

Spring 2022 International Seminar Series on Design

Prof. Cliff Shin

Interdependency Between the Complexity and Simplicity

Associate Professor of Industrial Design
University of Illinois at Urbana-Champaign (UIUC)

SEMINAR ANNOUNCEMENT

- **Date & Time : 2022.06.17 (Fri) 9:00 AM – 10:00 AM**
- **Join Zoom Meeting (Meeting ID: 874 0520 0212, PW: 275777)**
- **Organized by : Interior Architecture Design & BK21 Four**

Abstract

Researchers in psychology state that complexity can increase aesthetics, and this can make an argument that complexity can also help increase product longevity. However, people generally believe that simple designs last long, which may only be valid in specific contexts. Complexity and simplicity can be explained with a scientific approach, which gives an objective view. On a deeper level, complexity and longevity are connected and are related to each other. Designers must explore and investigate the relationship between complexity and simplicity throughout the design process if the longevity needs to be addressed. Then, designers realize that there is an interdependency relationship between complexity and simplicity, which will lead to longevity.

Biography

Cliff Shin is an Associate Professor of Industrial Design at the University of Illinois at Urbana-Champaign. He received numerous design awards including red dot award, Paris Design Award, European Design award and to name of few. Also, he is a recipient of IDSA Young Educator Award from the Industrial Designers Society of America and faculty award for excellence in research from UIUC. Before joining design education, he worked as a senior industrial designer at LG Corporate Design Center. Currently, he is also the head of industrial design at Saddeye Inc.

