12.2 Deconstruction
2: OPPOSITIONS

CS 5984 Design of Interactive Systems
April 13, 2005
OPPOSITIONS

- Method: thesis / antithesis -> synthesis
- Oppositions:
  - utopia / dystopia
  - epigraphic / bibliographic
  - is / ought
  - analytic methods / design methods
Method: thesis / antithesis -> synthesis

Oppositions:
- utopia / dystopia
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thesis/antithesis $\rightarrow$ synthesis

from Hegel

descriptive philosophy but generative method

thesis

anti thesis

(synthesis)

requires opposing ideas
thesis/antithesis $\rightarrow$ synthesis

- Marxist dialectic
  - philosophy and method
  - class struggle vs. capitalism
  - $\rightarrow$ socialist state
- Apple 1984 ad
  - just a method....
- Reading one thing against another
  - deconstruction method
  - "oppositions" (Derrida)
thesis/antithesis -> synthesis

Marxist dialectic
- philosophy and method
- class struggle vs. capitalism
  --> socialist state

Apple 1984 ad
- just a method....

Reading one thing against another
- deconstruction method
- "oppositions" (Derrida)
OPPOSITIONS

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utopia / dystopia

• topic: social and material visions of alternative ways of being
• thesis: utopia
• antithesis: dystopia
• synthesis: new reality
utopia / dystopia

To New Horizons       Blade Runner
1939 World’s Fair
utopia / dystopia

To New Horizons  Blade Runner

1939 World’s Fair
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epigraphic / bibliographic

Wall-Reading

- e.g. Rome
- where matters

Book-Reading

- e.g. Western Civilization to 1990
- where doesn’t
epigraphic / bibliographic

- topic: relationship of locus of literature to culture
- thesis: bibliographic
- antithesis: epigraphic
- synthesis: new media

PowerPoint?
OPPOSITIONS

- Method: thesis / antithesis -> synthesis
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is / ought

- topic: any worldly condition
- thesis: is
- antithesis: ought
- synthesis: design
Design is optimization.
[engineering]

Design research is pattern-finding; designing is pattern-applying.
[Christopher Alexander]

Design is problem solving.
[cognitive science]

Design is an act of individual heroic creation.
[Howard Roarke in Ayn Rand’s The Fountainhead]

Design is the science of the imaginary.

“Design is a mode of action.”
[Charles Eames]

Design is problem solving.
[Louis Sullivan]

“Commodity, Firmness, Delight”
[Vitruvius]

Design is a social activity.

“Commodity, Firmness, Delight”
[Nicolas]

Design research is pattern-finding; designing is pattern-applying.

“Form follows function.”
[Louis Sullivan]

Design is an act of individual heroic creation.
[Howard Roarke in Ayn Rand’s The Fountainhead]

“Good designers copy; great designers steal.”
[Steve Jobs, after Pablo Picasso]

Good design increases sales; great design creates market leaders.
[Raymond Loewy]

Design is a reflective practice.
[Donald Schon]

“Design is a mode of action.”

“Good designers copy; great designers steal.”
[Steve Jobs, after Pablo Picasso]

“Design is the science of the imaginary.

“God is in the details.”
[Ludwig Mies van der Rohe]

Design is problem solving.
[Horst Rittle]

Design addresses wicked problems.
[Hook Rittle]

Debug this into reality.

“Where does “is” end and “ought” begin?”

Design is optimization.
[engineering]

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topic: methods
thesis: analytic methods
antithesis: design methods
synthesis: understanding of design in terms of analysis (and vice versa)
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<th>Analysis</th>
<th>Design</th>
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**Analysis:**
- repeatability
- consistency
- rigor
- theoretical frame

**Design:**
- constant learning
- improvisation
- as needed
- utilitarian

*analytic methods / design methods*
analytic methods /
design methods

- Single method in analysis:
- connects theory and practice
- provides means to distribute tasks
- necessary to validate results against others
analytic methods / design methods

- Single method in design:
  - limits allowable rhetoric, values, results
  - shuts down thinking about process
  - can give the impression of being the whole story
  - particularly problematic for the inexperienced (e.g. students)
  - and therefore sometimes produces incorrect results
analytic methods / design methods

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In analysis multiple methods:
- mix possibly incompatible theories
- results are difficult to compare
- are difficult to explain to members of a discipline
In design multiple methods:
- each one powerful *but only in context*
- general means to understanding that designing is composed of different activities
- essential to reflecting on design
- facilitates collaborating
- allows designers to design designing

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analytic methods / design methods
Let’s go meta!
- apply this method to itself
- works as method, but not as philosophy!
Method: thesis / antithesis -> synthesis

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Coming Attractions...

- for Friday: Sketch Problem 6 due
- later on Friday: ArtsFusion

Final Report, Presentation and Demo

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