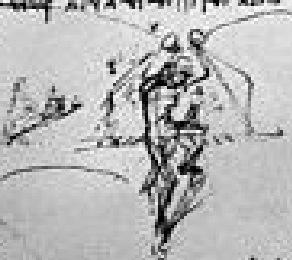
**to try something out, to see if it works, to
communicate and idea quickly, to remember, to
figure something out, to collaborate....**

**A full messy sketch pad is better than
an empty neat one**

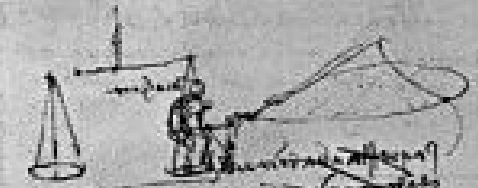
Sketching thinking with your hands

Every design sketch is:
not precious
quick to make
useful

Handwritten text in a medieval script, likely Latin, describing a mechanical device or process. The text is arranged in several lines at the top of the page.

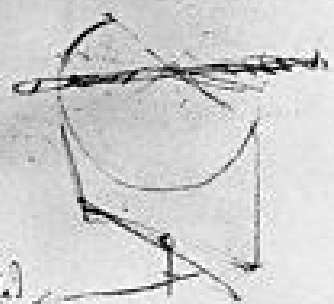
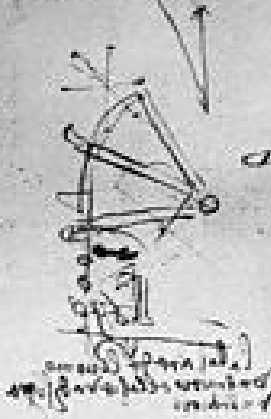


Handwritten text in a medieval script, likely Latin, describing a mechanical device or process. The text is arranged in several lines in the middle-left section of the page.

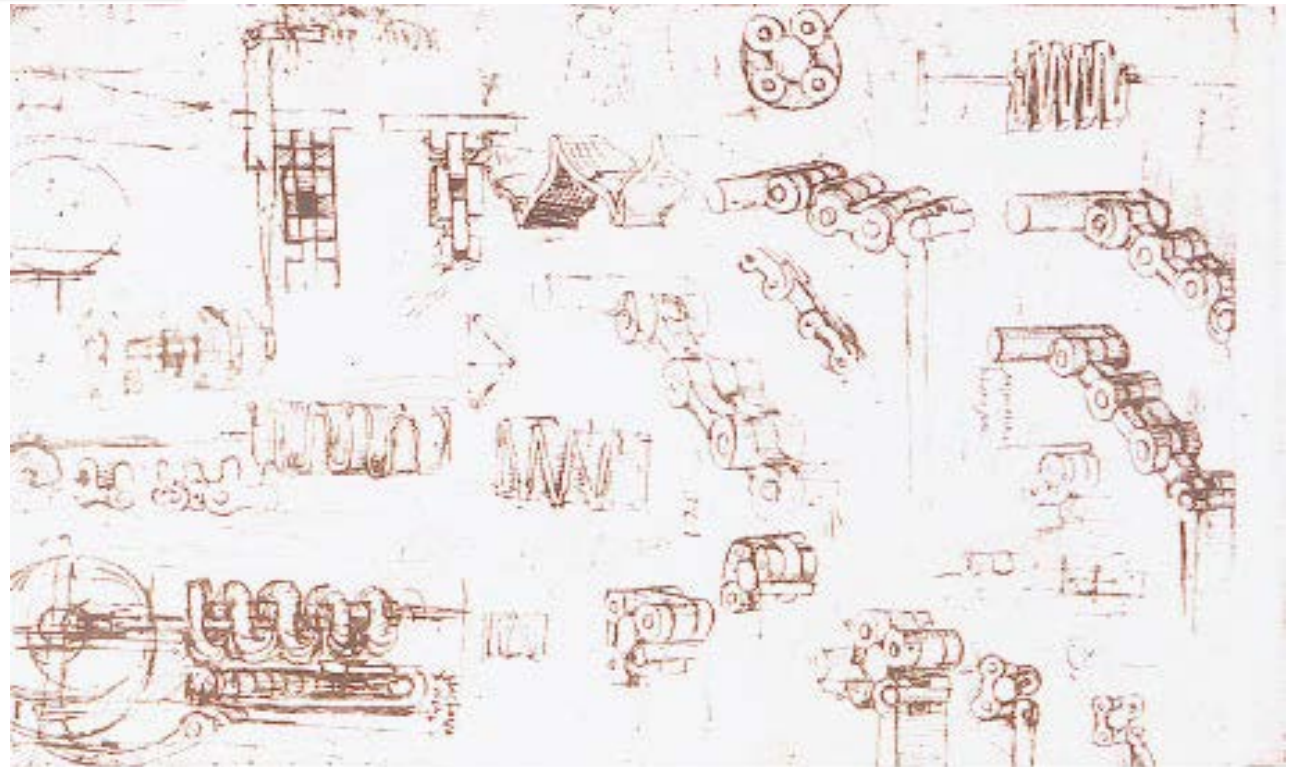
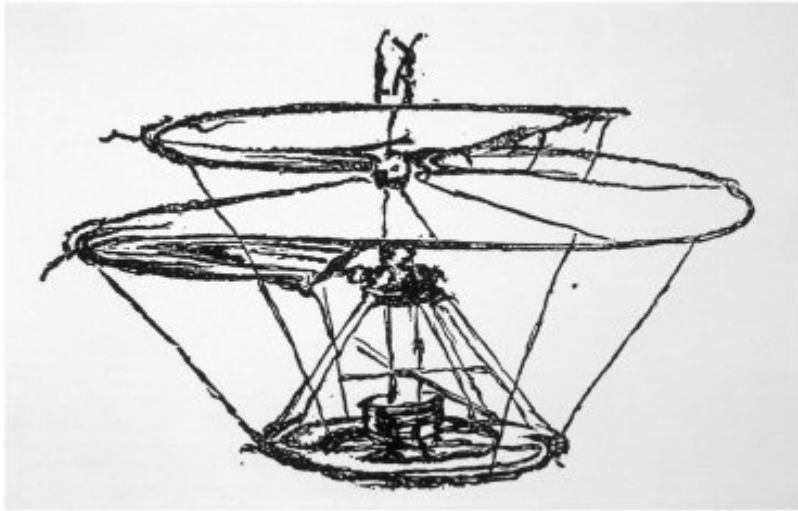


Handwritten text in a medieval script, likely Latin, describing a mechanical device or process. The text is arranged in several lines in the middle-right section of the page.

Handwritten text in a medieval script, likely Latin, describing a mechanical device or process. The text is arranged in several lines at the bottom-left section of the page.



Handwritten text in a medieval script, likely Latin, describing a mechanical device or process. The text is arranged in several lines at the bottom-right section of the page.





Look

Be aware of **everything** around you.

Every thing from the **smallest** detail...

...to the **Architecture** and **Environment** that surrounds us

Re-appropriate...

...from **materials, finishes, forms, objects, pattern,**
functionality that you see...

...from **materials, finishes, forms, objects, pattern,**
functionality that you see...





Designers ask “why?”



**It's simple to make something complex,
it's complex to make something simple**



The Microsoft remote uses two AA batteries that need to be replaced about every 6 months. The Apple remote uses a single CR2032 that has never needed to be replaced. The Apple remote has 6 buttons. The Microsoft remote has 46, only 15 of which are regularly used for media playback. The buttons on the Microsoft remote are backlit so you can see what they do in the dark. The Apple remote doesn't have this feature because you never need to look at the buttons after the first minute of use.

Work

**Design is 95% perspiration, 5%
inspiration**