

Faculty of Design

Wicked design 101: Teaching to the complexity of our times

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wicked design 101 teaching to the complexity of our times

Patricia Beirne • Assistant Professor of Transdisciplinary Design • Parsons The New School for Design

wicked problems

transdisciplinary complex unsolvable slippery undefined

wicked design

transdisciplinary sense-making strategic scalar future-centric



getting from **A** to **B**





iterative process engages a <u>series</u> of "**A** to **B**" exercises



Design has historically

responded to complexity, translated values into tangibles, embodied theory of change.



what kind of **problems** are appropriate for emerging designers to tackle?



Design today

rarely acknowledges systems.







design as problem-crafting?



clearly, getting from **A** to **B** is not enough.

design as engaging causality



outcomes from *Rube Goldberg and the Beautiful System Transdisciplinary Design MFA Orientation Intensive project*

- systems thinking = objectives over objects
- opportunities exist in the relations between actants.

design as engaging causality

- critical reframing
- design-led research
- strategy as output



from Mandou Bem!

Meagan Durlak and James Frankis MFA Transdisciplinary Thesis Project 2014

Favelas gain formal recognition as neighborhoods and acquire necessary resources.

design as crafting strategy



getting from A¹ to B¹, A² to B², A³ to B³, A⁴ to B⁴, A⁵ to B⁵...

design as crafting strategy



Herlier Our nomes are Mologian and James, and we are going to be reweiting you at the end of the mosth. We are both students all Parsons, in New York Chy, working on a project in Brazil called "Mandou Beet"--which means, 'good job'. Mergent is Canadian, end James is Britisk' Se theirs a bit about us, Behrs and come, we'd Use to got to know a bit more about pro, which is why we've asked you to take photos of your day-to-day title.

We have given you a dispensible camera, which we are going to callest from you once we meet in-person. We'd like you to take photos of the things that are numbered on the beck of the camera-sis, imagine each number beside the item to take a photo all is the number of shots you have take. So, the first phote you're going to take, is of peak

We're looking forward to getting to know you. Also, we owe you use! Thank you!

SELF-DOCUMENTATION

This method is called self-documentation. We use this to help us gain insight into the nuances of an individual's Unior to document a user's experience. of the service/object we are designing. We often find that interview make participants feel relactant and that we can't get the level of detail that we need. With this method, we can capture some of the granularities of daily life. Other times, designers and programmers will use this to ask users to test a service or design they have already put into place. Before we come to Las Celonias, we want to start to generate a bit of a better picture as to what the life of a typical youth in these communities might be like. We've put together a saries of questions that will help us get a sense of these youth's surroundings, homes, school Life, family Life, etc.

to & E &





from Mandou Bem!

Meagan Durlak and James Frankis MFA Transdisciplinary Thesis Project 2014

















What are we sustaining? Why?



















why are *designers* right for the job?



from *Powers Of Ten:A Film Dealing with the Relative Size of Things in the Universe and the Effect of Adding Another Zero* Charles and Ray Eames, 1977



from *Powers Of Ten:A Film Dealing with the Relative Size of Things in the Universe and the Effect of Adding Another Zero* Charles and Ray Eames, 1977



intervention: from personal to the global



from *Design for Incremental Mindshifts* Sharezhad Morrsal

MFA Transdisciplinary Thesis Project 2014

design for systems experience



Ghost bike

Bike lane painting in process, NYC

design for systems experience



Mural, Brooklyn, NY

design for systems experience



Rana Plaza factory collapse, Bangladesh, 2013

futuring as vision



1939: Futurama exhibit

futuring as response



1927: "Metropolis" by Fritz Lang

1969: "Continuous Monument" by Superstudio

futuring as discovery





Future of Death workshop Parsons The New School for Design Nov 2013

futuring as discovery





from The Newburgh Project

Amanda Greenough, Michale Varona, Sean Baker MFA Transdisciplinary Thesis Project 2014

futuring as strategy



from The Newburgh Project

Amanda Greenough, Michale Varona, Sean Baker MFA Transdisciplinary Thesis Project 2014

futuring as prototype



Liberty Street facades

from The Newburgh Project

Amanda Greenough, Michale Varona, Sean Baker MFA Transdisciplinary Thesis Project 2014

futuring as experience



from The Newburgh Project Amanda Greenough, Michale Varona, Sean Baker MFA Transdisciplinary Thesis Project 2014

futuring as service



from The Futures Arcade

Elizabeth Blasi, Min Chung, Lauren Wong MFA Transdisciplinary Thesis Project 2014

designers create objects

designers create objects

designers create environments

designers create environments

designers create interfaces

designers create interfaces

designers create services

designers create services

designers create futures



scalar thinking critical reframing experience design futurecasting transdisciplinarity

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thank you.

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