

DESIGN...  
BEYOND FORM AND AESTHETICS

Design 1  
Research:  
A blind date  
with information

Speaker:

Sharon Poggenpohl, Hong Kong Polytechnic University

Sharon Poggenpohl is coordinator of post-graduate design programmes at the School of Design, The Hong Kong Polytechnic University. She has over twenty years experience in post-graduate design education in the United States at both the Institute of Design, IIT in Chicago and the Rhode Island School of Design in Providence. Her research interests center on interaction and collaborative practices from a human perspective. For twenty years and continuing she is editor and publisher of Visible Language, an interdisciplinary and international scholarly journal that publishes research in the area of communication. She firmly believes that the field of design is located between art and science.

Teaching Medium:

English

Date and Time:

3 & 10 February 2007, 9:30 am – 12:30pm

Fee:

HK\$800

OUTLINE

We live in a sea of accessible information, and our best local and global competitors use this information to their advantage. This workshop will look at a variety of research approaches, particularly at informal research that supports a human-centred process designed to deliver consumer insights and ideas for how to improve a product or service. There will be two sessions with a field research assignment (Blind Date with Dim Sum) in between to enable participants to get hands-on experience in the research process:

a) The first session will cover the research theories and methodologies. Participants have to bring in an object that they find frustrating for general discussion.

b) Blind date with Dim Sum: Participants will go to a Dim Sum restaurant with family or friends over the weekend and required to prepare research notes and photos from the perspective of time, space and experience.

c) The second session will analyse the findings of the field research assignment – about time, space and experience. This will involve post-it note categorization, some concept mapping and brainstorming of solutions. The session will end with a discussion on the benefits and pitfalls of informal research.

Organiser:



Co-organisers:



Supporting Organisations:

