**Notes for “The Universe of Design”:**

RE-READ: Page 6, history of developing argument models.

THOUGHT: Argument = idea? Branching 3d graph structure for idea statement intertwined? Versus hierarchical tree branching.

READ: Dilemmas in General Theory & Planning. (Rittel &Webber 1973)

QUOTE: “Whatever the field, he focused on the structure, representation, and reasoning related to the problem.”

IDEA: Branching of negative hypothesis, as a high importance verification, can potentially be equally as valuable for path forward.

IDEA: If all human thought is pattern recognition, formation, and optimization, then (if we consider developed thought patterns as mental automaton type metrics, then there should “always” be lynch-pins on which that model is based. Shine a light on those models

**COMPLETELY TANGET THOUGHTS:**

* Map Jane McGonagall’s “Epic Win” mental environment to social communication for disposition framing. Addresses fright panic and motivates success, though hinges entirely on delivery to re-write mental model.