DESIGN KNOWLEDGE ?
WHAT IS IT?

design knowledge is the kind of knowledge that designers apply upon during a design process

MEMBERS	DANIEL	SUNNIE
YANG	JIMMY	MICHELLE

SO WHY DO DESIGNERS...

NEED IT
IMPROVE LIFE STYLES
SOLVE PROBLEMS
GET THINGS DONE

WANT IT
SELF-FULFILMENT
SELF-CONFIDENCE
ACKNOWLEDGEMENT
SUCCESS

HOW DO DESIGNERS ACQUIRE IT ?

EXPERIENCE · DECODING · COPYING
INTERPRETATION · COMMUNICATION

CODED KNOWLEDGE

KNOWLDEGE A > MESSAGE > KNOWLEDGE B

pre-existing knowledge that has been written / coded by a person.

BOOKS . MAGAZINES . JOURNAL

+

TACIT KNOWLEDGE

SUBJECTIVE INFORMATION

information and knowledge that is unable to be coded and translated.

a personal and intimate feeling.

FEELINGS . EXPERIENCE . SHARING

WHAT ARE BOOKS ?

"BOOKS" ARE **CONTAINERS** OF **KNOWLEDGE**

WHY BOOKS?
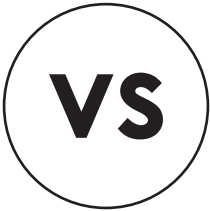+ KNOWLEDGE
+ ENTERTAINMENT
+ INSPIRATION

PHYSICAL BOOKS
WHY...? BECAUSE...

MORE PERSONAL / INTIMATE
REFLECTS PERSONALITY
COLLECTION

VS

DIGITAL BOOKS
WHY...? BECAUSE...

EASY TO PURCHASE
CHEAPER
CONVENIENCE

HOW DO WE MANAGE IT ?

CATEGORIZATION · MAKE INFO SELECTIVE · CONVENIENCE

KNOWLEDGE MANAGEMENT

WHY IS IT EVERYONE'S PROBLEM?

WE ALL READ   BOOKS   MAGAZINES   ARTICLES   E-BOOKS

BECAUSE READING GIVES US **KNOWLEDGE**

BECAUSE THERE ARE BETTER WAYS TO **MANAGE**

THAT'S WHY IT IS IMPORTANT TO MAKE IT

ACCESSIBLE · CONVENIENT · EFFICIENT

THAT'S WHY IT IS IMPORTANT TO MAKE IT

BETTER · INNOVATIVE · PERSONAL

TARGET AUDIENCES :

- UNDERGRADUATE STUDENTS
- BEGINNERS IN THEIR DESIGN CAREERS
- PEOPLE WHO BEGINS IN A NEW DESIGN AREA

AND... WHY?

- EXPERIENCED DESIGNERS HAS SOLID FOUNDATION
- TO ASSIST INEXPERIENCED DESIGNERS SPPED UP LEARNINGS
- TO ESTABLISH A GOOD LEARNING HABIT
- EASY FOR INEXPERIENCE LEARNERS TO ACCEPT NEW METHODS

WHAT DO WE KNOW ?

WE MANAGE BOOKS BECAUSE...

- **LEARN MORE · CONVENIENT**
- **EASY TO ACCESS**
- **A REVIEW ON KNOWLEDGE**

WE DON'T MANAGE BOOKS BECAUSE...

- **DIFFICULT TO START . TIME CONSUMING**
- **COULD BE A**
- **COMPLICATED PROCESS**

WHAT DO WE NOT KNOW ?

WE DO NOT KNOW THE TARGET GROUP'S...

- **PERSONAL HABITS · PERSOANLITIES**
- **PERSONAL INTERESTS**
- **A REVIEW ON KNOWLEDGE**

WHAT'S THE TREND NOW ?

DIGITAL - info that we really need we might not feel too much about it

PHYSICAL - intimate info and knowledge it means something important to us

OUR RESEARCH BRIEF

PROJECT DESCRIPTION : the research on designer's **attitude** towards the interaction towards book **management**

KEY OBJECTIVES :
- to offer a **better experience** to target groups to manage
- try a new way or **build a new behaviour** to improve existing methods

INTENT SCOPE :
- to know the **context** = **history** of management (past, present, future)
- to know the **people** = their **problems** / their **needs** / their **daily needs**

EXPLORATION Q' :
1.) how they interact with books? when? where?
2.) define attitude (positive and negative)
3.) how do we measure attitude?
4.) what affects their attitude?
5.) know the exist management methods + the strength and weaknesses

RESEARCH PLAN : internet / observe / survey / history / final problems and needs / focus groups

MEMBERS

DANIEL	SUNNIE
YANG	JIMMY	MICHELLE

INFO ARCHI

WHO IS OUR
RESEARCH GROUP ?

WHY THESE PEOPLE ?

because inexperienced designers are constantly craving for design knowledge

UNDERGRADUATES
FROM UNIVERSITIES

students who just start off their studies in design.

FRESHMEN
IN HIS/HER
NEW DESIGN CAREER

people who have a certain amount of design knowledge but may not have enough experience in their design discipline.

DESGINERS
WHO START A
NEW AREA OF DESIGN

people who may be experienced in one area of design,but started in an unfamiliar design discipline.

WHAT ARE THEIR COMMON
CHARACTERISTICS ?

STUDYING/WORKING AT PRESENT	HAVE TO APPLY DESIGN KNOWLEDGE ON WORK /STUDY	LIMITED EXP/KNOWLEDGE ON CURRENT DESIGN DISCIPLINE	THE EAGER TO INCREASE DESING KNOWLEDGE

WHAT DOES IT TELL US ?

it will give us a more insightful way to observe their methods of learning design knowledge.

HOW DO WE KNOW THEY ARE THE RIGHT ONES ?

$(NEED + EAGER) \times LEARN + APPLY = RESEARCH\ GROUP$

SCREENING PROCESS
WHAT QUESTIONS DO WE HAVE TO ASK?

STUDENTS

- what year are you in?
- what did you study in high school?

EMPLOYEE

- how long have you been working?
- what did you work/study before your current job ?

COMMON QUISTIONS

- what are your experiences on design ?
- do you think your current job or study requires you to acquire new design knowledge ?
- Is what you are studying/working on right now something you are familiar with ?
- how much do you think your past experience/ studies /design knowledge have helped you tackle your studies or current job that you are unfamiliar with?

INFO
ARCHI

INTERVIEW

QUESTIONS FOR INTERVIEWEES: FACE TO FACE

ESTIMATED ELAPSE TIME: APPRX. 15 MINS

CONTENTS:
1. QUESTIONS RELATED KNOWLEDGE **MANAGEMENT**
2. QUESTIONS RELATED TO MANAGEMENT **ATTITUDE**
3. QUESTIONS RELATED TO MANAGEMENT **BEHAVIOUR**

PURPOSE:
TO GRASP A GENERAL UNDERSTAND OF HOW UNDERGRADUATE STUDENTS MANAGE THEIR KNOWLEDGE RESOURCES, AND THEIR MANAGEMENT ATTITUDE AND BEHAVIOUR IN DOING SO.

OBSERVATION

OBSERVE AND ANALYSE: THE BEHAVIOUR AND ATTITUDE PARTICIPANTS TAKE IN MANAGING KNOWLEDGE RESOURCES

EXPERIMENT

METHODOLOGY: ROLE-PLAYING

OBSERVE AND ANALYSE: THE BEHAVIOUR AND ATTITUDE PARTICIPANTS TAKE IN MANAGING KNOWLEDGE RESOURCES

ESTIMATED ELAPSE TIME: APPRX. 15 > 20 MINS

METHODOLOGIES & TOOLS: VIDEO TAPE + PHOTOS
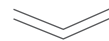
PURPOSE:
TO GAIN FURTHER INSIGHT IN UNDERGRADUATE STUDENTS' WAYS AND ATTITUDE TOWARDS KNOWLEDGE RESOURCE MANAGEMENT FROM A **3RD PARTY PERSPECTIVE**

LITERATURE

METHODOLOGY: RESEARCH ON AVAILABLE EXISTING INFO

INTERVIEW
QUESTIONS FACE TO FACE

TRAVEL TO HKU

APPROACH TARGET GROUP

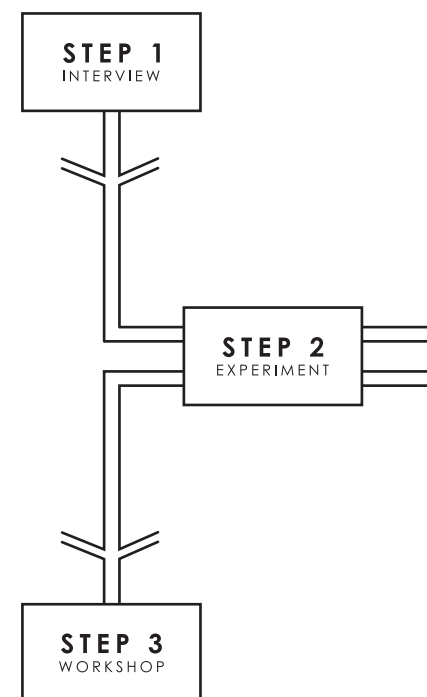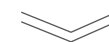**METHODS**
we will set up an interview with our target group. we will then ask them to answer some of our open questions in order to gain insight of the ways they manage, and the attitude and behaviour they take in knowledge management.
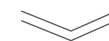
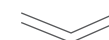**TOOLS**
paper . pen . audio recorder

STEP 1 INTERVIEW

STEP 2 EXPERIMENT

STEP 3 WORKSHOP

EXPERIMENT
PARTICIPATORY ROLE-PLAY

INTERACTIVE ACTIVITY

CATEGORIZATION

PHYSICAL + DIGITAL

FEEDBACK

METHODS
we will conduct a bodystorm with our interviewees, having them to organize both physical and digital books (props that we prepared). we will therefore be able to observe and analysis on their methods and problems of manageing knowledge resources.
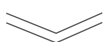
TOOLS
(props) - books, magazines, laptops . laptop . post-it notes . deefback question papers

FEEDBACK Q's
1. how would you describe your organization method(s)?
2. why would you use this kind of method(s)?
3. what problems or difficulties have you encountered during your categorization?

WORKSHOP
AN OPEN DISCUSSION

DISCUSSION AND BRAINSTORM

CONCEPT EXPLORATION

METHODS
a creative process to gain more insight and inspiration from participants after the experiement by having the participants discussing their experience from the role-play activity

TOOLS
paper . pen . audio recorder

HUNT STATEMENT
we are going to research on the attitude that designers adopt towards their interaction on books so that we can improve and enhance designers' way of organizing books