

INSIDE: A 14-PAGE SPECIAL REPORT ON TECH STARTUPS

The
Economist

If the French ran America
China cracks down on microblogs
New opportunities for organised crime
Regulators go soft on Europe's banks
Google and the internet of things

1 JANUARY 2015 - 267p 2015

www.economist.com

Coming to an office
near you...



What today's
technology will do to
tomorrow's jobs

Getting a Design Job in 2030.

Neue (digitale) Arbeitswelten in
Kreativberufen und Anforderungen an
zukünftige Bildungsangebote

Frank Heidmann & Anouk Meissner
FH Potsdam | Fachbereich Design

TA17 | Wien, 19. Juni 2017

Getting a Design Job in 2030.

Agenda.

(1) Trends im Design – Ausbildung, Berufsfeld & Arbeitswelt

- **Data as a New Material for Design**
- **Storytelling & Interactive Narratives**
- **Social Design for Wicked Problems**
- **(Service) Design Thinking**
- **Tools & Toolmaker**

(2) Design »0815« // Curriculum 4.0

(3) Fazit und Ausblick

Design Jobs in 2030.

Design is Everything.

»Früher entwarfen Designer Gegenstände. Heute wird praktisch alles gestaltet: das Klima, Prozesse, Flüchtlingslager. Deshalb darf Design nicht nur nach ästhetischen, funktionalen und ökonomischen Gesichtspunkten bewertet werden.«

Friedrich von Borries (2016). Weltentwerfen - Eine politische Designtheorie. Berlin: Suhrkamp.

»Designer sind [auch] Maskenbildner für bodenlose Zuversicht und Schöpfer von Simulationsmitteln für trügerische Hoffnungen und falsche Auswege.«

Peter Sloterdijk (2010). Das Zeug zur Macht. München: Wilhem Fink Verlag.

Getting a Design Job in 2030.
Design is Everything.

IBM schließt Akquisition von Aperto ab

Aperto wird Teil von IBM iX – der bereits heute größten Digitalagentur der Welt – um die europaweite Kompetenz in Experience Design weiter auszubauen.

IBM (NYSE: **IBM**) hat heute den erfolgreichen Abschluss der Akquisition von **Aperto** bekannt gegeben. Damit wird Aperto – eine führende Digitalagentur mit Hauptsitz in Berlin – Teil von **IBM Interactive Experience** (IBM iX). Finanzielle Details wurden nicht veröffentlicht.

Accenture verstärkt sich in den Bereichen
Digital und Marketing durch die
Übernahme von Fjord

PRESSEMITTEILUNG

< 0 Teilen

New York, 7. Mai 2013—Accenture hat heute die Übernahme der globalen Service Design-Beratung Fjord bekannt gegeben. Das Unternehmen hat sich auf die Entwicklung von digital inszenierten Erlebnissen und Dienstleistungen über Plattformen wie Smart Devices, Tablet-PCs und PCs spezialisiert. Mit dem Zukauf verstärkt Accenture seine Expertise in den Sparten Digital und Marketing. Die Dienstleistungen von Fjord ermöglichen Chief Marketing Officers (CMOs) und Leitern für digitales Marketing, besondere Kundenerlebnisse zu schaffen und schnell marktfähig zu machen. Vertragliche Einzelheiten der Übernahme wurden nicht bekannt gegeben.

Fjords Designkompetenzen ergänzen das Angebot des Geschäftsbereichs Accenture Interactive in den Segmenten Geschäftsstrategie, Analytik, Technologie und Marketing. Kunden von Accenture profitieren zudem von den umfassenden Kenntnissen des Unternehmens bei mobilen Anwendungen: Mit den Angeboten von Fjord lassen sich digitale Services und Erlebnisse schneller konzipieren, entwickeln und über verschiedene Endgeräte und Plattformen skalieren.

„Um von der digitalen Revolution zu profitieren und mit den Verbrauchern in Verbindung zu bleiben, benötigen unsere Kunden neue Dienstleistungen und müssen ihren Kunden neue Erlebnisse anbieten. Diese werden erst durch Technologie, Analytics, mobile Anwendungen und skalierbaren

Getting a Design Job in 2030.

THE DESIGN LADDER: Four steps of design use.

- › The Design Ladder is based on the hypothesis that there is a positive link between higher earnings, placing a greater emphasis on design methods in the early stages of development and giving design a more strategic position in the company's overall business strategy.



Getting a Design Job in 2030.

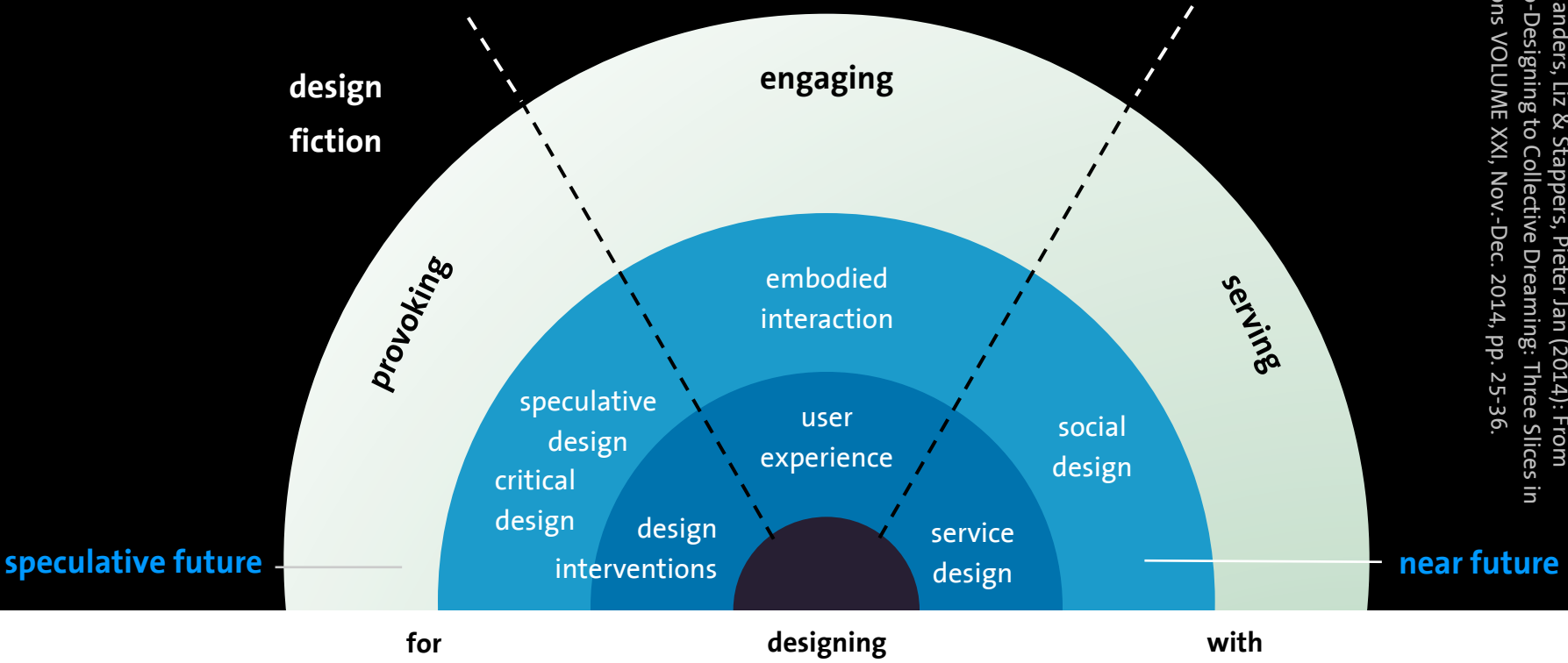
THE DESIGN LADDER: Four steps of design use.

- › Use of design in Danish companies in 2016.
- › 58% indicate that they use design.
- › 13% are using design strategically, as design methods and design thinking contributes to the company's business development and strategy.



Design Jobs in 2030.

Emerging Areas for Design Research and Practice.



Source:

Adapted from Sanders, Liz & Stappers, Pieter Jan (2014): From Designing to Co-Designing to Collective Dreaming: Three Slices in Time. Interactions VOLUME XXI, Nov.-Dec. 2014, pp. 25-36.

Getting a Design Job in 2030.

Design is Everything.

- > Designstudiengänge erfreuen sich nach wie vor großer Beliebtheit.
- > Bauhaustradition & HfG Ulm Paradigmen dominieren:
Gestaltung = ganzheitlicher Zugang zu ästhetischer, formgebender Praxis und deren Integration in die Gestaltung von Lebenswelten.
- > »Design Thinking« und Design Know-How in immer mehr Domänen gefragt: Service Design, Social Design , Business Design etc.

In earlier years, designers were trained in form, function, materials, and aesthetics. Today, culture and emotion are central, plus knowledge of societal issues, techniques for subtle persuasion, and the intricacies of complex, interdependent systems.

”

“

If design is to live up to its promise it must create new, enduring curricula for design education that merge science and technology, art and business, and indeed, all the knowledge of the university.

Design Jobs in 2030. Jobs of the Future.

Information für Studienbewerber zum WS 2017/18
Studiengang Integriertes Design

Masterstudio System+Interaktion



Study ▾ Subjects ▾ Campus ▾

Design Strategy and Innovation MA



MENU ▾ SCHOOLS & PROGRAMMES / SCHOOL OF DESIGN / SERV

SERVICEDESIGN

ABOUT THE PROGRAMME

Service Design has become a difference at scale, and is home to the leading special around 80 students and almost certainly the largest

READ MORE

DOWNLOAD PROGRAMME

CONTACT

MA PROGRAM
PROGRAMME

www.rca.ac.uk/schools/
school-of-design/service-design/



UNIVERSITY OF GOTHENBURG

EDUCATION RESEARCH ABOUT THE UNIVERSITY CONTACT

Courses and Programmes Admissions Student Life Student Housing

University of Gothenburg / Education / Courses and Programmes / Master of

Master of Business & Design

Master's programme | 120 credits

Autumn 2017 100% Day Göteborg

1) Anyone can apply

About the Programme



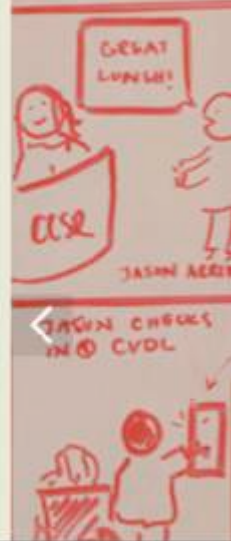
- About MICA
- Admission & Financial Aid
- Programs of Study

Understanding Social Problems, Designing Social Change

The first degree-bearing program of its kind, the MA in Social Design (MASD) curriculum introduces students to a broad theoretical framework for understanding the social world, encourages them to think critically about the complexity of social problems and social change, exposes them to human-centered methods and models for social impact, and prepares them with a core set of skills necessary to pursue professional opportunities in the emerging practice of social design.

Apply Now
Learn More

Social Design (MA)



Organizational Designer, Design for Change

San Francisco, CA

We are looking for candidates who can:

- ♦ Design a research plan comprised of interviews, assessments, and other methods to understand an organization's working dynamics to surface bright spots and opportunity areas
- ♦ Take a systems view to understand the potential impacts to an organization's operating environment, including changes to people, process, and technology, and assess the organization's overall readiness for the change

- ♦ Navigate client organizations, including the C-Suite, to facilitate decision making, manage key stakeholders, and advise on implementation and change management efforts

Relevant experience:

- ♦ 4-6 years of organizational design and strategic experience working in large business and corporate environments
- ♦ Bachelor's and/or Masters Degree in a related field, including MBAs, Organizational Psychology, People Operations, Learning and Development, and Change Management

Getting a Design Job in
2030.
Jobs of the Future.

COMMUNITY

Community Manager, OpenIDEO – San Francisco, CA

Community Manager, The Teachers Guild – San Francisco, CA

DESIGN RESEARCH

Design Research Lead – Palo Alto, CA

Design Research Lead – Shanghai

Design Researcher – Tokyo

Quantitative Design Researcher – San Francisco, CA

ENVIRONMENTS DESIGN

Environments Design Intern – San Francisco, CA

EXPERIENCE

Experience Specialist – Global

INTERACTION DESIGN

Interaction Designer (Creative Coder) – Tokyo

Senior Interaction Design Lead – Shanghai










Senior Interaction Design Lead – San Francisco, CA

Senior Interaction Designer – Shanghai

IDEO

Getting a Design Job in
2030.

From Designing to Co- Designing to Collective Dreaming.

	1984	2014	2044
WHAT result of designing	 product	 interaction person-product	 multiple relations between people, products, services, infrastructures
methods and location of designing	 sketching, modeling, programming in the office	 plus collaborative sessions, also on location of use	 plus diverse inter-related networked activities
WHO	design FOR consumers	design WITH users	design BY people
the roles and professions that participate in (co)designing	 solo professional working from brief by client	 teams and groups involving users and stakeholders	 networks of diverse teams and individuals
the values that guide design decisions	\$	\$ ♥	\$ ♥ 🌍
WHY	sales in the marketplace	sales and long-term relations social issues	multiple values, not reducible to a single dimension

Source: Sanders, Liz & Stappers, Pieter Jan (2014): From Designing to Co-Designing to Collective Dreaming: Three Slices in Time. Interactions VOLUME XXI, Nov.-Dec. 2014, pp. 25-36.

Getting a Design Job in 2030. Participatory Design.

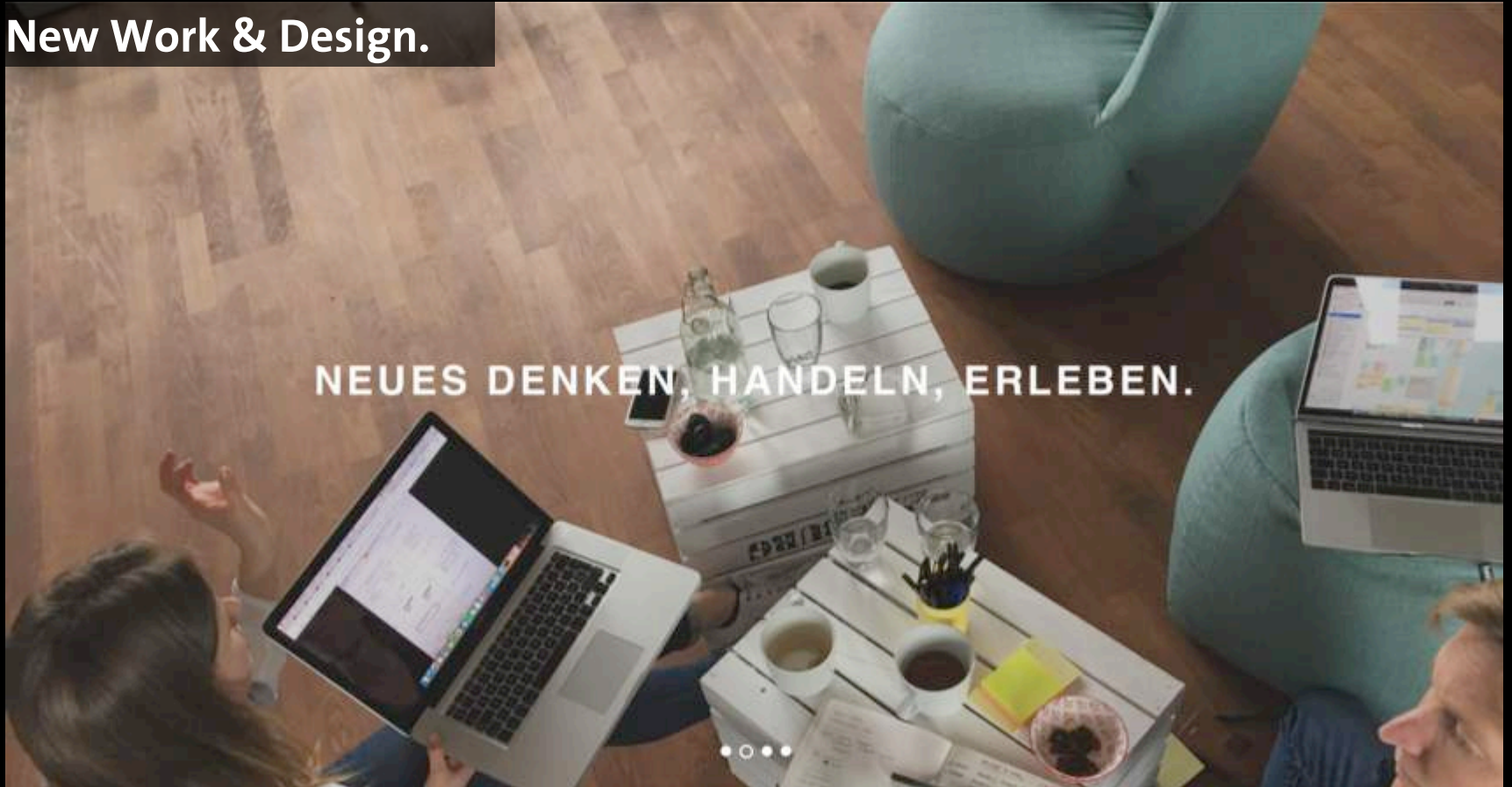


[Source: Sanders, Elizabeth B.-N. & Stappers, Pieter Jan (2008). Co-creation and the new landscapes of design. http://www.maketools.com/articles-papers/CoCreation_Sanders_Stappers_08_preprint.pdf]

Getting a Design Job in 2030.

Source: www.soulworx.de/de/

New Work & Design.



Getting a Design Job in 2030.

Source: www.soulworx.de/de/

New Work & Design.

GANZHEITLICH, FÜR MENSCH UND ORGANISATION.



Getting a Design Job in 2030.

Freelance Jobs.



Get Started

Work with someone perfect for your team



WEB DEVELOPERS



MOBILE DEVELOPERS



DESIGNERS & CREATIVES



WRITERS



VIRTUAL ASSISTANTS



CUSTOMER SERVICE AGENTS



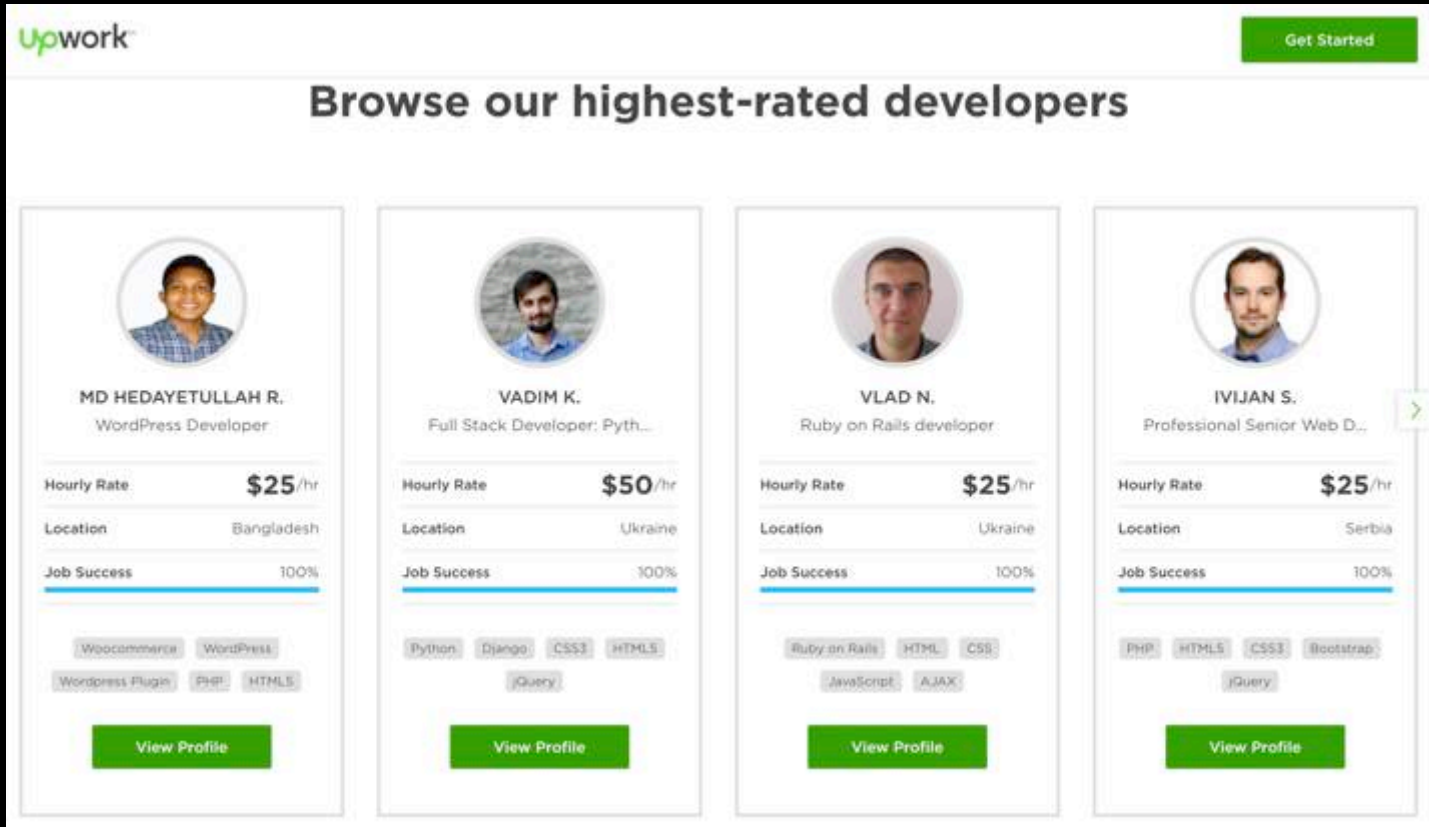
SALES & MARKETING EXPERTS



ACCOUNTANTS & CONSULTANTS

Getting a Design Job in 2030.





Freelance Jobs.



The screenshot displays the Upwork homepage with a header containing the Upwork logo and a "Get Started" button. The main heading reads "Browse our highest-rated developers". Below this, four developer profiles are presented in a grid. Each profile includes a circular profile picture, the developer's name, their title, hourly rate, location, and job success percentage. Skills are listed as tags below each profile, and a green "View Profile" button is at the bottom of each card.

Upwork Get Started

Browse our highest-rated developers

Developer	Hourly Rate	Location	Job Success	Skills
 MD HEDAYETULLAH R. WordPress Developer	\$25/hr	Bangladesh	100%	WooCommerce, WordPress, Wordpress Plugin, PHP, HTML5
 VADIM K. Full Stack Developer: Pyth...	\$50/hr	Ukraine	100%	Python, Django, CSS3, HTML5, jQuery
 VLAD N. Ruby on Rails developer	\$25/hr	Ukraine	100%	Ruby on Rails, HTML, CSS, JavaScript, AJAX
 IVIJAN S. Professional Senior Web D...	\$25/hr	Serbia	100%	PHP, HTML5, CSS3, Bootstrap, jQuery

Getting a Design Job in 2030.
Coworking.



Coworking Spaces: Hubud, Bali, Indonesia



Getting a Design Job in 2030. Freelance Jobs.



Coworking Spaces:
Hubud, Bali, Indonesia

What you get	Events	Casual	In and Out	Pro	Unlimited	Night Owl	Day Pass
Working hours per month	—	30	50	100	UNLIMITED	Unlimited (6pm- 8am)	24h
Skype Booth (rent/h)	\$5	\$5	\$5	free	free	free	\$5
Meeting Room (rent/h)	\$10	\$10	\$10	free	free	free	\$10
Access to Events	✓	✓	✓	✓	✓	✓	✓
Member Pricing on Paid Events	✓	✓	✓	✓	✓	✓	✓
Digital Membership	✓	✓	✓	✓	✓	✓	✓
H-Pass	✓	✓	✓	✓	✓	✓	—
Access to Partner Coworking Spaces	—	2 days	2 days	5 days	5 days	2 days	—
Mailing Address	—	✓	✓	✓	✓	✓	—
Storage Locker	—	—	—	✓	✓	✓	—
COST per month (USD)	\$30	\$60	\$95	\$195	\$275	\$110	\$20
COST per month (IDR)	Rp 400K	Rp 800K	Rp 1300K	Rp 2600K	Rp 3700K	Rp 1500K	Rp 250K

Getting a Design Job in 2030.

Graphic designer's pricelist.

Source: www.creativebloq.com/career/graphic-designers-price-list-priceless-91516736

DESIGN SERVICES PRICE LIST

I design everything	\$100
I design, you watch	\$200
I design, you advise	\$300
I design, you help	\$500
You design, I help	\$800
You design, I advise	\$1,300
You design, I watch	\$2,100
You design everything	\$3,400

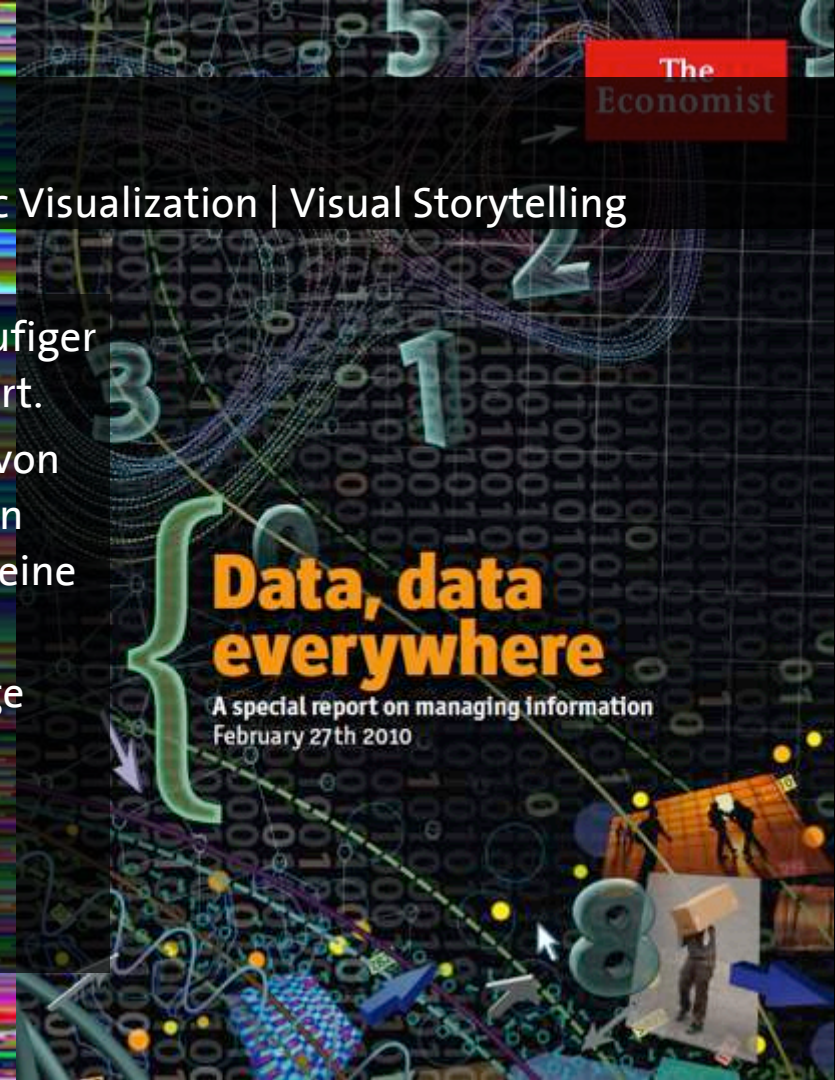
Data as a New Material for Design.

Infographics | Information Visualization | Geographic Visualization | Visual Storytelling

- › Designer_innen werden in der Zukunft immer häufiger mit komplexen quantitativen Briefings konfrontiert.
- › ... als Folge der weiter zunehmenden Verbreitung von Sensoren, Kommunikations- und Rechenleistung in Alltagsgegenständen und Umgebungen (IoT), die eine beispiellose Flut von Daten (Big Data) entfesseln.
- › Als Ergebnis dieser Entwicklung wird die Nachfrage nach Fähigkeiten steigen,
- › mit Daten zu interagieren,
- › Muster in Daten zu erkennen und
- › datenbasierte Entscheidungen zu treffen.

Data, data everywhere

A special report on managing information
February 27th 2010



Kamppi
CO₂ 47

SIMONKATU 9
Scandic Simonkenttä

URHO KEKKOSEN KATU 1
Kauppakeskus Kamppi

ETELÄINEN RAUTATIEKATU 4
Zachos Hotel presidentti

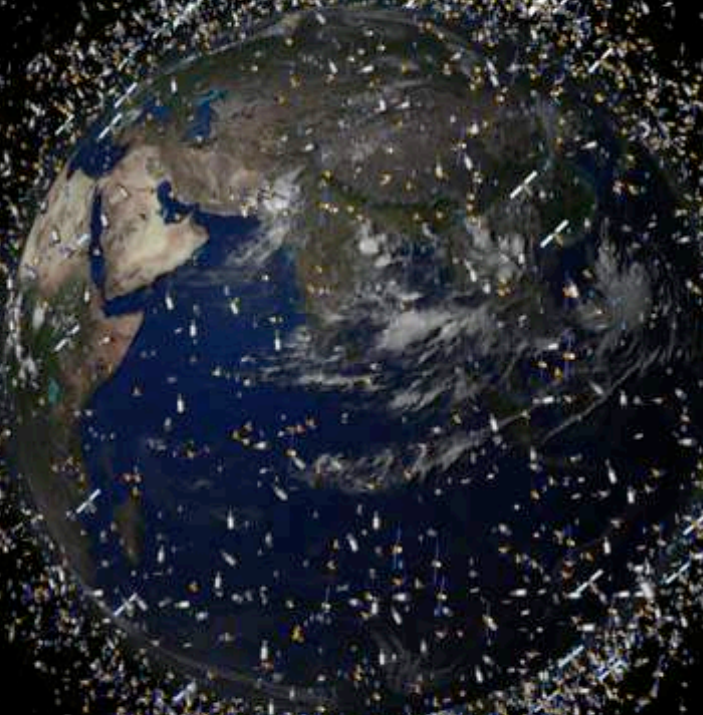
Töölö
CO₂ 34

13 340 people
1492 bicycles

Data as a New Material for Design.
The Digital Skin of Cities.

[Source: Urbanflow Helsinki. Building an operating system for everyday life. helsinki.urbanflow.io]

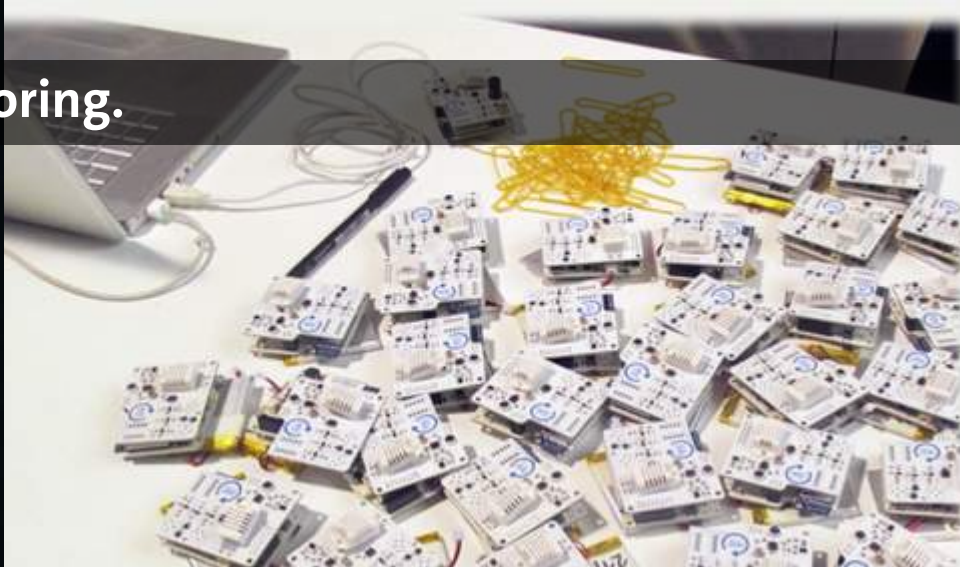
Big Data.



Crowdsourced Environmental Monitoring.



CROWDSOURCED
ENVIRONMENTAL
MONITORING



NeTS	
temp	28.3 °C
hum	32.9 %
co	181.7 kΩ
no2	16.9 kΩ
light	0.3 %
noise	50 dB

last update 44 seconds ago
by: NeTS



SENSORS

WHAT MAKES EACH SENSOR?



SENSOR DETAIL

Barcelona, Carrer de la Llacuna



NAME	NeTS
EXPOSURE	
HARDWARE	Smart Citizen Kit v1.0
LAST UPDATE	44 seconds ago (2013-05-19 18:04:16 UTC)



TRACK

OUTDOOR & INDOOR POLLUTION

- **PM2.5:** Particulate Matter and Dust
- **NOx:** Exhaust Fumes
- **Ozone:** Irritating Gas
- **VOCs:** Household Chemicals
- **Temperature**
- **Humidity**



MONITOR

AND REDUCE YOUR EXPOSURE

- Receive **tailored air quality alerts.**
- Discover easy ways to **escape pollution.**
- Find the **ideal moment** for an outdoor activity.

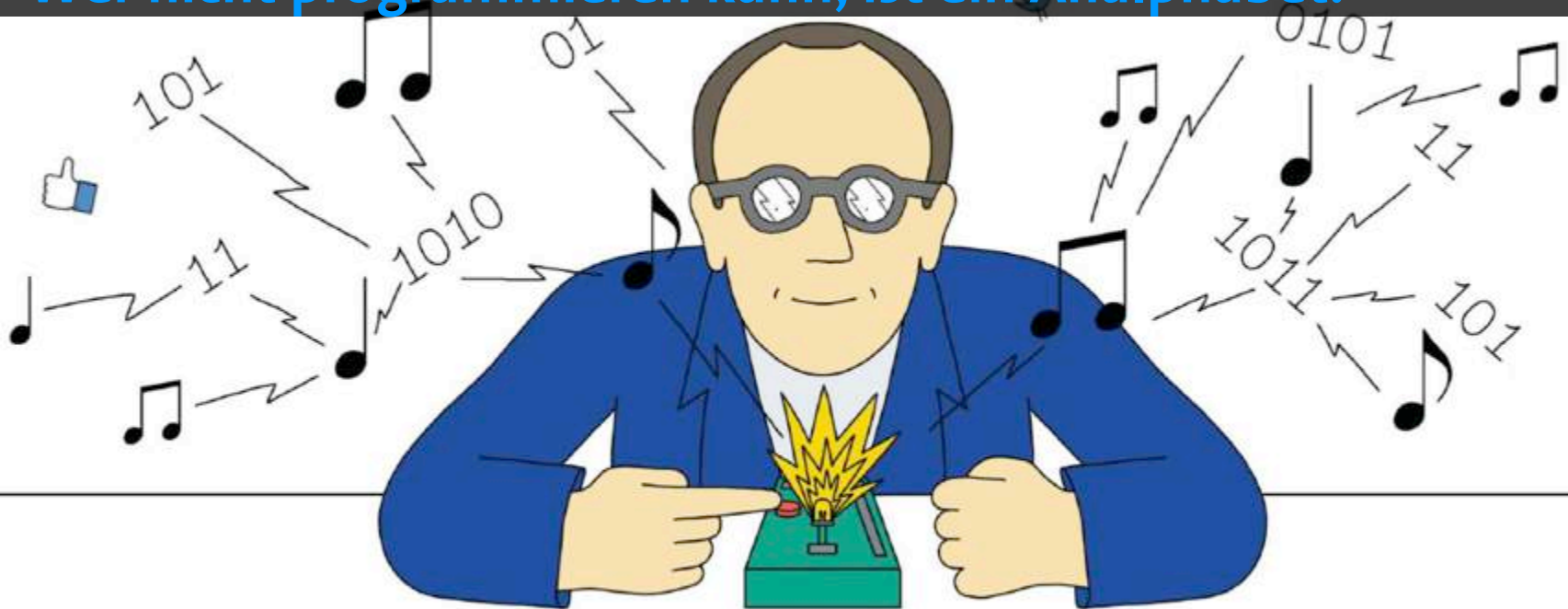
IMPROVE

BE PART OF A GLOBAL MOVEMENT

- **Build better routines** while mapping your city to find clean air hotspots.
- Join a **community of citizens** helping make the air we breathe more transparent.



Wer nicht programmieren kann, ist ein Analphabet.



Leben im Befehlston

Wer nicht programmieren kann, ist ein Analphabet, heißt es. MANUEL J. HARTUNG hielt das für übertrieben. Bis er selbst coden lernte

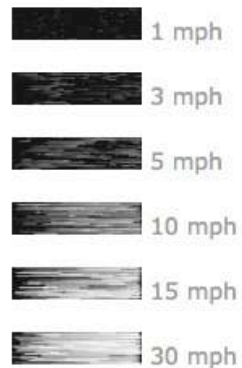
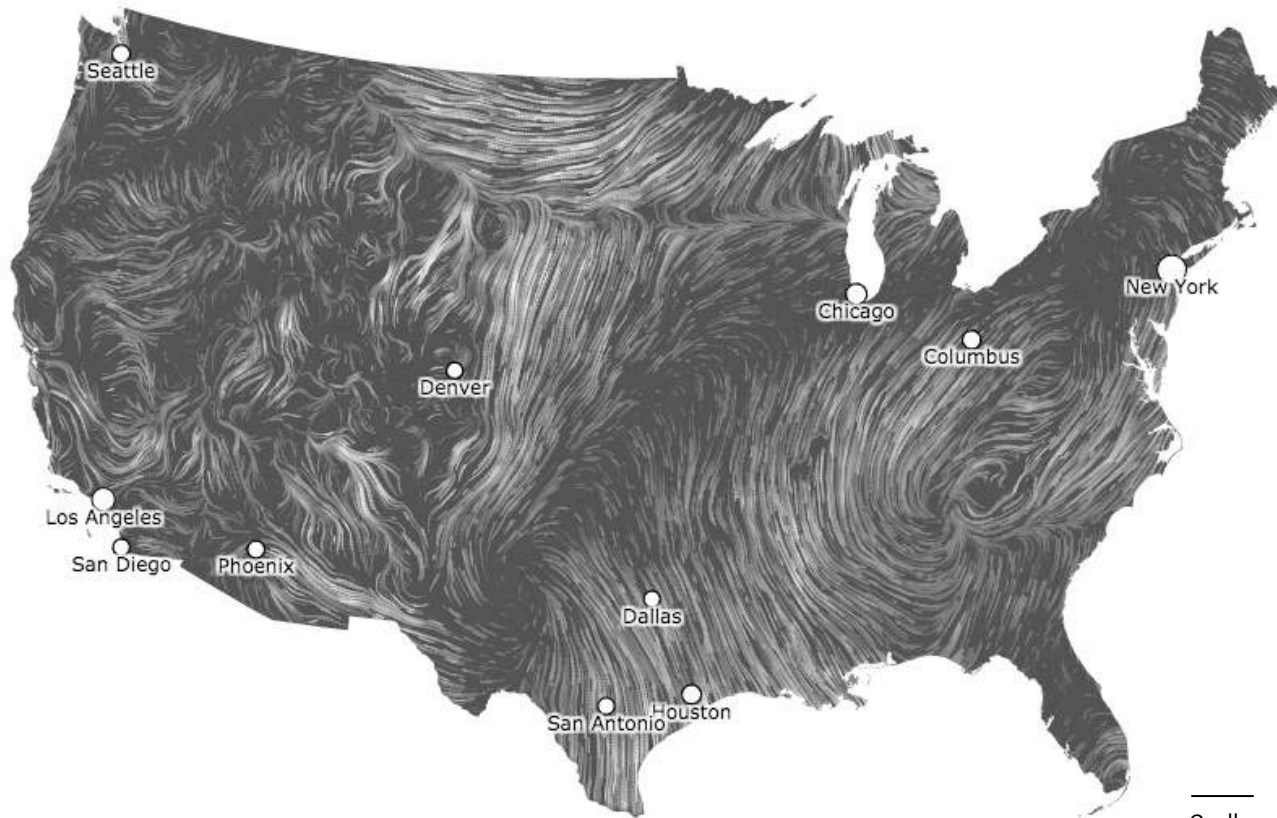
wind map

April 23, 2017

8:36 am EST

(time of forecast download)

top speed: **27.9 mph**
average: **8.0 mph**



Quelle:
hint.fm/wind/

Surging Seas

Sea level rise analysis by CLIMATE CENTRAL

SUBMERGENCE RISK MAP

Type any place (city, etc.)



FORECAST

ANALYSIS

COMPARISON

See sea level and flood projections for: New York, New Jersey, Kings County, Queens County, New York County

?

10

9

8

7

6

5

4

3

2

1

WATER LEVEL
in feet

Show

SOCIAL VULNERABILITY

Show

POPULATION

Show

ETHNICITY

Show

INCOME

Hide

PROPERTY

Less than \$100,000*

\$100,000-\$999,999

\$1 Million-\$10 Million

\$10 Million-\$100 Million

More than \$100 Million

* per acre

Embed This Map

About & Terms

Levee

Isolated Areas

Show

FEATURES

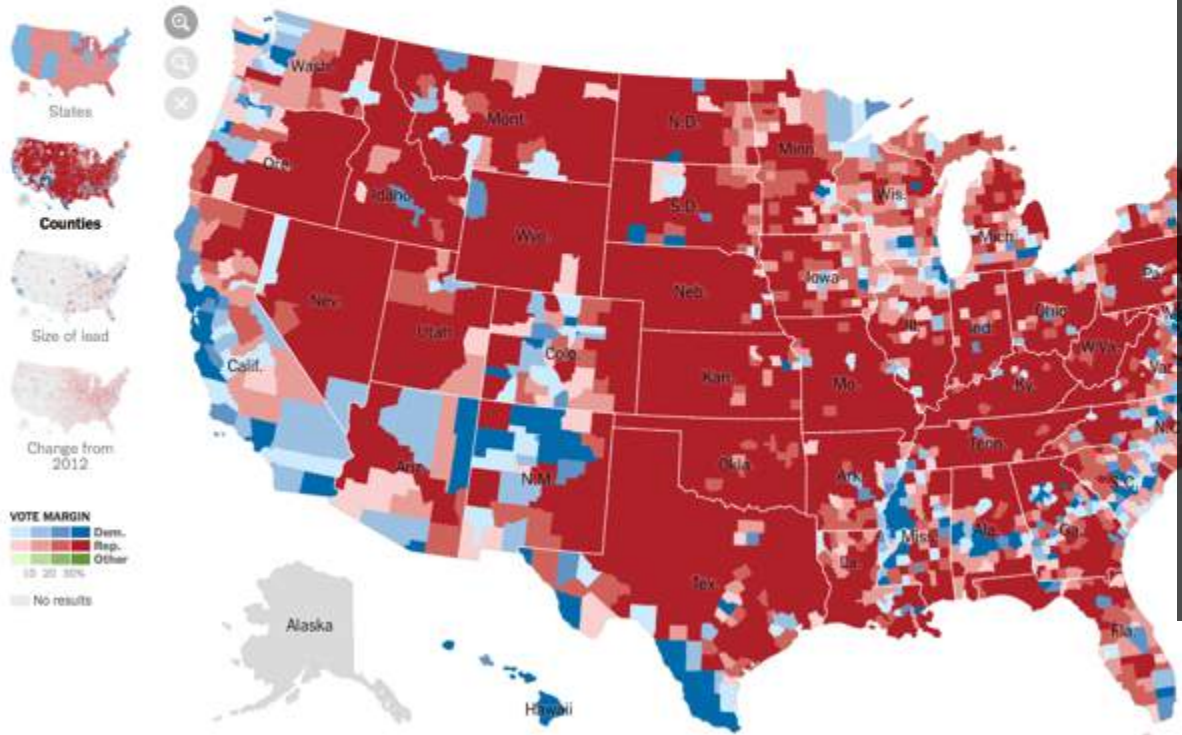
Quelle:

sealevel.climatecentral.org

Presidential Election Results: Donald J. Trump Wins

FEB. 20, 2017, 4:28 PM ET

Donald J. Trump won the Electoral College with 304 votes compared to 227 votes for Hillary Clinton. Seven electors voted for someone other than their party's candidate.



»Information is Beautiful«

- › Creativity Boom = Immer mehr Informatiker, Designer, Künstler, Aktivisten und Kreative ohne explizite Design- und Kartographieausbildung erstellen Grafiken, Karten und schaffen Raumbilder.
- › APIs ermöglichen das schnelle Einbetten von Karten und Grafiken in Webseiten
- › Social Networks & Web 2.0 Features nutzen verstärkt georeferenzierte Daten.
- › Location-Based Services-App-Boom

Quelle:
www.nytimes.com/elections/results/president

Das sind Deutschlands grünste Großstädte

Viele Städte behaupten von sich, besonders viele Grünflächen zu bieten. Die Berliner Morgenpost hat Satellitenbilder ausgewertet und zeigt erstmals, wie grün Deutschland wirklich ist.



Fast jeder dritte der 82 Millionen Einwohner
Deutschlands lebt in einer Großstadt, immer mehr

Datenvisualisierung.

Regionalisierte/personalisierte Informationen.

Quelle: www.nytimes.com/interactive/2017/01/18/world/how-much-warmer-was-your-city-in-2016.html#nyc

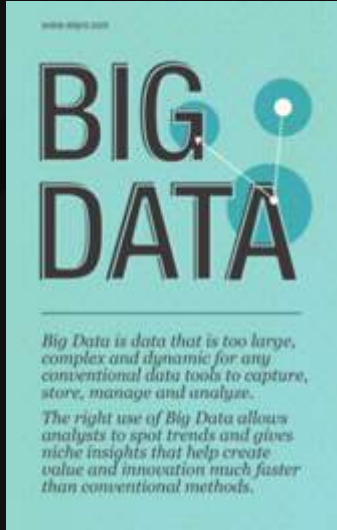


Datenvisualisierung.
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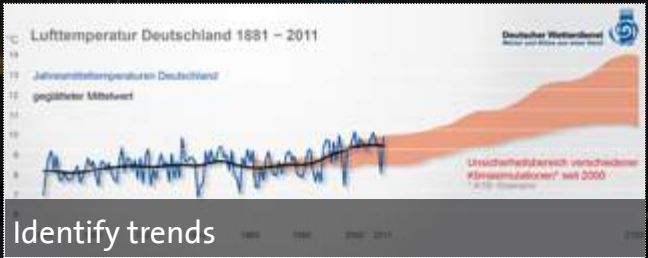
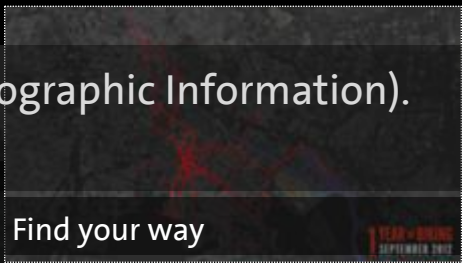
Big Data. Environmental Sensing / VGI (Volunteered Geographic Information).

Making Sense of Data.



Marcoscope Tools*

- Types of Analysis
- > Statistical Analysis/Profiling
 - > Temporal Analysis (When)
 - > Geospatial Analysis (Where)
 - > Topical Analysis (What)
 - > Network Analysis (with whom)



Quelle: Börner, K. & Polley, D.E. (2013): Visual Insights. Cambridge MA: The MIT Press.

Big Data. Environmental Sensing / VGI (Volunteered Geographic Information).

Small Data // Big Data // Smart Data.

bisher »Small Data«

z.B. Volkszählungen,
Wahlen, Meinungsumfragen,
Verkehrszählungen etc.

- > beispielhaft, punktuell
- > zeitlich verzögert
- > räumlich beschränkt
- > schwer zugänglich

heute »Big Data«

große Datenmengen aus
vielfältigen Quellen mit
einer hohen Verarbeitungs-
geschwindigkeit

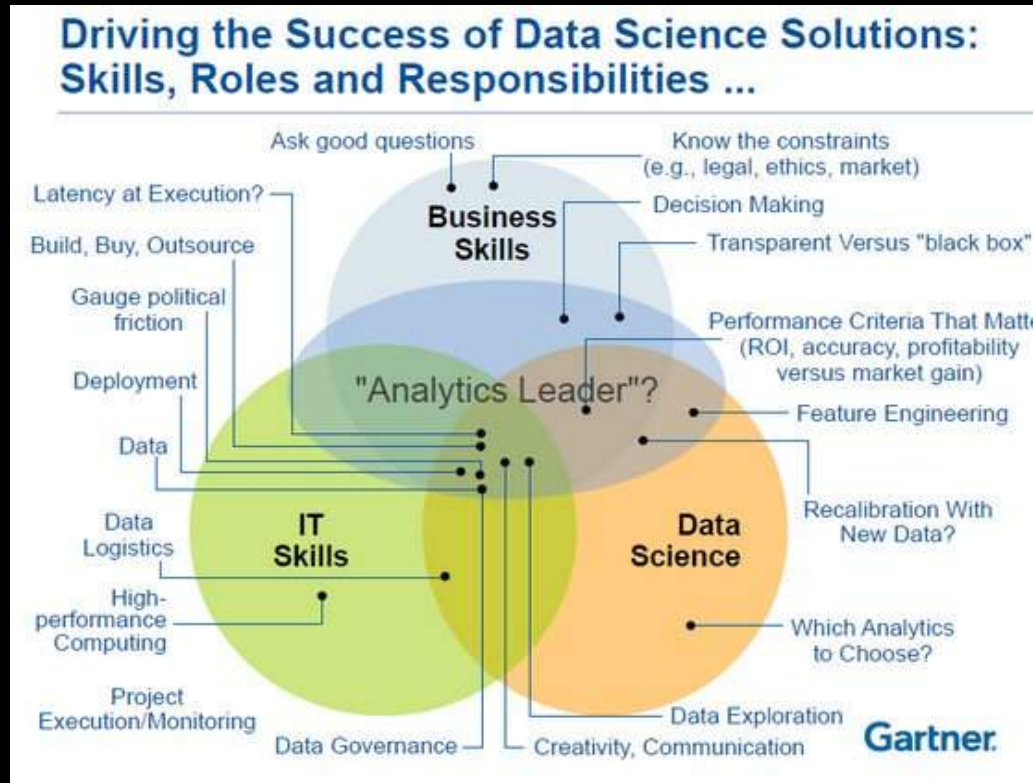
- > Sensordaten, geo-
referenziert, hohe
Auflösung
- > Social Media Daten
- > Transaktionsdaten

zukünftig »Smart Data«

Filterung, Analyse, Vorhersage
auf Basis großer Datenmengen

- > Visualisierung / Visual
Analytics
- > Maschinelles Lernen
- > Data Stories
- > Daten "erklären" sich selbst

Getting a Design Job in 2030. Skills und Qualifizierung.



Source: www.kdnuggets.com/2014/06/data-science-skills-business-problems.html

Alternative: The 'Anatomy of the Visualiser'?



Social Design for Wicked Problems.

Social Innovation | Design for Public Good | Humanitarian Focus

- › DesignerInnen werden in der Zukunft immer seltener als Gestalter eines spezifischen Produktes oder Services agieren.
- › Die Rolle der DesignerIn verändert sich hin zu der einer ModeratorIn und TutorIn bzw. ProblemlöserIn, der ihre originären gestalterischen, kreativen Fähigkeiten nach wie vor als zentrale Kompetenz benötigt, sie aber in einem deutlich komplexeren Prozess und in immer anspruchsvolleren transdisziplinären Nutzungskontexten einsetzt und
- › zusätzliches Wissen in Forschungsmethoden, sowie ökonomisches und organisationssoziologisches Wissen, benötigt.

Getting a Design Job in 2030.

Social Design for Wicked Problems.

Social Innovation | Design for Public Good

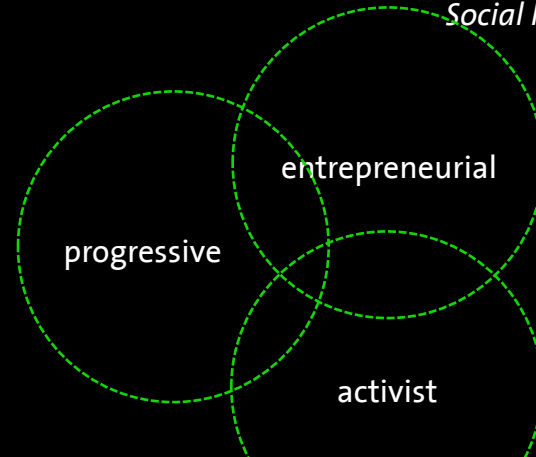
- › »Designers have traditionally focused on enhancing the look and functionality of products.
- › Recently, they have begun using design tools to tackle more complex problems, such as finding ways to provide low-cost healthcare throughout the world.
- › Businesses were first to embrace this new approach—called design thinking—now nonprofits are beginning to adopt it too.«

IDEO 2012

What is social innovation?

»Collaborative action to change or go beyond institutions that marginalize collective needs or preserve inequalities.«

Matthew Turner 2013, Jockey Club Design Institute for Social Innovation





Social Design. Public Visualization System.
Event + exhibition space »Habitat X Change« at UN HABITAT III in Quito, Ecuador, 2016.



Social Design.

**Event + exhibition space «Habitat X
Change» at UN HABITAT III , 2016.**

NUI Natural User Interfaces. Multi-Touch Displays & Gestural Interfaces. Case Study Landslides in NE Colombia.





Design Thinking Comes of Age

The approach, once used primarily in product design, is now infusing corporate culture.

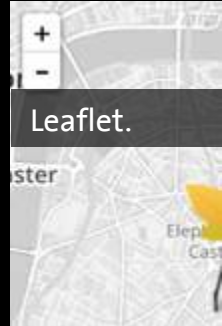
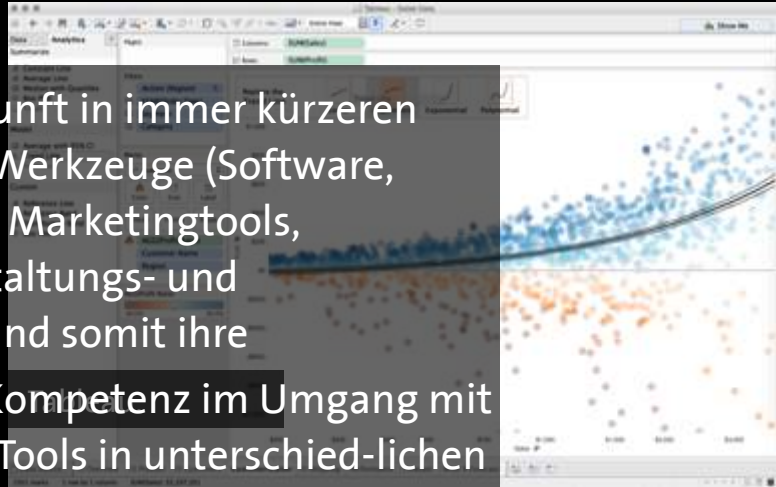
by Jon Kolko

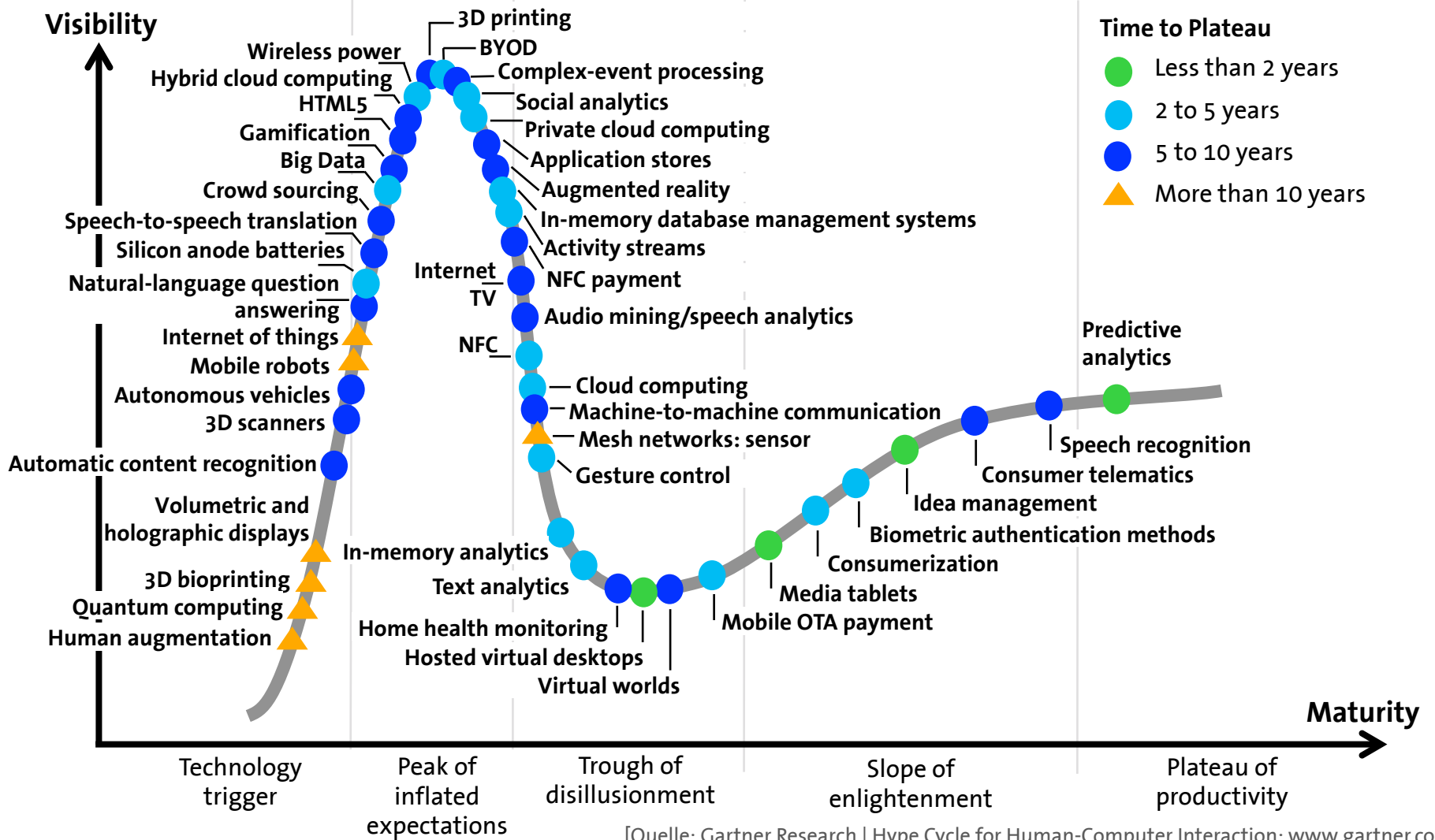


Tools & Automatisierung.

Machine Learning | AI | Robotics

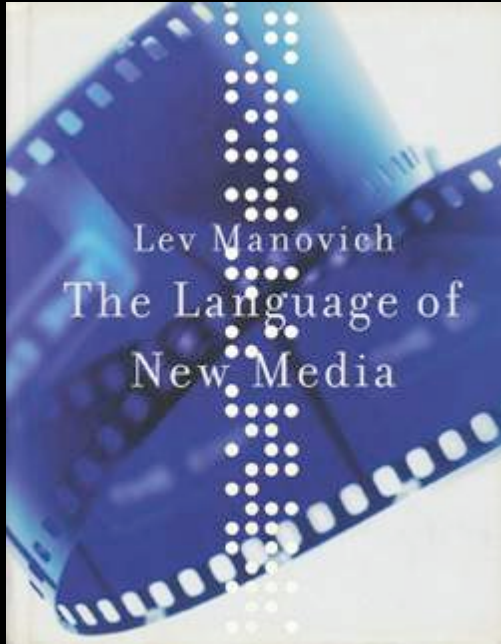
- › DesignerInnen müssen in der Zukunft in immer kürzeren Zeiträumen neue technologische Werkzeuge (Software, Sensorik, Fertigungstechnologien, Marketingtools, Logistikprozesse etc.) für ihre Gestaltungs- und Problemlösetätigkeiten erlernen und somit ihre Digital Literacy— verstanden als Kompetenz im Umgang mit einer großen Bandbreite digitaler Tools in unterschiedlichen Lernprozessen sowie als Indikator für die Fähigkeit zur kritischen Evaluation von Web-Ressourcen — erweitern.





Getting a Design Job in 2030.

Digitale Transformation des Designprozesses.



The Language
of New Media
Lev Manovich



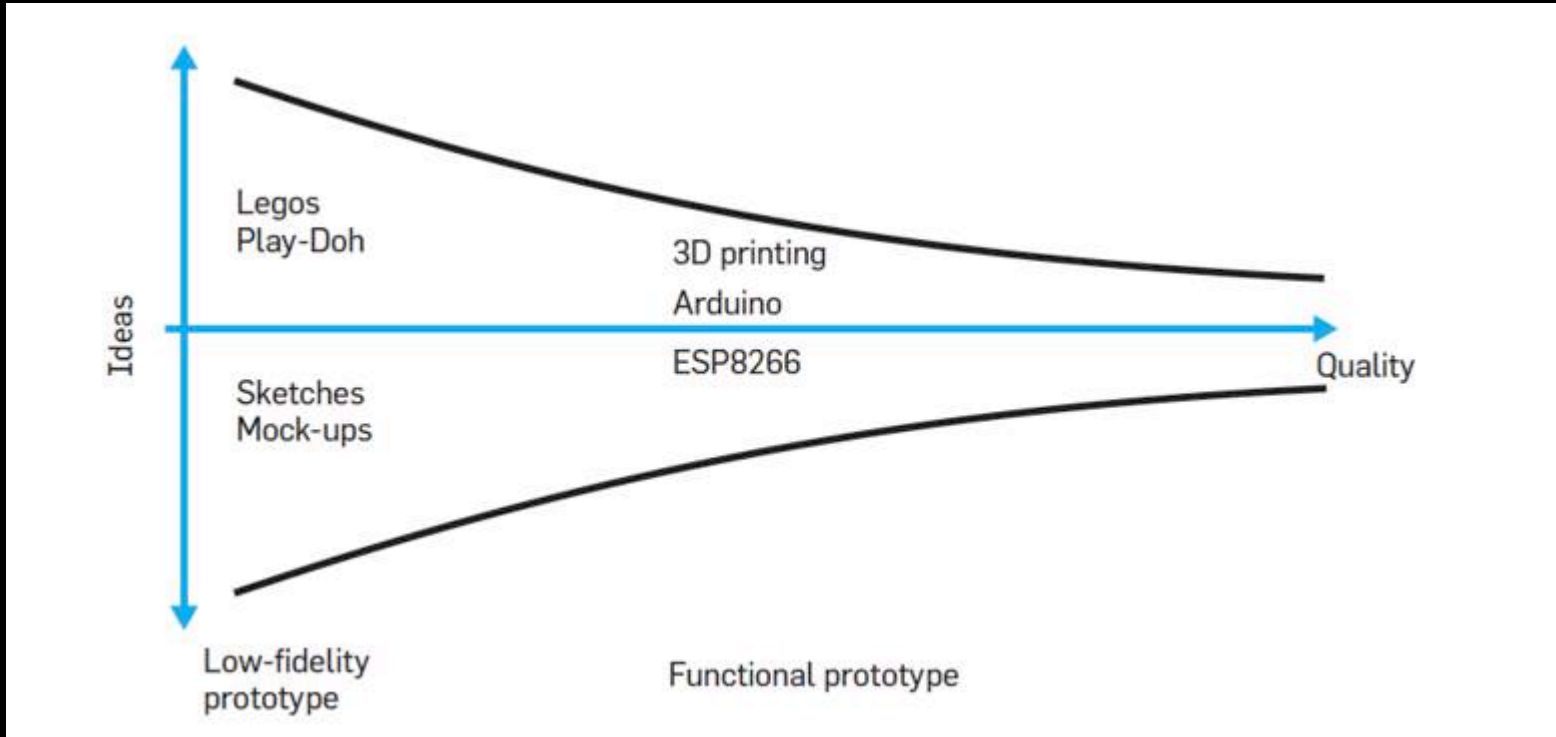
Adobe Creative Suite

UX Prototyping Tools. blog.prototypr.io/the-7-best-prototyping-tools-for-ui-and-ux-designers-in-2016-701263ae65e8

Prototyping Tools		Mockplus	Axure	Balsamiq	Justinmind	Sketch	Adobe XD (Preview)	Invision
Productivity	Learning Curve	Very Easy	Complex	Very Easy	Complex	Average	Average	Easy
	Integrated Efficiency	Fast	Average	Fast	Slow	Average	Average	Fast
	Interaction Design	Fast	Average	-	Average	Plug-in Required	Fast	-
	Build Widgets	Fast	Slow	Fast	Average	Slow	Slow	-
	Device Testing	Fast	Slow	-	Average	Plug-in Required	Average	Fast
Fidelity	Visual Fidelity	Average	Average	Low	High	High	High	High
	Interactive Fidelity	Average	High	-	High	High	High	Average
Professional Skill Requirement	Product Experience	Required	Required	Required	Required	-	-	Required
	Visual Design	-	-	-	Required	Required	Required	Required
	Programming Knowledge	-	Basic Knowledge	-	-	Basic Knowledge	-	-
Sharing		Average	Great	Average	Great	-	-	Great

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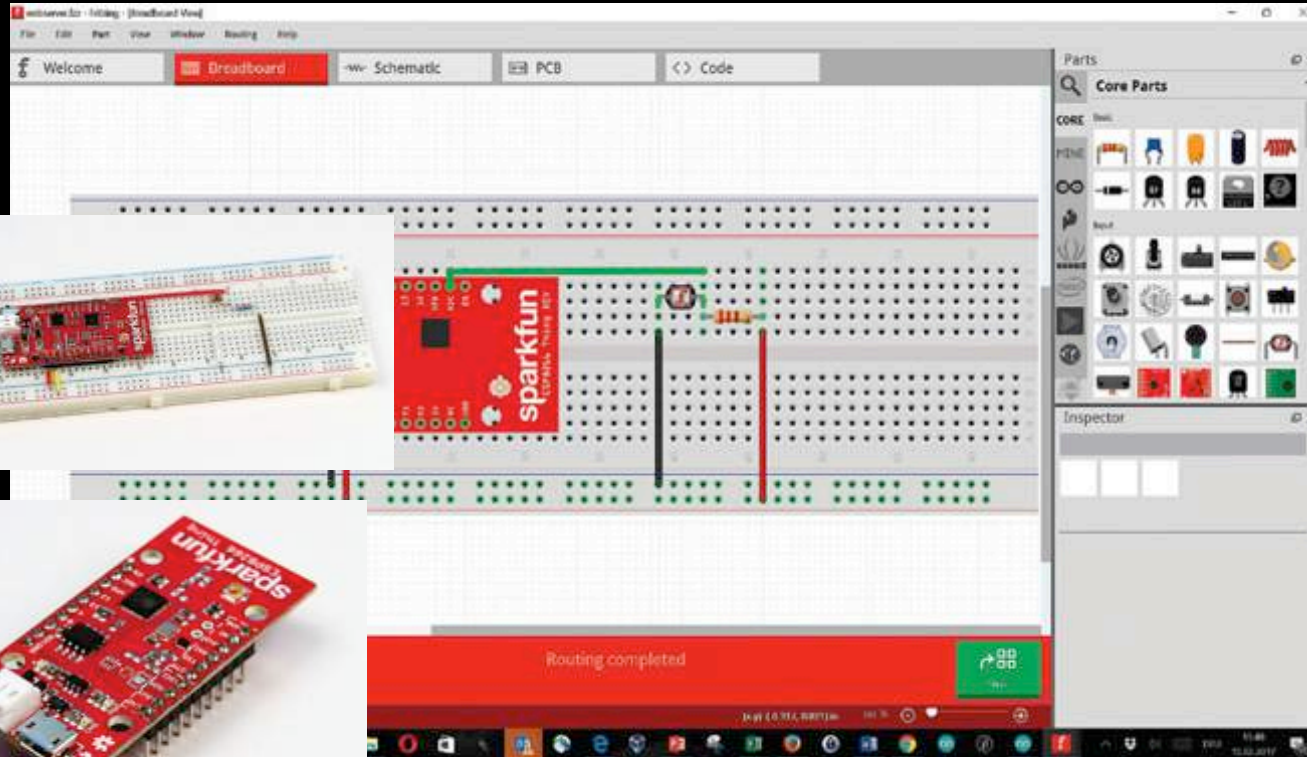
Tools & Toolmaker.



Source:
Schmidt, A.
(2017).
INTERACTIOS
May/June, p. 78

Getting a Design Job in 2030.

Tools & Toolmaker.



- Fritzing is a prototyping tool that allows you to create simple electronic circuits like those on a breadboard.

Source:
Schmidt, A. (2017). INTERACTIOS
May/June, p. 78



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Boris Müller

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MENU ☰



Boris Müller

Icon by Ruben Verhasselt from The Noun Project



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Kostenloses Bilderarchiv

- Architektur
- Business
- Cafe
- Essen & Trinken
- Gebaut



COLOURBOX22



COLOURBOX26



COLOURBOX29



COLOURBOX32



COLOURBOX36



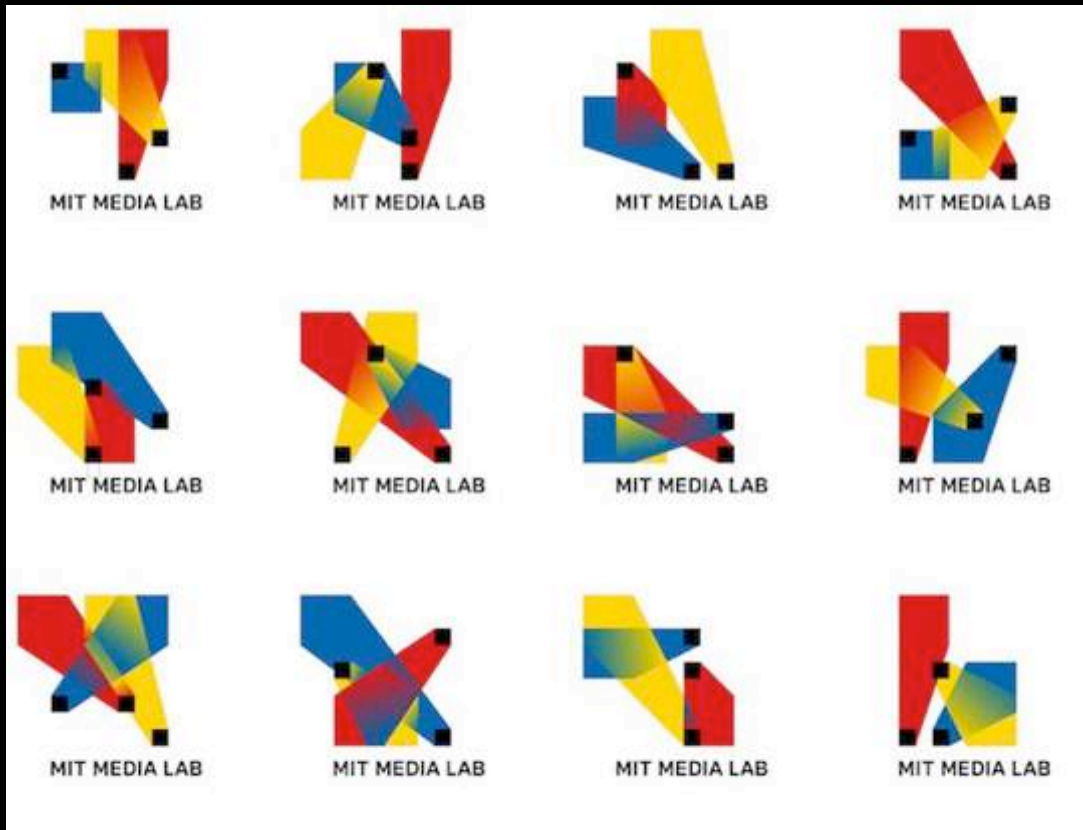
COLOURBOX40

 Hinweis zu den Hilfslinien anzeigen.

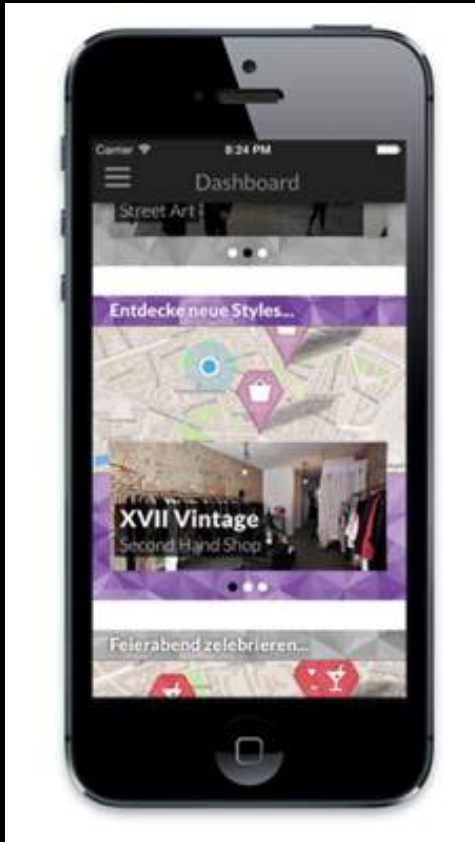

SEITENÜBERSICHT

Getting a Design Job in 2030.

Generative Design.



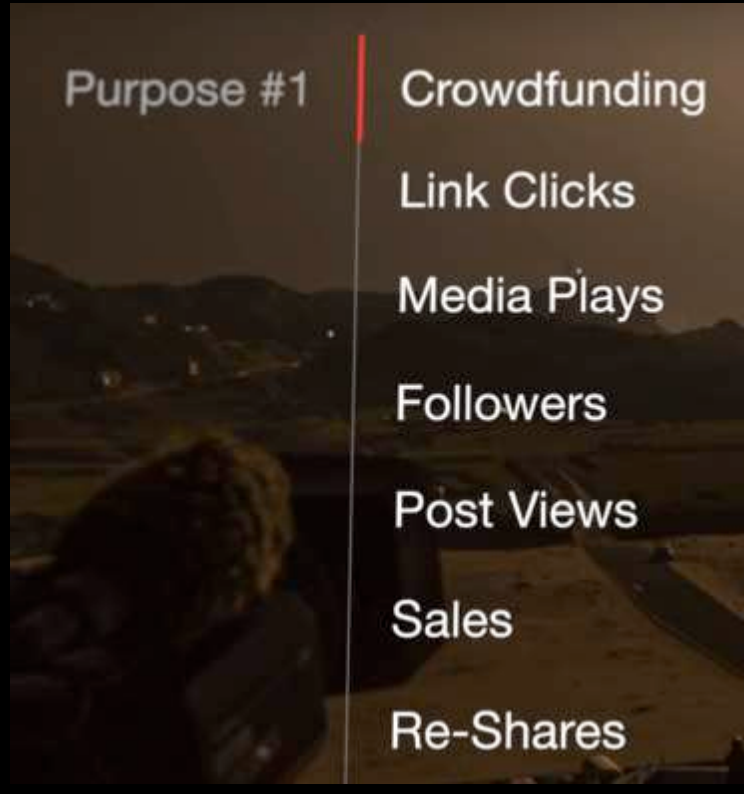
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Generative Design.



MSNI
FH Potsdam



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The Grid | AI Websites That
Design Themselves. //thegrid.io



Meet Molly.

Your new AI web designer.

She's young, she's learning, but she's already designed hundreds of thousands of web pages, including this one. 24/7 she's experimenting, figuring out what works & what doesn't.

She's quirky, but will never ghost you, never charge more, never miss a deadline, never cower to your demands for a bigger logo.

Looking back 3 months from now she will have searched through more design decisions than stars in our galaxy. Couple years from now and... You'll just have to find out.

PURUS

Cris mattis consectetur purus ut amet
fermentum. Nulla vitae uti laoreet, a gravida

PURUS

Cris mattis consectetur purus ut amet fermentum. Nulla vitae
ut laoreet, a gravida augue.

OPENING NEW
POSSIBILITIES

We will do more than be seen.
We will be happy.

FOLLOW

Getting a Design Job in 2030.

A.I. Experiments.

AutoDraw.

- > AutoDraw is a new kind of drawing tool.
- > It pairs machine learning with drawings from talented artists to help everyone create anything visual, fast.
- > There's nothing to download. Nothing to pay for. And it works anywhere: smartphone, tablet, laptop, desktop, etc.

aiexperiments.withgoogle.com/autodraw

A.I. Experiments ▾

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AutoDraw

Fast drawing for everyone.

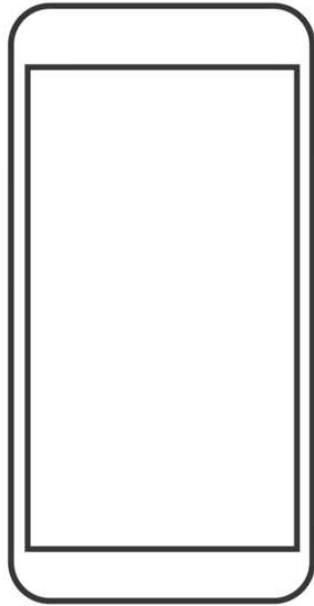
BY GOOGLE CREATIVE LAB

LAUNCH EXPERIMENT



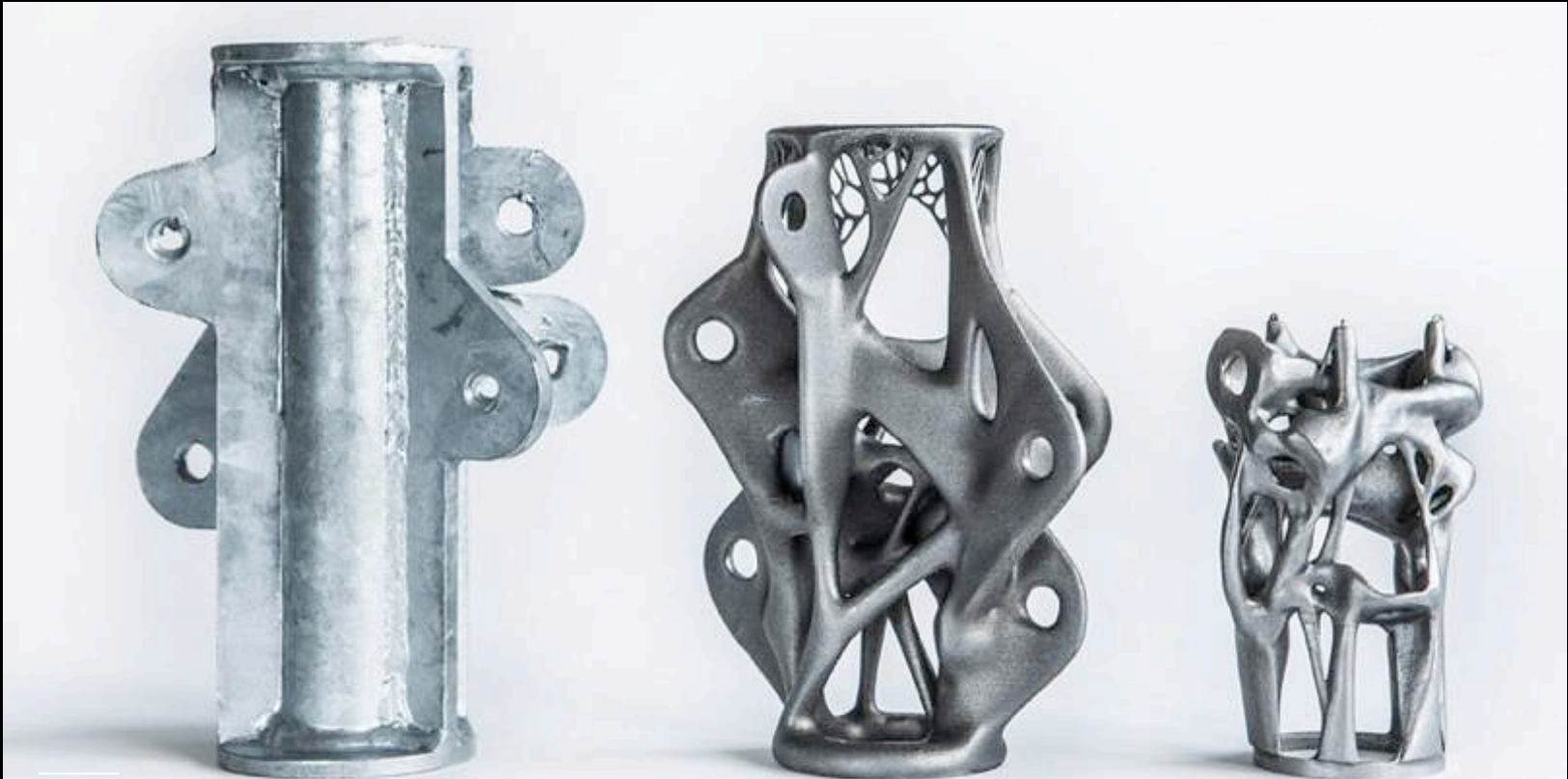
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A.I. Experiments. AutoDraw.



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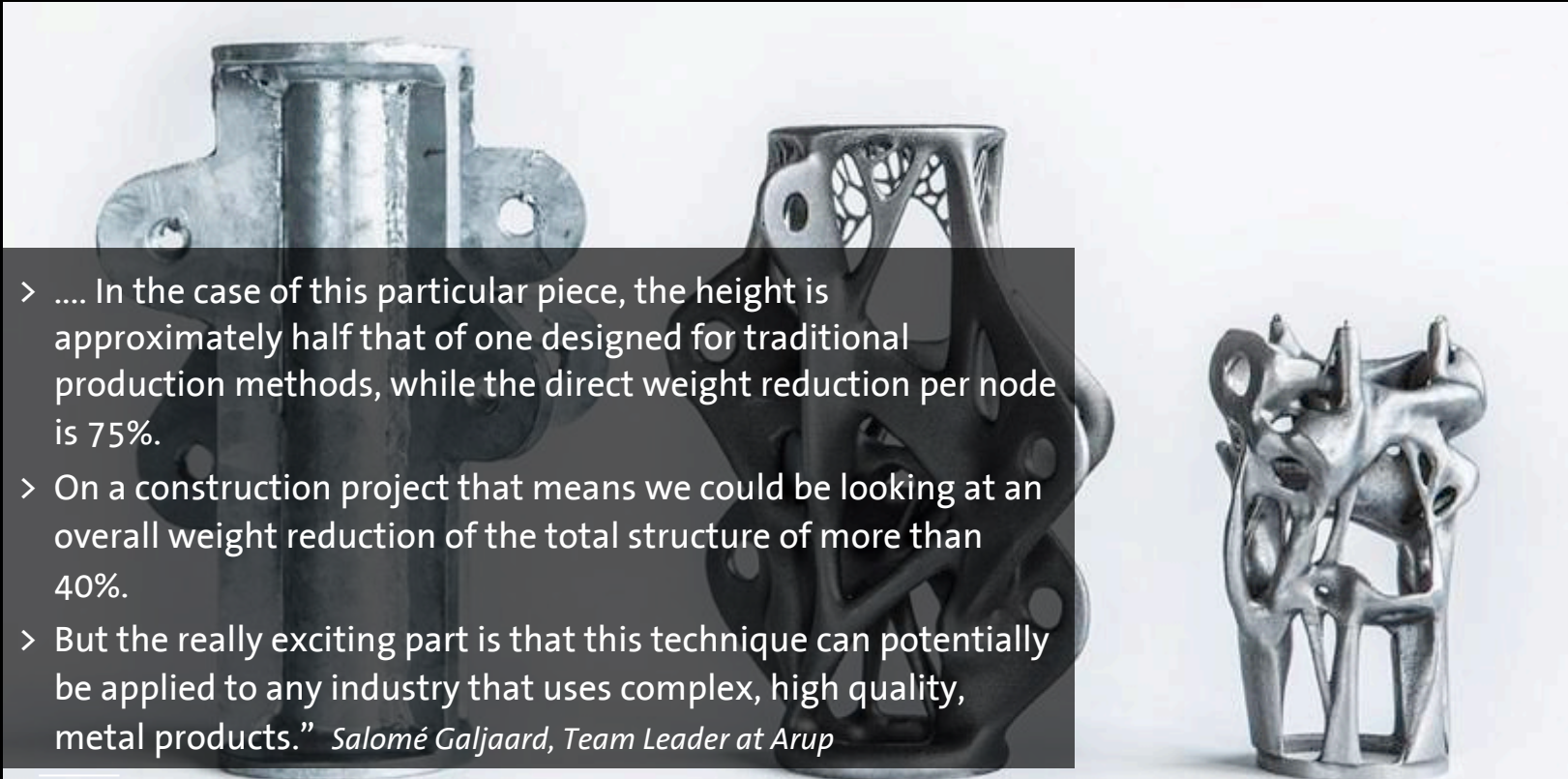
Deep Learning Generative Design.



Source: www.arup.com/news/2015_05_may/11_may_3d_makeover_for_hyper-efficient_metalwork

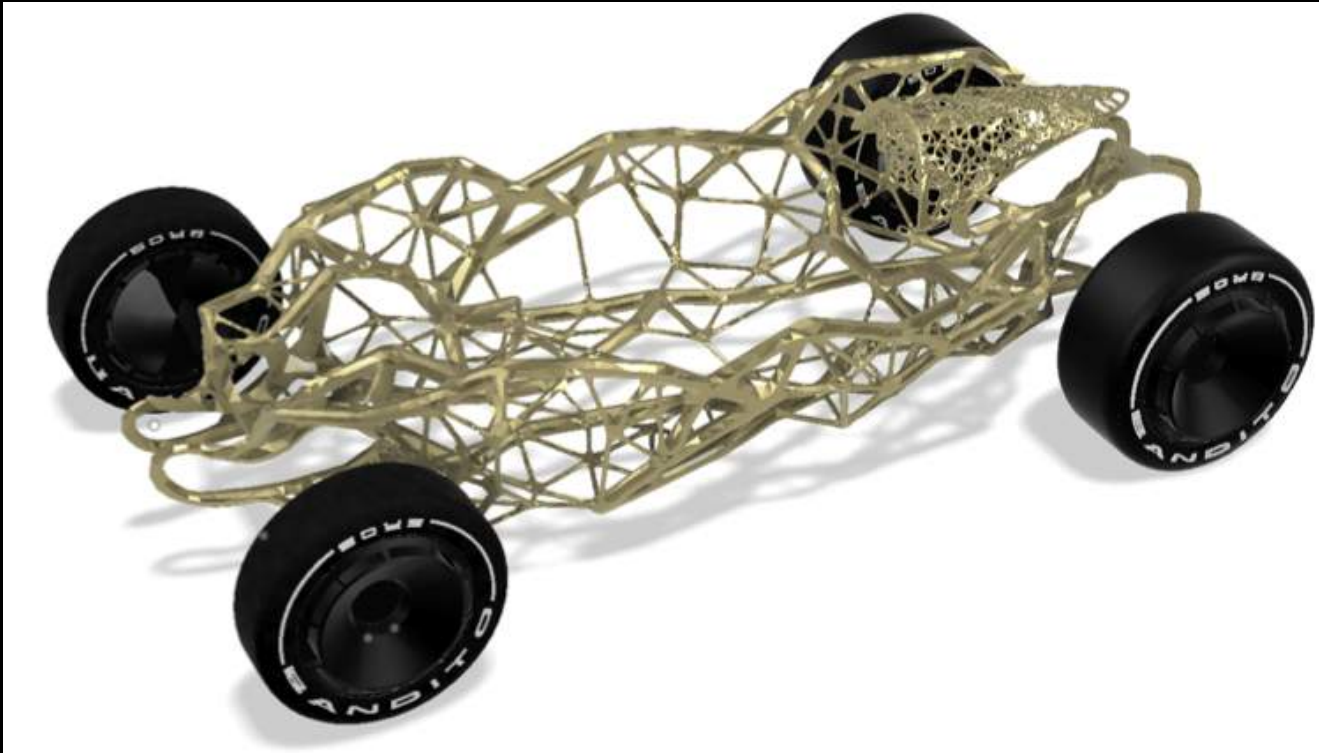
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Deep Learning Generative Design.

- 
- > In the case of this particular piece, the height is approximately half that of one designed for traditional production methods, while the direct weight reduction per node is 75%.
 - > On a construction project that means we could be looking at an overall weight reduction of the total structure of more than 40%.
 - > But the really exciting part is that this technique can potentially be applied to any industry that uses complex, high quality, metal products.” *Salomé Galjaard, Team Leader at Arup*

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Deep Learning Generative Design.



> a car frame designed by a generative algorithm.

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Design-0815.

Bildung Wissenschaft Innovation

STIFTERVERBAND

Über uns Stiftungen Suche

3 / CURRICULUM 4.0 /

CURRICULUM 4.0

Konsequenzen der Digitalisierung für Studiengangsreformen an deutschen Hochschulen

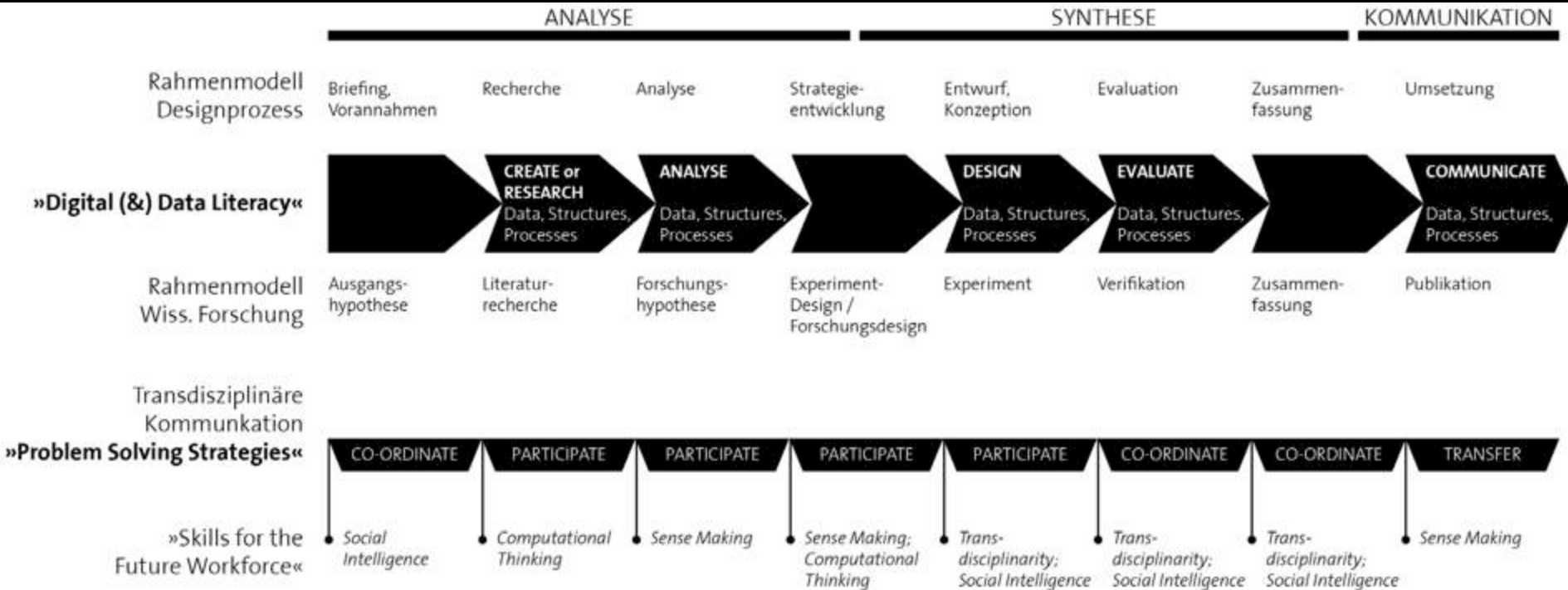
CURRICULUM 4.0 ³

Die zunehmende Digitalisierung unserer Lebens- und Arbeitswelt setzt neue Kompetenzen und Qualifikationsprofile von Hochschulabsolventen voraus, um sie zu aktiver Teilhabe in der Gesellschaft (citizenship) und in der Arbeitswelt (employability) zu befähigen. So werden gesellschaftliche Handlungsabläufe und Arbeitswelten in Zukunft noch stärker durch komplexe Interaktionen zwischen Menschen, Maschinen und Netzstrukturen geprägt sein. Arbeitnehmer werden weitaus kollaborativer in interdisziplinären, interprofessionellen, branchenübergreifenden und

- Studieninhalte, Lernformate und Lehrmethoden müssen weiterentwickelt und den digitalen Anforderungen angepasst werden.
- Mit dem Förderprogramm Curriculum 4.0 unterstützen die Carl-Zeiss-Stiftung und der Stifterverband eine Fortentwicklung der Studiengänge und zeichnen curriculare Reformprojekte aus.

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Design »0815«.



Die Verortung der Schwerpunkte »Data Literacy« und »Problem Solving Strategies« in transdisziplinären Forschungsprozessen.

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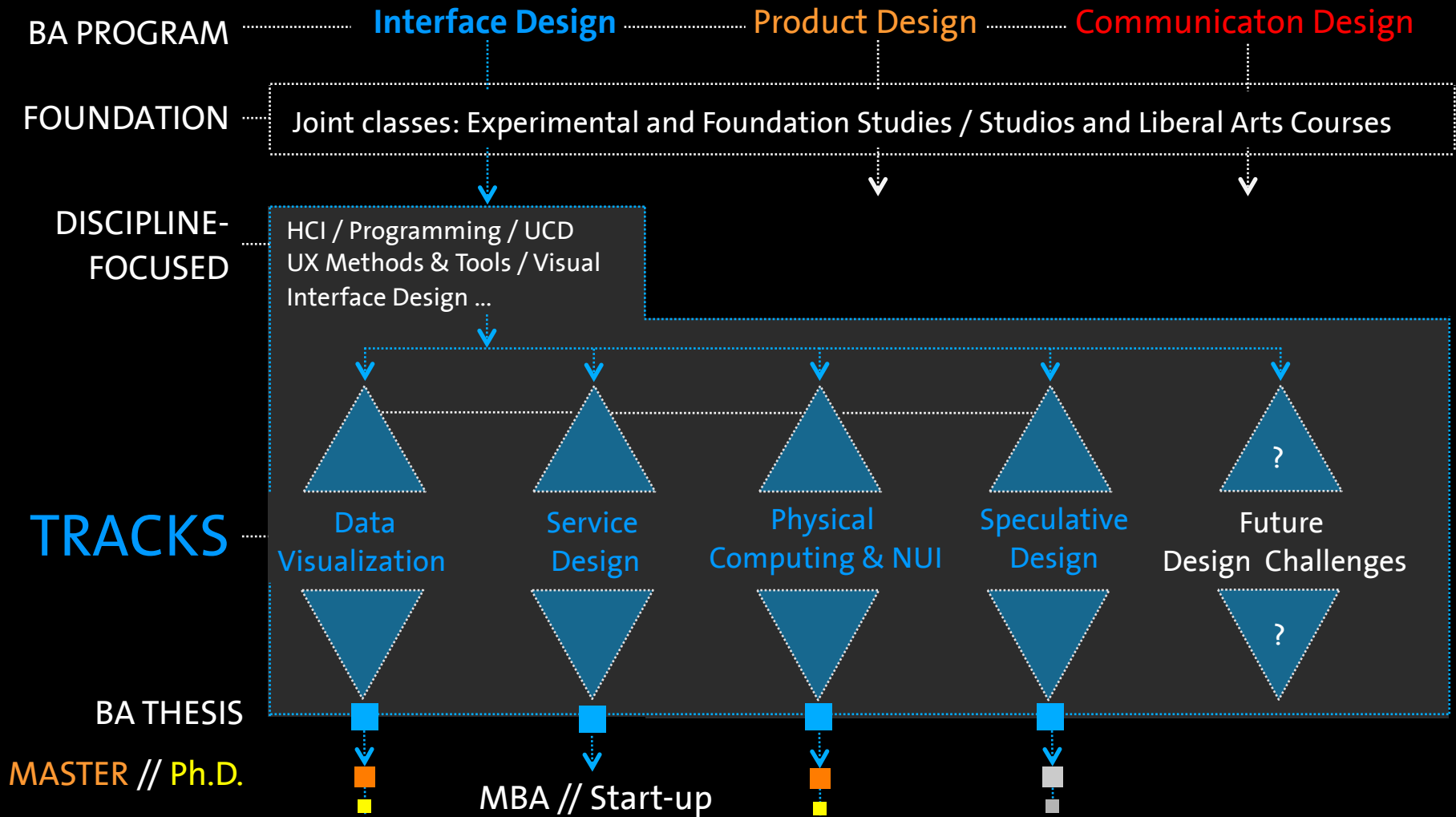
From T to Pi: Design Skill Expectations in Change.

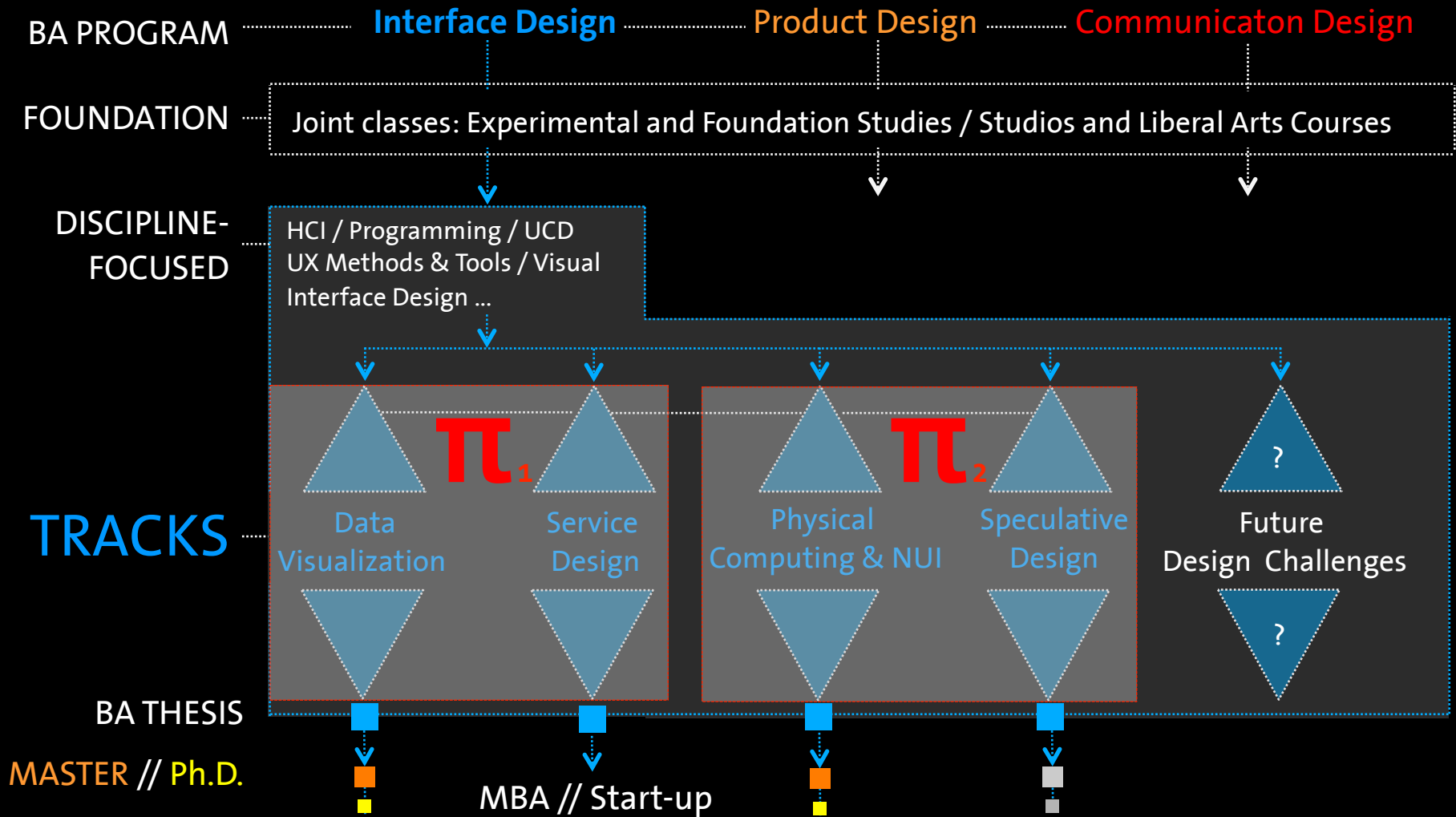


I'm solid in **two adjacent skills** and functional with these **other things** as well.

The pi shape


- › Current attention is shifting towards people with double-stemmed skill sets.
- › The search is out for people who are strong not in just one but two skills.
- › The two stems of the pi can also both stand solely on the design field.
- › People with strong interaction design skills matched with UX and visual design abilities alike are often great for a design lead role.





Getting a Design Job in 2030.

Fazit und Ausblick.

› Design dringt in neue  Anwendungsdomänen vor — weg von physischen Produkten, hin zu komplexen Services und Systemen in Wirtschaft und Gesellschaft.

› Aufstiegs des **Design Thinking** als Kreativ- und Problemlösungsmethode in Unternehmen und Institutionen als Begleiterscheinung dieser Ausweitung von Paradigmen des Designprozesses in die Gesellschaft.

Neues Wissen, neue Kompetenzen

(1) Data & Programming Literacy

Data Visualization | Data Quality & Data Uncertainty | Machine Learning & Data Mining | Statistical & Quantitative Analysis | (Big) Data Ethics ...

(2) Problem Solving Strategies

(3) Transdisciplinarity

(4) Cross Cultural Competency

(5) Personal Branding

Der Aufstieg der Maschinen - Warum die Automatisierung dieses mal anders ist





Vielen Dank.

Getting a Design Job in 2030. Neue (digitale) Arbeitswelten in
Kreativberufen und Anforderungen an zukünftige
Bildungsangebote

Frank Heidmann & Anouk Meissner
FH Potsdam | Fachbereich Design

TA17 | Wien, 19. Juni 2017