

## **Design Design Space**

is an online coaching environment to develop your design skills. Query your questions and improve your sketching. Acquire new techniques and research your way of presenting. In short, a space where you can design your design process. What kind of challenges do you experience in your daily work as a designer? Working closely together online with experienced designers and a group of other students, there is space to define your own study topics and challenges. In fact, such a selection and planning process is an integral part of the study itself. You tell us what you want, and together we'll find a way to get there.

### **Planning**

By definition designers are bad planners. It seems to be fundamental to design. Too optimistic in the beginning – “There is still plenty of time”, a design is never finished – “The next one will always be better”.

However, the fact that most designs are supposed to meet external requirements, the final deadline may have a much larger impact on the quality of the result, than the personal opinion of the designer. How do you make this apparent conflict work to your advantage?

## How much time do you need?

The core idea behind designing the design process, is that it doesn't make a difference for how long you do it. A project of 1 hour, basically goes through the same stages (research – design – presentation) as a project of 1 year. Of course, it does matter how long you study something, for the level of details that can be addressed. But if you only have a day or a week for an assignment, then that is part of the requirements.<sup>12</sup> The result can still be better than anything your customer would have done.

How would you design such a design process better next time?

## 1 day • 1 week • 1 month • 1 season • 1 year

Study lengths range from 1 day, 1 week, 1 month, 1 season and possibly 1 year, whatever fits best to your plans, your practical possibilities and your financial situation.

## What is the schedule & how to submit?

Every 6 months, in March and September, a new day-week-month-season-year sequence starts, most likely if

*12 Repeat to improve: What makes a design process fundamentally different from a production process, is that repetition improves the result. Starting with quick sketches, ignoring most details, next steps take more time. It's not a linear process, it's an iterative process, which means repeating the previous step in more detail.*