Individual work

Questions:

**Q1: Tim Brown says that design used to be big, then it became small, but it is becoming big again. In 250 words, please describe what he means by "it became small but is becoming big again"?**

According to Tim Brown, the phrase "design used to be big" alludes to a time when design was concerned with resolving significant, systemic issues, frequently with an emphasis on social and infrastructure demands. Consider renowned designers and engineers like Isambard Kingdom Brunel, who not only created a train but a full integrated transportation system that included bridges, tunnels, and trains.

When Brown says "design became small," he's alluding to a change that happened in which aesthetics and the production of one-of-a-kind things, which were mostly motivated by consumerism, began to dominate design. During this stage, design shifted to focusing on aesthetics, producing fashionable goods that looked good but frequently failed to solve more significant systemic problems. It was restricted to the purview of professional designers, emphasizing form above substance or wider influence.

Brown draws attention to the current 'design thinking' revolution taking place in the design industry by stating that "it is becoming big again." In this concept, design is no longer only about making things; it is also about using a human-centered approach to solve complicated, systemic issues. To create solutions that meet genuine human needs, this requires empathy, ideation, and prototyping. Design involves tackling complicated systems and major issues including healthcare, education, and environmental sustainability in addition to aesthetics and goods. In this way, design is going back to its roots of tackling big, comprehensive issues, but with new tools and a more expansive, all-encompassing viewpoint. This "big" design strives to bring about significant, long-lasting change at scale while encouraging engagement from all stakeholders, not just professional designers.

**Q2: Simon Sinek on 'Start with Why':**

He advocates for people to "start with why" based on Simon Sinek's video and the "Start with Why" idea partly because it gets into the innate motives and fundamental beliefs that underpin human behavior. According to Sinek, effective communicators start with their fundamental principles or goals (WHY), then explain their procedures or guiding principles (HOW), and then provide the finished goods or outcomes (WHAT).

Starting with "why" is more than simply a communication tactic; it is a biological reflection of the structure of the human brain. Language is not processed by the limbic system, the area of the brain in charge of emotions and judgment. By expressing our views and motives (our WHY), we activate this area of the brain and help our audience resonate more deeply on an emotional level. Contrarily, merely outlining the "what" and "how" sometimes only appeals to the intellectual mind and lacks the emotional impact necessary to elicit devotion or action.

Targeting folks who share our "why" also involves luring in the innovators and early adopters, according to the notion of innovation diffusion. These are the people that place a higher value on ideas than things and are more open to taking chances with novel concepts. Reaching the mass acceptability tipping point is easier if they are on board.

In essence, Sinek pushes for starting with "why" because it aligns with our innate desire for purpose and belonging. By rooting our actions in a deeper belief, we not only differentiate ourselves but also foster genuine connections and inspire others to join our cause.