

From Style to Humility: 150 years of design progress

Milena Radzikowska MDes, PhD

Professor in Information Design, Mount Royal University

mradzikowska@mtroyal.ca | MilenaRadzikowska.com | [@DrRadzikowska](https://twitter.com/DrRadzikowska)

Stan Ruecker (U Illinois) and Jennifer Roberts-Smith (U Waterloo)

www.qcollaborative.com

a brief history of **DESIGN PRACTICE**

2020

2000

post-human

1990

participatory

1960

human-centred

1870

styling

PRESENT

Sentence developed by John Heskett.

Diagram by Jennifer Windsor.

the field as a whole

concept, proposal, plan

Design *is to* design a design *to produce* a **design**.

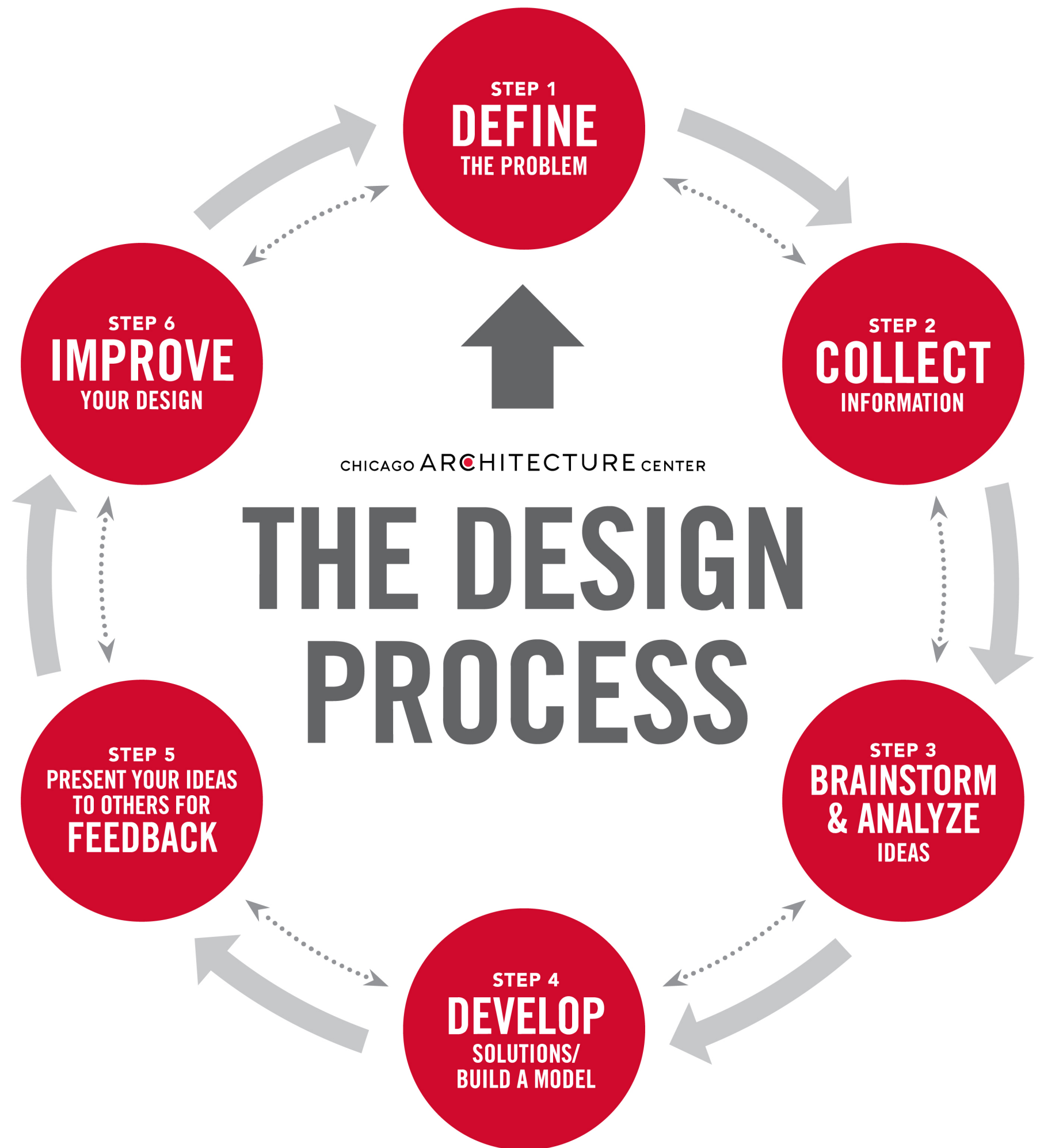
action or process

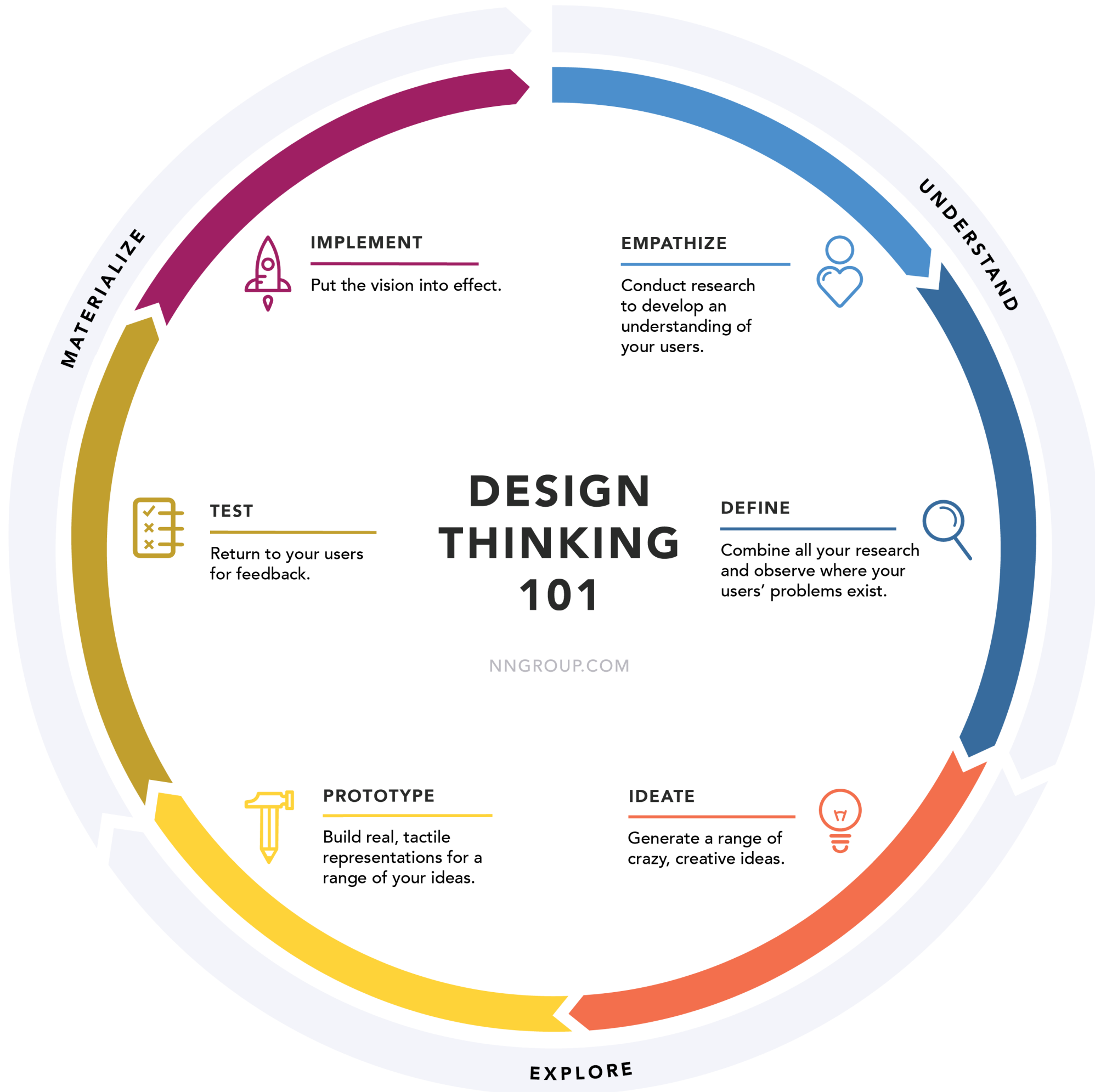
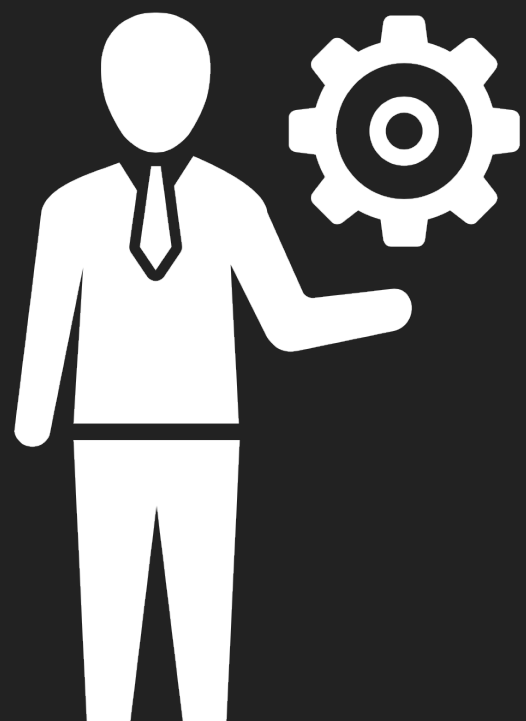
finished product



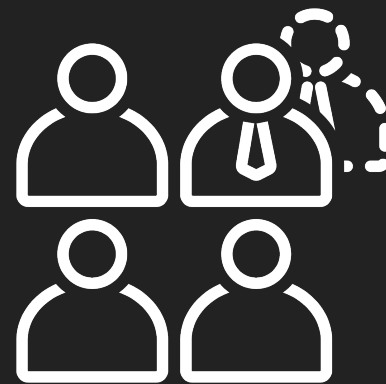
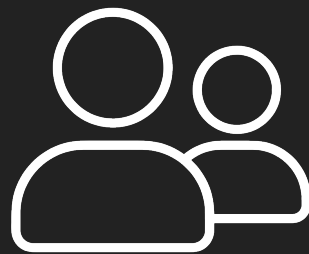
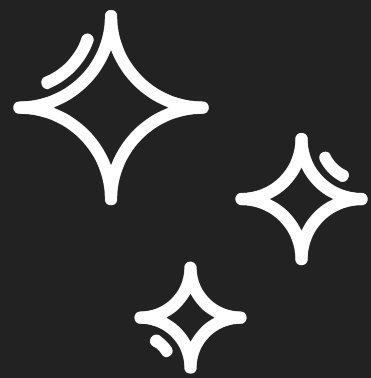
to design is to devise a course of
action aimed at changing existing
situations into preferred ones.

Herbert Simon, 1969.





a brief history of the **DESIGNER**



1870

styling

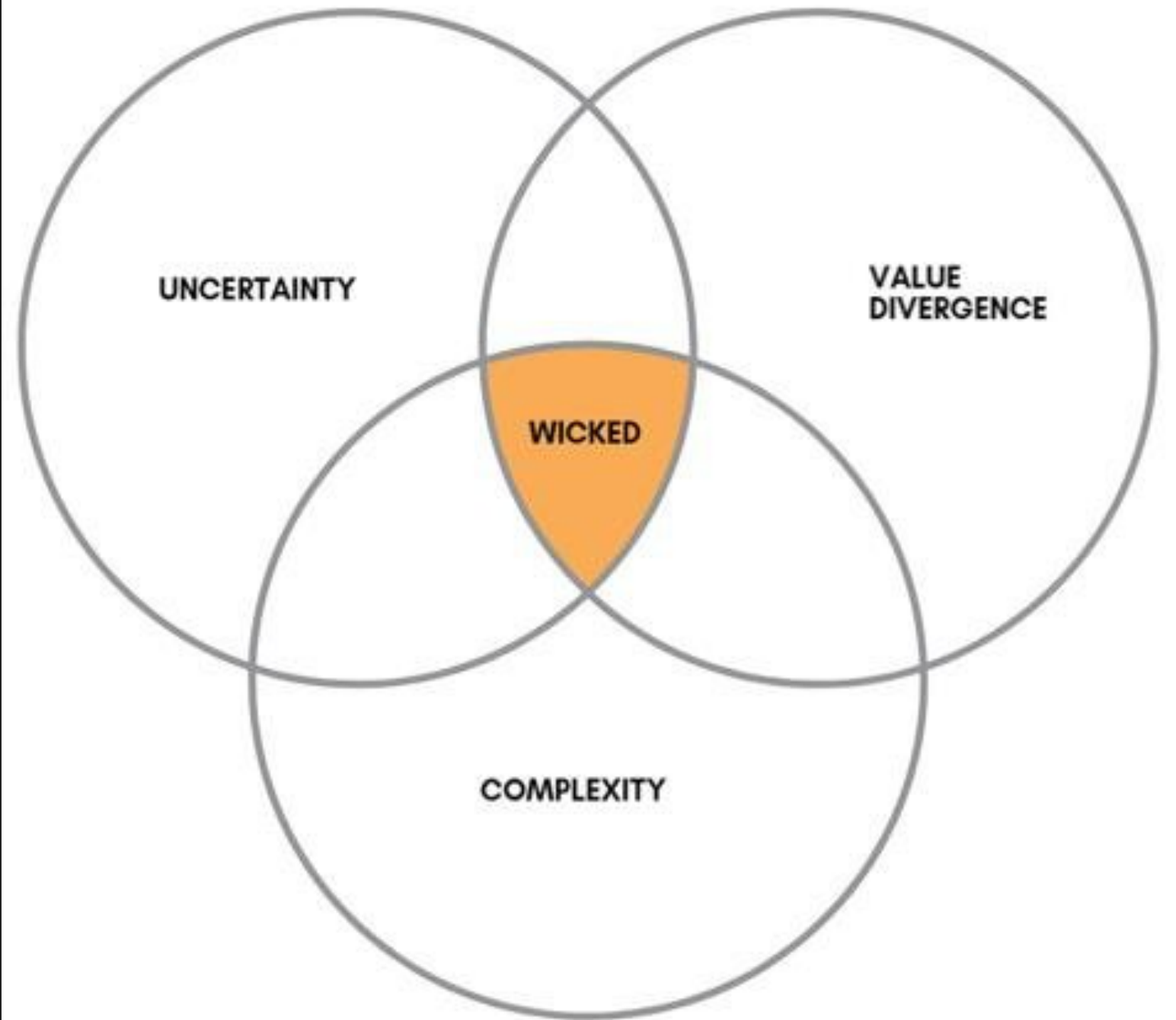
human-centred

participatory

post-human

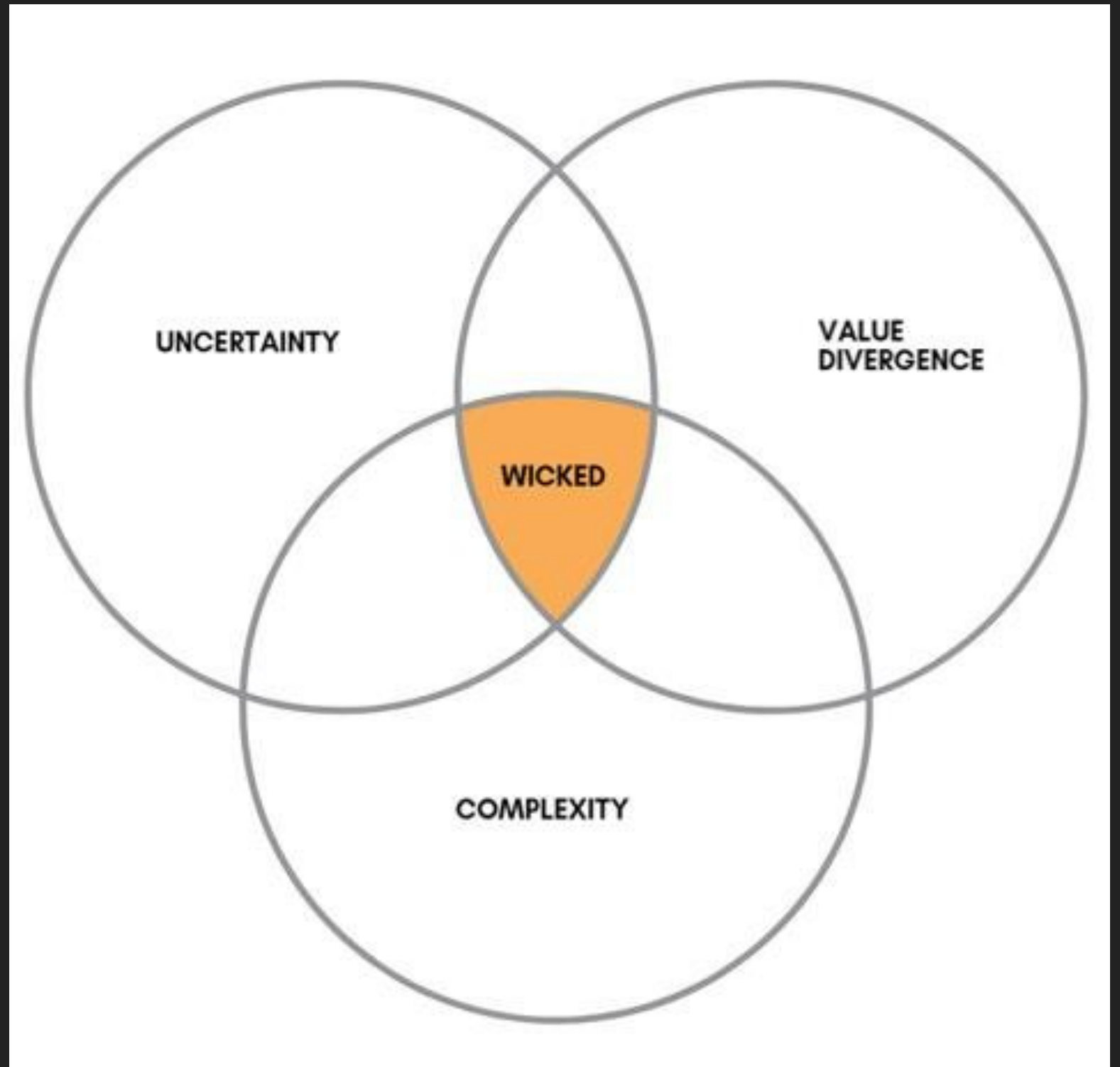
PRESENT

wicked problems



Visual representation of a wicked problem (Rittel & Webber, 1973)
by Rachael Potter, 2019.

wicked problems



Visual representation of a wicked problem (Rittel & Webber, 1973)
by Rachael Potter, 2019.

**who has /
holds power?**



**what is
recognized as
a valuable
solution**

**who has /
holds power?**



voice

**what is
recognized as
a problem**

**what is
recognized
as a valuable
solution**

**who has /
holds power?**



voice

The master's tools will
never dismantle the
master's house.

Audre Lorde, 1984.



DE-CENTERING the designer

Inspired by work of Bardzell, Bardzell
& Bardzell, Ruecker et al., and others.

1. Challenges existing practices
2. Aims towards an actionable ideal future
3. Looks for what has been made invisible or under represented
4. Considers the micro, meso, and macro
5. Privileges transparency and accountability
6. Expects and welcomes being subjected to rigorous critique

DE-CENTERING the designer

Inspired by work of Bardzell, Bardzell & Bardzell, and others.

1. Challenges existing practices
2. Aims towards an actionable ideal future
3. Looks for what has been made invisible or under represented
4. Considers the micro, meso, and macro
5. Privileges transparency and accountability
6. Expects and welcomes being subjected to rigorous critique

▶ **TechnoTampons**

Radzikowska

▶ **It's a Wicked World: Feminist Design for Project Management**

Radzikowska, Ruecker, Roberts-Smith

▶ **Design for Peace: Design Research and Intersectional Feminism in Prototyping for Reconciliation**

Ruecker, Radzikowska, Roberts-Smith

DISCOMFORT

Look for what is made invisible or under represented.

Search for what exists outside the bounds of “typical” discourse.

Choose the uncomfortable, or what creates tension (for you): what will help you push outside what you (will) know?

SHAME OF A WOMAN



TAMPONS

SOCIETY/ MEDIA

MEN

OTHER WOMEN

MYSELF

TRANSPARENCY & ACCOUNTABILITY

Self disclose position, preferences, biases, and perception of users.

CONVERSANDO sobre Algunos TEMAS

(CONVERSATIONS ABOUT THEMES)

TRADICIONES
(TRADITIONS)

NARRACIONES
ORALES
(STORYTELLING)

BARRERAS
(BARRIERS)

SILENCIO
(SILENCE)

ABANDONO
(ABANDONMENT)

PARTICIPACIÓN
(PARTICIPATION)

TIEMPO
(TIME)

RE-UTILIZACIÓN
CREATIVA
(CREATIVE RE-USE)

APERTURA
(OPENNESS)

MUESTRAS DE PODER
(DISPLAY OF POWER)
(NORMALIZED VIOLENCE)
NORMALIZACIÓN
DE VIOLENCIAS

AWARENESS

Consider the micro, meso, and macro.
Based on the ideas of “close” and
“distant” reading.

Identity. Position. Privilege.
Consequences/Impacts.

Who / what exists outside your
perceptual range?

Stratford Festival

Projects

▼ Project 1

sub project1

sub project2

sub project3

► Project 2

► Project 3

▼ Project 4

sub project1

sub project2

sub project3

Impact Assessment

● Analysis

We did social media analysis ...

We did media content analysis ...

We analyzed the photos posted ...

We analyzed the stakeholders popularity ...

● Observation

We observed donation in ...

We analyzed videos ...

We studied gestures ...

We did a diary study ...

We compared heart rate ...

We categorized audience activities ...

● Interview

We interviewed 59 people ...

We asked 9 graduate students ...

We collected 68 questionnaires ...

We asked 8 colleges related to ...

We interviewed 15 people ...

Deliverable

Arrange by Topic

Digital

Physical

Experience

Goal

Arrange by Topic

Economic

Education

Revenue

Academic

Stakeholders

Arrange by Organization

University of Toronto

Name

Name

Name

Name

Name

Name

Stratford Festival

Name

Name

Name

Xinyue Zhou,
Prototype for It's a
Wicked World, 2016.

MADE PUBLIC

Consider every design instance as an iteration, thus subject to analysis and critique.

Welcome substantive critique from diverse perspectives.

Listen to those who aren't like you.

Amplify others; avoid hoarding “knowing”.

PASA

COMIDA
Y CONSUMISMO

La Canela de...
Esa comida...
resuma...
abuela...
momentos...
caracter...
familiar...

Como en...
FAMILIA, CON...
TIEMPO Y...
COMPARTIENDO

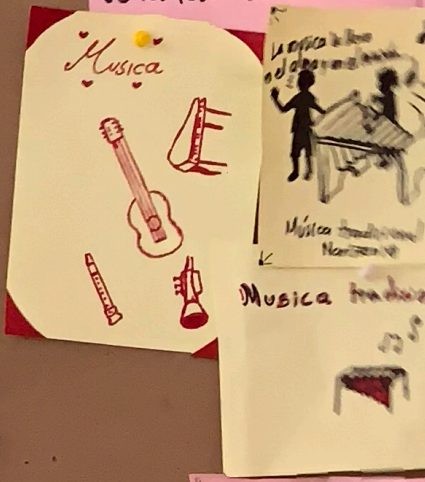
Sobranza...
Alimentación...
Sostenible

Azote

Traditiones, la...
de Los Negritos recordados...
Por medio del constante...
reconstrucción de los...
Carnavales

Resistencia y el...
Luchando de la...
IDENTIDAD...
DE...
COMUNIDADES NEGRA

Música Tradicional...
Lutería y uso de...
instrumentos autóctonos...
de los territorios



Recuperar las semillas...
nativas para una sana...
alimentación en armonía...
con el Ecosistema Amazo-
nico.

"To recover native seeds of the Amazon in harmony...
with the Amazonian ecosystem"

Buen Manejo De...
FAS...
COMPO...
HORAS

Recuperar los lugares...
donde, que aca son...
muertos o saltadores...
amenazados y se han...
pasado por las...
zonas ya se...
parto de la historia...
comunidad...
orden...

TENER ACCESO Y...
CONTACTO CON LA...
NATURALEZA

DISEÑAR...
AULAS VIVA...
PARA DISEÑAR...
NUEVOS SERES HUMANOS

Naturaleza

sin...
antes ni después se nos...
facilita el paso por la vida.

ECOSISTEMA...
NATURAL

FAMILIA

Familia - Comunidad...
Entorno protector y amoroso...
para todos.

FAMILIAS...
GRANDES/Extendidas

→ Como la...
Me...
Social, espiritual, y...
del ser para la...
comunidad

Más espacios de encuentros...
en casa sin tecnologías (TV, celulares...
computadores etc.) que...
siempre esos importantes lazos.

TRADICIONES...
ORALES

Buenos momentos...
que se comparten en lugares...
distantes, pero desde el corazón, se...
quedan siempre con nosotros...
con sabiduría.

Lo tradicional...
de nuestros antepasados...
el respeto esa libertad

El Mentidero...
-lugar local para...
encuentros esporádicos...
intergeneracionales

Palabreritos...
las palabras...
es el oro, la revolución...
de la...
oralidad.

Más conversaciones...
presenciales.

Tratados...
Existenciales, Éticos y no Éticos

Resistencia...
Sueños...
Materializables

Vínculo

*Eventos tradicionales...
(Oralidad)

Conectan el pasado con el presente...
y dan identidad.

Conservación de...
LA PLAYA DEL...
MORRO!!

Cuidado por...
el mar y la...
biodiversidad

AGUA

SABERES...
ANCESTRALES

Recuperación...
de saberes...
ancestrales

Recuperar...
las chagras...
ancestrales y cuidar...
la naturaleza

Amazonia Colombiana

la preservación y conservación...
de los saberes ancestrales...
(prácticas gastronómicas, culturales...
medicinales)

En la familia...
muchos...
en el...
contexto de...
importante...
que se...
que allí...
que la...
que...
que...
que...

COMUNIDAD

Lo que yo quiero es...
que todos lo...
que...
como...
Porque cuando hay un...
pueblo...
una...
unidad...
se puede...
lograr

LA UNIÓN EN...
COMUNIDAD

No...
como...
como...
como...

EDIFICACIONES...
TRADICIONALES

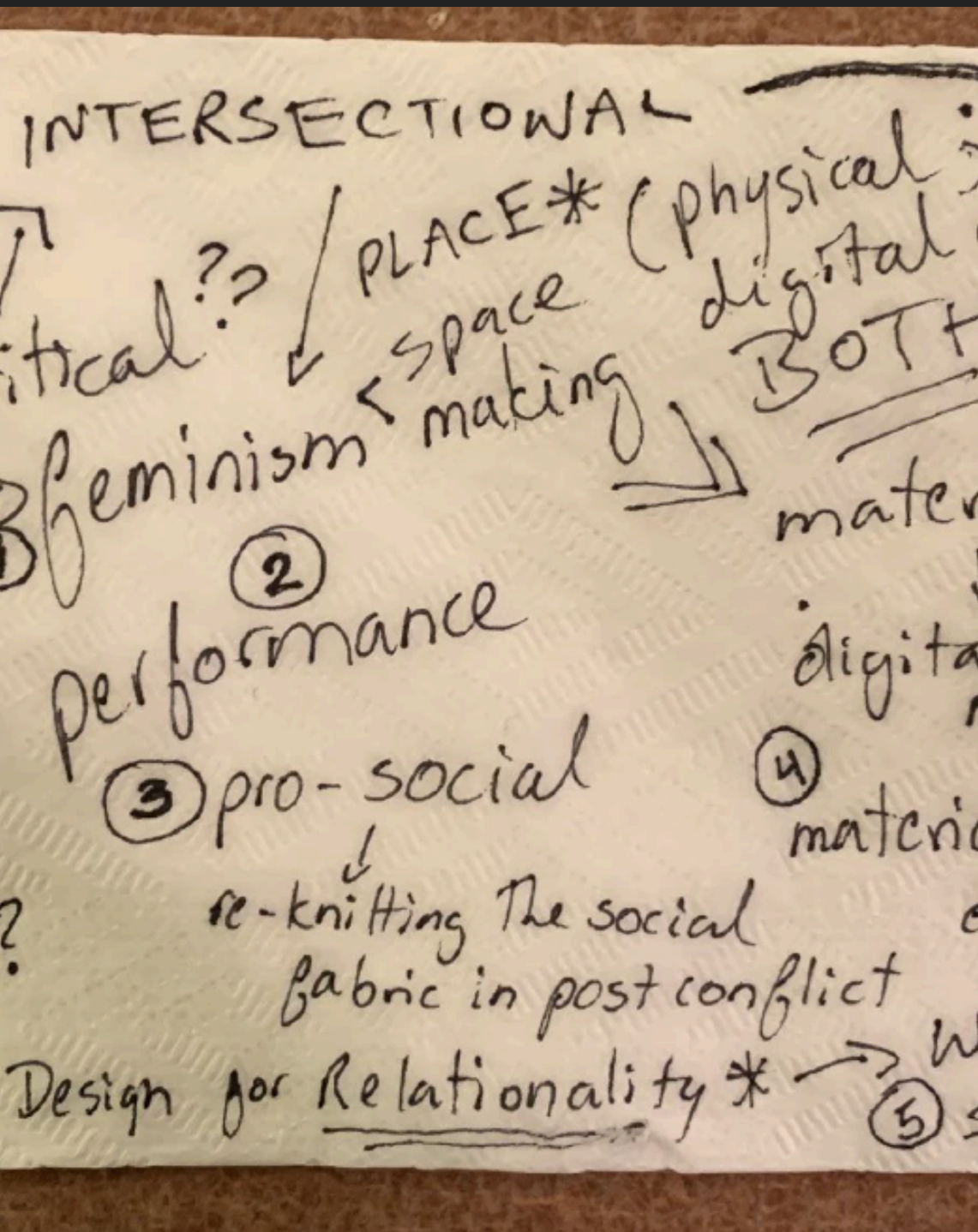
Arquitectura...
palafítica

La construcción...
de palafitos como...
símbolo de...
con el mar.

Reconstrucción...
del...
marítimo

La construcción...
de palafitos como...
símbolo de...
con el mar.

de-centering the designer through **INTERSECTIONAL FEMINISM**



1. Public
2. Intersectional
3. Seeking new models, processes, and craft
4. Experimental
5. Interested in wicked problems
6. At the intersection of performance and technology
7. Committed to signal-boosting
8. Community-focused
9. Recognizes students as intellectual contributors
10. Collaborative
11. Welcoming (expecting) critique

critique and/or connection

mradzikowska@mtroyal.ca

mlenaradzikowska.com

@DrRadzikowska

Thank you UBC!

