the products we live with

a (very) brief history of modern industrial design

Pramod Kotipalli | Stanford University | May 2021

who am i?

From Seattle, WA! 📍

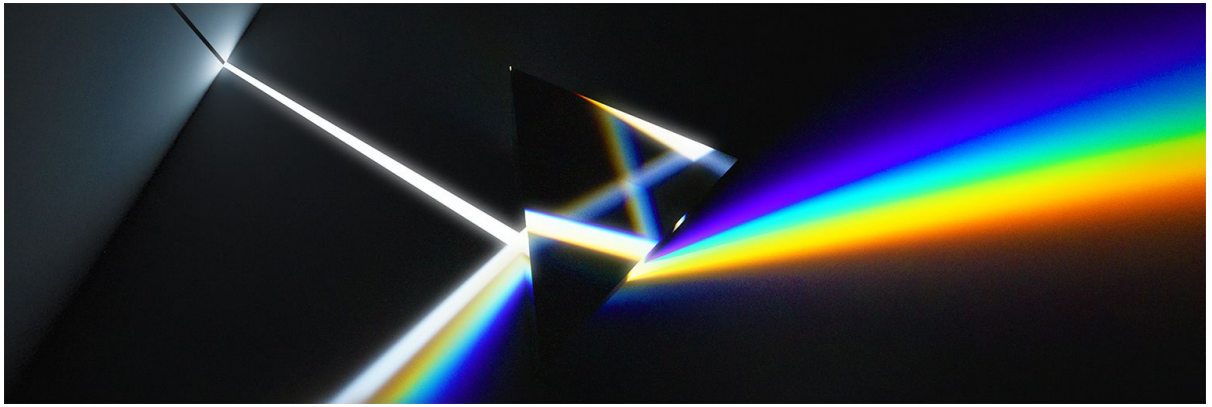
Bachelors graduate in C.S. from Georgia Tech, 2019 👩‍💻👨‍💻

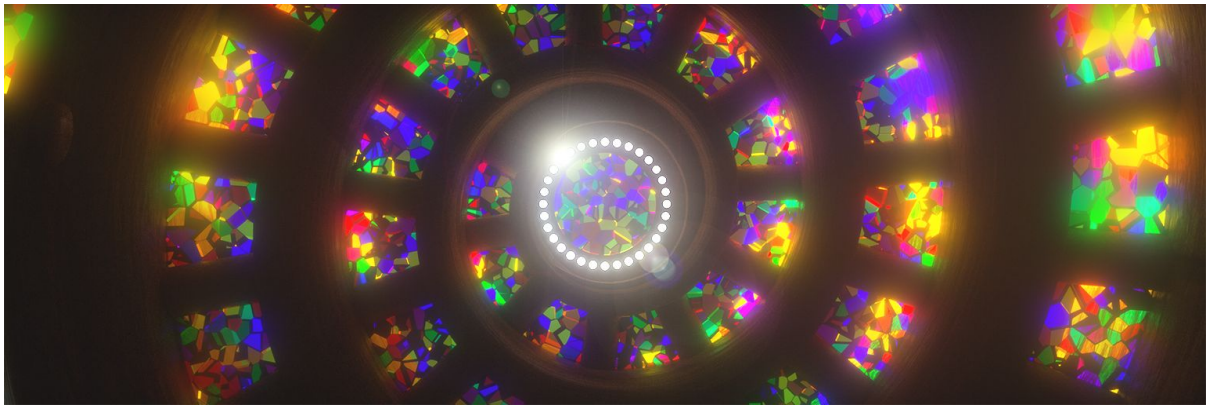
Masters student in C.S. at Stanford

Favorite class: h.s. English Comp./Lit.

Research interests: augmented reality, artificial intelligence, mechanical engineering

Personal interests: graphic design, photography, outdoors!





take two mins to find a product you love ❤️

1. why do you like it?
2. how does it feel in your hands?
3. why do you think it looks and feels like the way it does?

what is industrial design?

the study of the function and form of a product for a user in their environment

goal is to create visually-appealing products that benefit the user & manufacturer

emphasis placed both on creativity/intuition *and* science-driven decision making

as compared to crafts, ID focuses on manufactured products

where is industrial design?

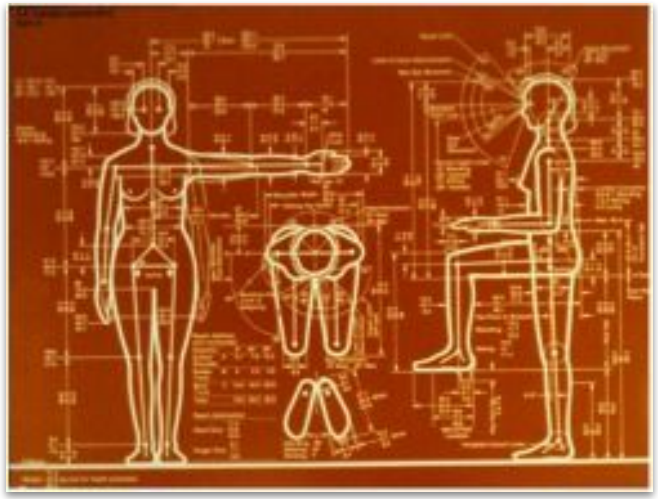
everywhere!

a brief history... 📜

take note on common design patterns!

rational design

take a detached, analytical approach to design “under the hood”



Dreyfuss, Humanscale Chart, 1950s

Loewy, Coldspot Super Six Refrig., 1935

neo-functionalist design

products should solely be designed based on their purpose and function

Nizzoli, Lettera 22/32 Typewriter, 1950

Rams, SK2 Radio, 1955

neo-functionalist design

products should solely be designed based on their purpose and function

Aicher, Pictograms, 1972 Olympic Games

Fuller, Dymaxion Car, 1930s

neo-functionalist design

products should solely be designed based on their purpose and function

Villa Tugendhat, Mies van der Rohe, 1928

design patterns (whiteboard)

Generally rectangular

simplicity

No hard edges

Gray
scale

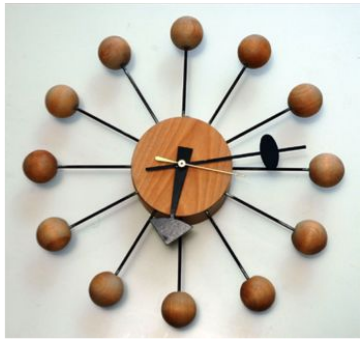
pop design

fun playful, popular appeal: appearance over function

DePas, D'Urbino, Lomazzi,
Blow Chair, (1967)

Craven Walker, Lava Lamp, 1965

Verner Panton, S chair, 1967



George Nelson, Ball clock, 1950

Eero Aarnio, Globe Chair, 1965

blobism

bring organic, blobby forms into the everyday

Karim Rashid, Garbino trash can, 1996

London City Hall

blobism: Apple iMac

Jonathan Ive (Apple Design Group),
Apple iMac (G3), (1998)

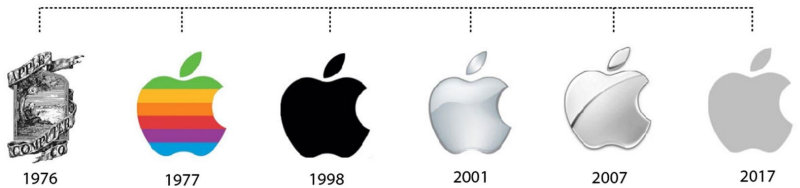
design patterns (whiteboard)

deconstructionism

James Dyson

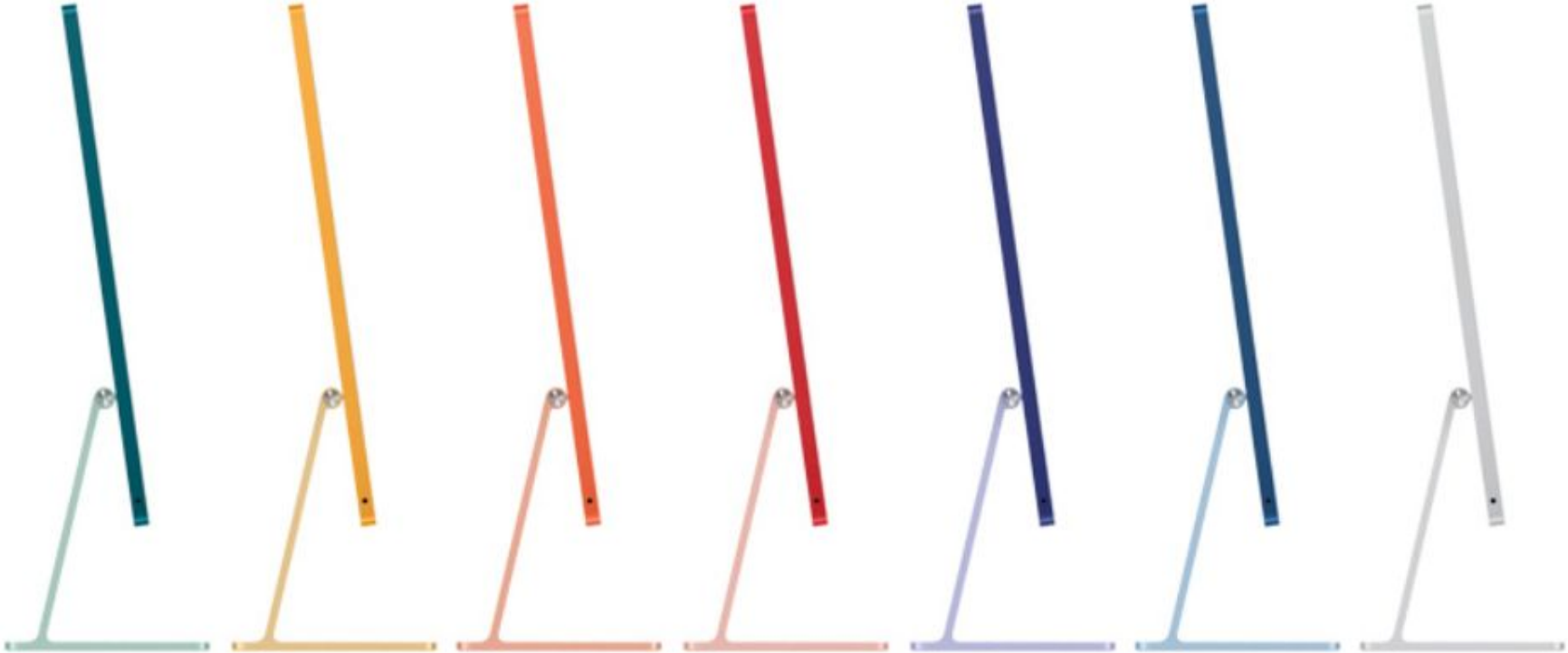
Frank Gehry

let’s check out 🍎



Apple Logo History

1998
2000
2002
2004
2005
2007
2009
2012



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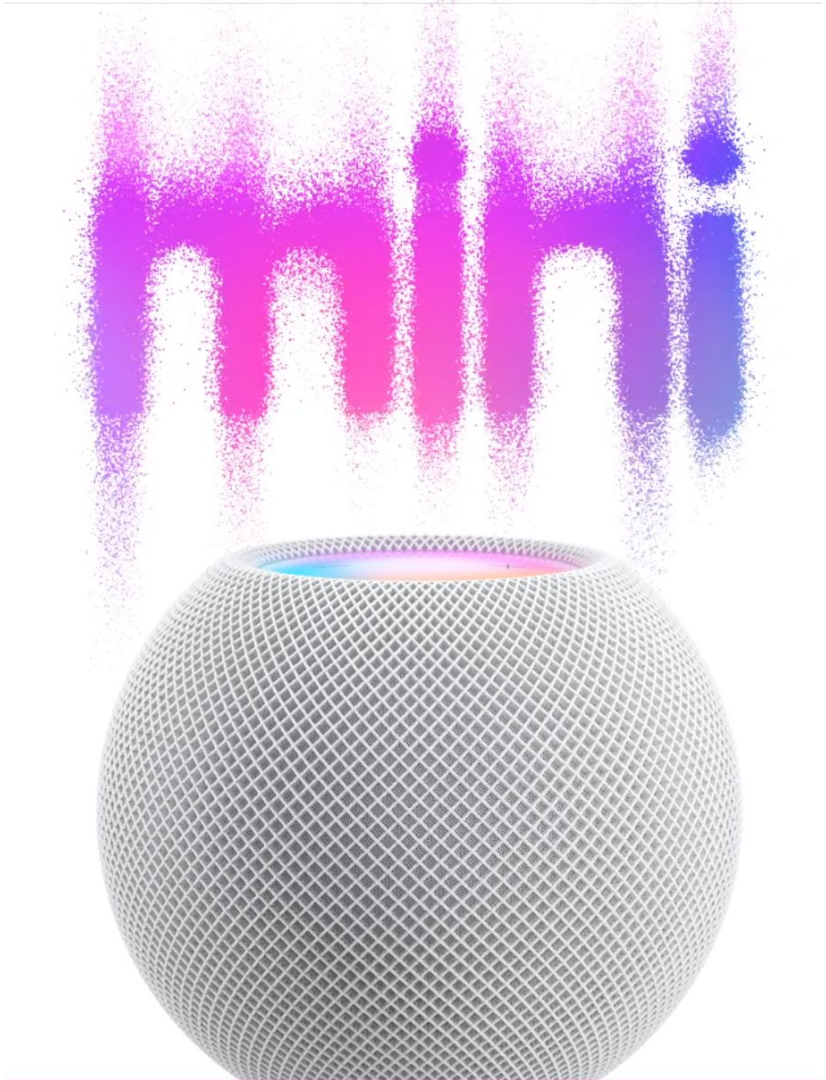
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Stocks
Maps
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Weather
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Notes
Utilities
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Settings
Phone
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references

Industrial design - Wikipedia

Dieter Rams: The legendary designer who influenced Apple

Georgia Tech ID 2202, Joyce Medina