

# COOPER HEWITT



Smithsonian Design Museum



## NATIONAL HIGH SCHOOL DESIGN COMPETITION: GOOD FOR ALL



# WHAT IS DESIGN?

What do you think of when you first hear the word “design”?

# WHAT IS DESIGN?

Design is all around us.

Design has a user in mind.

Design is about creative problem solving.

A system or experience can be designed.

Big challenges can have simple design solutions.

**DESIGN IS ALL AROUND US.**



# DESIGN IS CREATIVE PROBLEM SOLVING.



What problems are being solved here?

# DESIGN HAS A USER IN MIND.



Who is the user for each chair? Even though these are all chairs, how does the design change for the intended user?

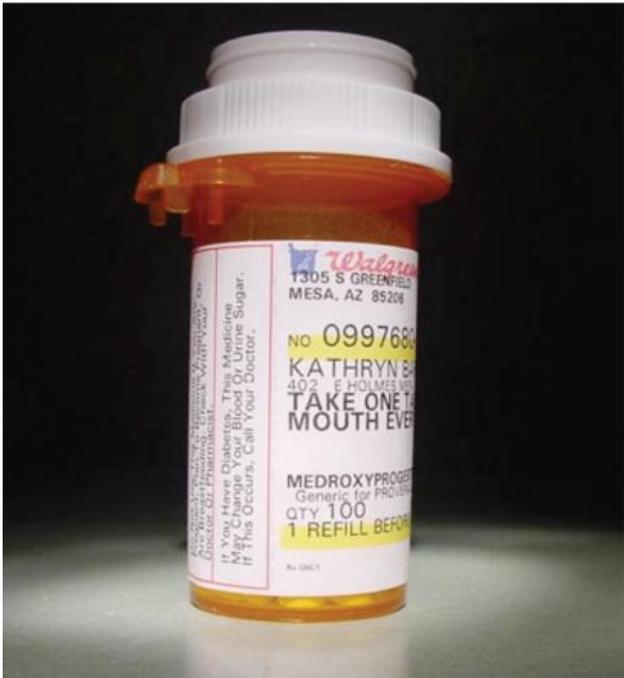
# A SYSTEM OR EXPERIENCE CAN BE DESIGNED.



International Safety Symbols

# BIG CHALLENGES CAN HAVE SIMPLE DESIGN

## SOLUTIONS.



Most prescription bottles look the same and that can be confusing in a household. By designing the option of colored coded rings, each family can clearly identify their own medication.

**LET'S EXPLORE COMMUNITY DESIGN.**

# WHY DO PEOPLE BELONG TO COMMUNITIES?

Share ideas as a class.

# DISCUSS THE FOLLOWING COMMUNITIES

Who are these people?  
What do we know about them?  
What do you imagine they do?  
What do you imagine they like/don't like?  
What are their needs?  
Where do they live?  
How do we know, or can guess at, these things?



# WHAT MAKES A COMMUNITY?

Share out some ideas.

Also consider the different needs of different communities.

# HOW DO YOU DESIGN SOLUTIONS FOR COMMUNITIES?

When designing a solution for a community need, designers often work *with* the community so that they are part of the process.

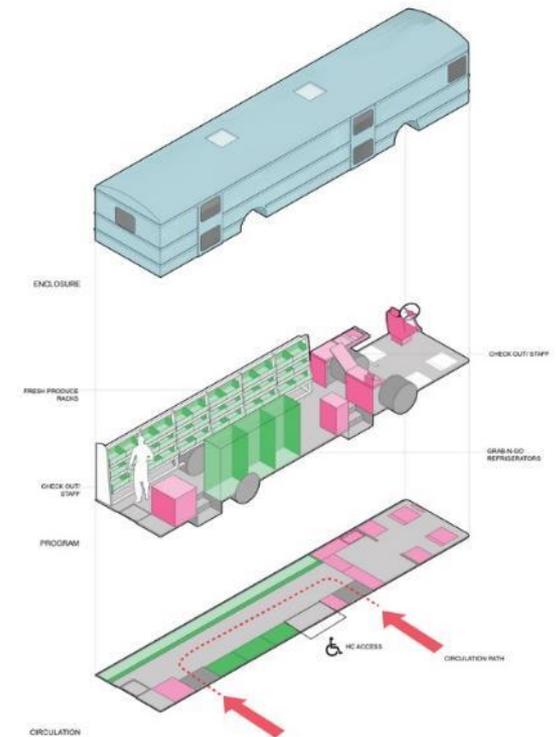
Designers sometimes make detailed notes in their sketches because certain features or elements might be difficult to render on paper or digitally. Keep this in mind as you create your designs.

The following are examples from Cooper Hewitt's *By the People: Designing a Better America* exhibition.

# FRESH MOVES MOBILE MARKETS

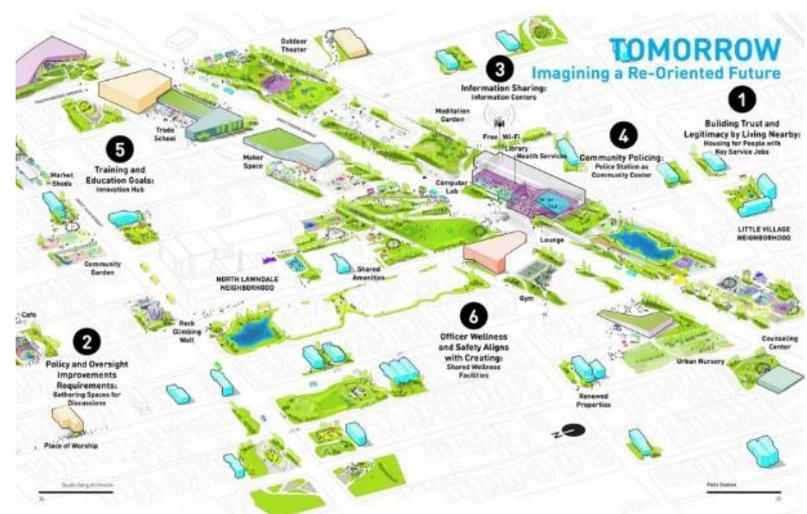
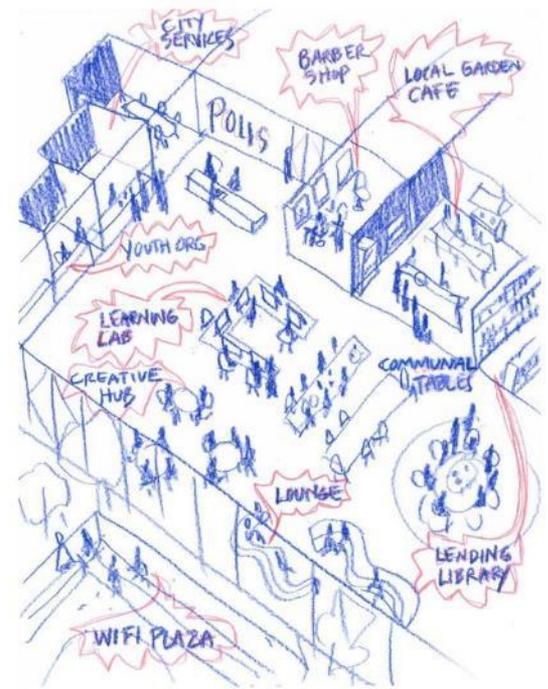
This is a [project](#). It was designed by [Growing Power](#), [Hammersley Architecture](#), [Architecture for Humanity Chicago](#), [Engaging Philanthropy Inspiring Creatives \(EPIC\)](#) and [Latent Design](#) and created by [Tyrue Jones](#) and fabricated by [WM Display Group](#) and collaborator: [City of Chicago](#) and made for (as the client) [Food Desert Action](#). It is dated 2009–present.

With diabetes and diet-related disease at an all-time high nationwide, Fresh Moves Mobile Markets, decommissioned transit buses converted into mobile farm stands, bring healthy, affordable, locally grown produce to underserved neighborhoods on Chicago's South and West Side. Part of the city's current effort to eliminate food deserts—neighborhoods with limited access to healthy, fresh food—produce is sourced from local organic farmers, while health and wellness outreach is provided by community partners at the point of sale.

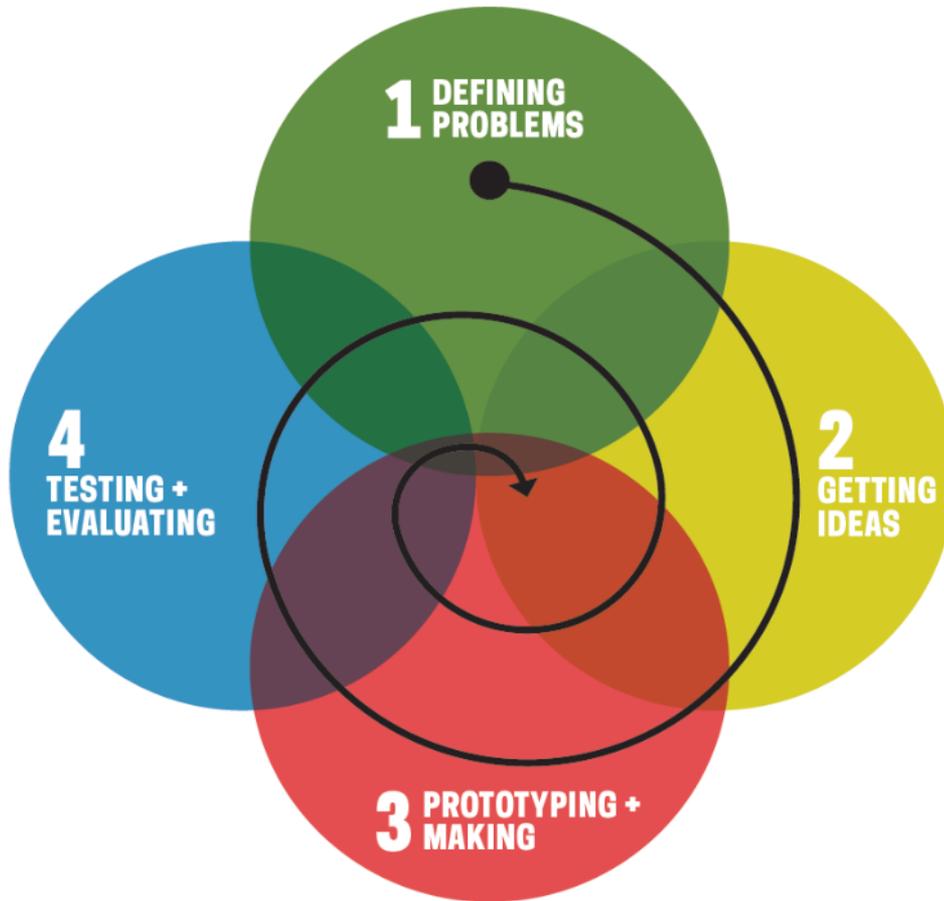


# POLIS STATION

This is a [project](#). It was designed by [Studio Gang Architects](#). It is dated 2015–present. The President’s Task Force on 21st Century Policing sought to identify best practices and rebuild trust between police and local communities. In response, Studio Gang’s Polis Station design proposal offers a set of ideas that transform urban police stations into neighborhood investments that strengthen their communities, laying out both physical and programmatic steps to support social interaction. Designed for a specific location—Chicago’s North Lawndale neighborhood—Polis Station principles can be adapted and applied in neighborhoods throughout the United States.



# COOPER HEWITT'S DESIGN PROCESS



Now that you've been introduced to community design, let's walk through the design process. We'll follow one example through all four steps.

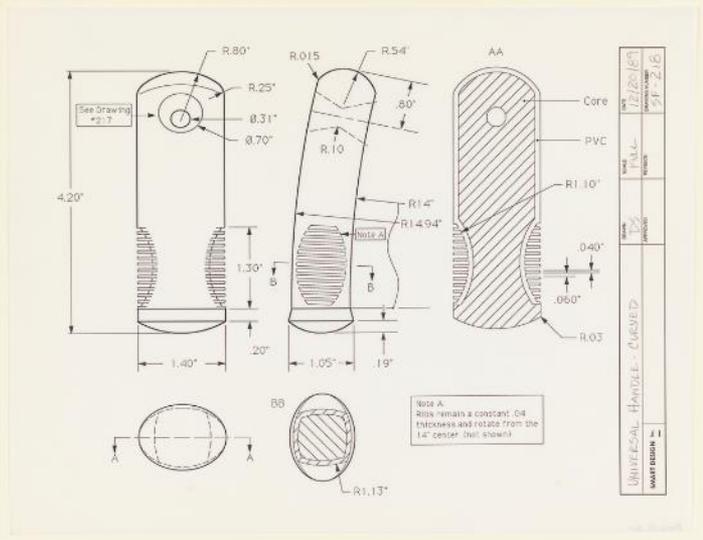
# DEFINING PROBLEMS



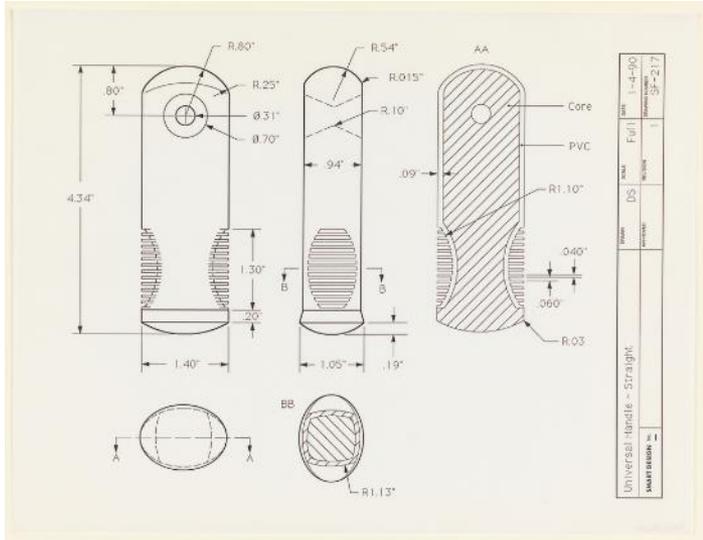
Designers often begin defining the problem by considering their user and asking "how might we?" questions.

Designers may also start to gather and analyze information through interviewing, observing and documenting.

# GETTING IDEAS



Once a problem has been defined, designers generate possible solutions.



There are many ways to get ideas and brainstorm, including making lists, creating mash-ups, and looking at similar design solutions.

# PROTOTYPING + MANUFACTURING



Prototypes allow designers to bring their ideas to life, share their designs with others, and see what works.

Prototypes do not have to be miniature models of something, they can also be sketches, skits demonstrating the user experience, diagrams, lesson plans, etc.

# TESTING + EVALUATING



Testers peeling potatoes with prototypes.

Designers test products with users and interview them about what works and what doesn't. They should be able to clearly explain the design challenge that inspired them and describe their design solution.

After gathering feedback, they work on improving their prototype.

# FINAL SOLUTION



# LET'S DESIGN!

**What would you design to improve a community's access to healthy, fresh foods?**

Be sure to review the National High School Design Competition guidelines as you work on your designs.

Visit: [cooperhewitt.org/designcompetition](https://cooperhewitt.org/designcompetition)