**Week 12**

**Lecture 1**

What are potential future definitions of design practice?

What are the sectors that might change or need to change?

Simon Manchipp, SomeOne

Definition of branding and Graphic Design is getting wider

It is about telling stories

People don’t ask for UX or UI – they want ideas

Experiences – Music, smell, interior design

Stimulating starting points

Sam Winston

Design is a living enquiry into a problem – depends what problems we have

Attention economy – linked with technology (TikTok)

Physicality of making stuff – mediums

The future is in hands of students

Tom Finn, Kristoffer Soelling, Regular Practice

Design will get increasingly vague

Surf across multiple mediums – versatile

Homogenous design -opportunity to be different?

People appreciate beautiful pieces of print

keep up with the advancements of what people are trying to replace you with.

Sarah Boris

Multi skilled

Julian House Intro

Visual culture

‘commercial artist’, with different skill sets depending on what the job is.

**Lecture 2**

What are the sectors that might change or need to change?

Simon Manchipp, Someone

It’s about connecting with people

Stories and experiences that resonate with people – that doesn’t change

Sam Winston

Specific areas work as silos

Better to sell self as idea creator

Regular Practice

Future is going to be more person lead. Used to be industry lead but with things like Kickstarter, the people have the power of what is produced.

Sarah Boris

More collaborative

Future change in production sectors

Intro

Future controlled by the market

Responding to market – just suppliers

Influenced by budgets

Will money get you more or less?

Change in relationships with clients

They are open to having conversations about creativity

**New Steps**

**–**

**Susanna Edwards in conversation with Maziar Raein**

*How are ideas perceived in new environments? What is the impact of speculative future trends and forecasts of how we will live? How will graphic design change with the need to adopt to new technologies? And which new opportunities will arise through social and political change? How can graphic design help us to prepare for future need and a future world?*

Design as a political tool and how it can do good in society.

Forensic Architecture?

John Morgan / Lauren Benner

We are in the optimism business

“I think we believe that we can make the world a little bit better and I think, if you don't believe in that then you should stop designing straight away” MR

‘Wicked problems’ print production

“What gaps of knowledge do I have and how can I enhance my practice through collaboration, and through bringing another brain and another set of skills into the project?” SE

* What are the thinking processes?
* How and where are you?
* Being reflective about your own thinking processes.

“‘craft’ is a depth of understanding of detail and moving from that rich knowledge, that's almost tacit, that’s unsaid, that’s in your body, it’s about the way you work, it's about the way you use ink, colour, paper, the computer program knowledge that you need, the way you can, I don't know, design a plugin in design to make it do something, that to me is craft.” MR

Aware and respectful of history but then using a contemporary approach

Constraints of a process

Edges of your practice / others practices

“meditations on your practice, on technology, on how you bring together the social, the visual and the local is really fundamental.” MR

“intuition is an instinctive expression of your sensibilities” MR

Curate your own library of ideas

Smart phones

Recording audio

Kind of like – who are you as a brand?

<https://forensic-architecture.org/>

<https://forensic-architecture.org/investigation/the-beating-of-faisal-al-natsheh>