thing design

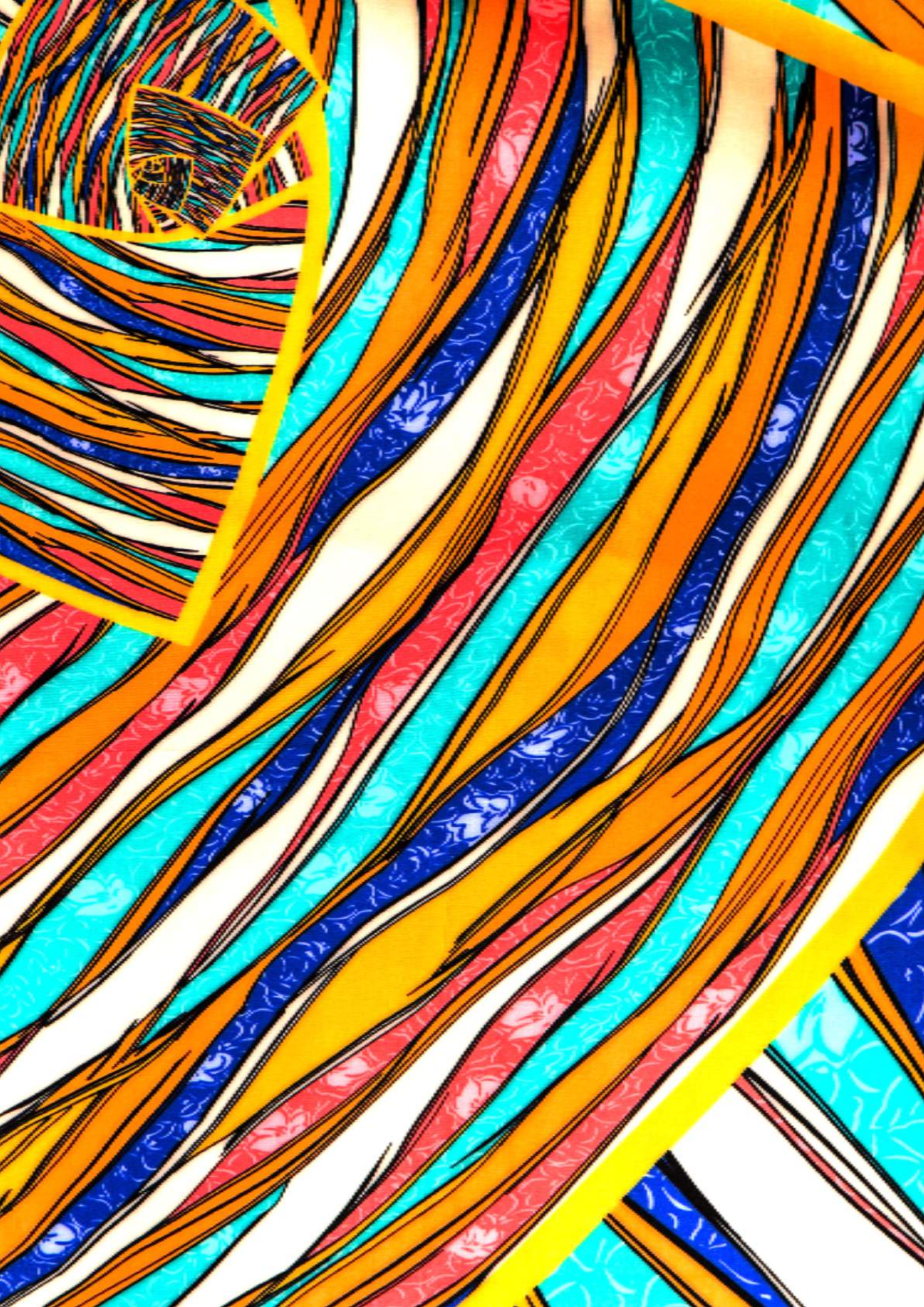
Design Thinking from Different Approaches

Vol. 1 Issue 01
ES €5.50
IT €5.00
FR €8.00
GB €5.00
USA $10.99

naturing.

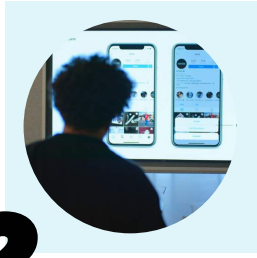
Let's take a closer look at Neri Oxman's design thinking

+ with surprise guests and participants, to their days and journeys of design thinking we are invited.



here are the valuable participants,
films and books of our issue ...

1 Neri Oxman



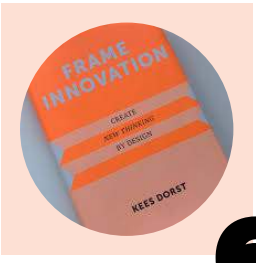
2 Ian Spalter

3 Grant Achatz

4 House M.D.

5 a movie:
Arrival

a book:
Frame Innovation Create
New Thinking by Design



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Temple Grandin

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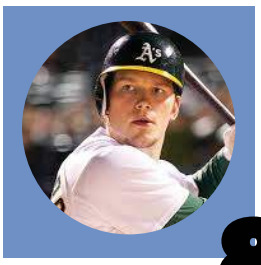
a movie:
Moneyball



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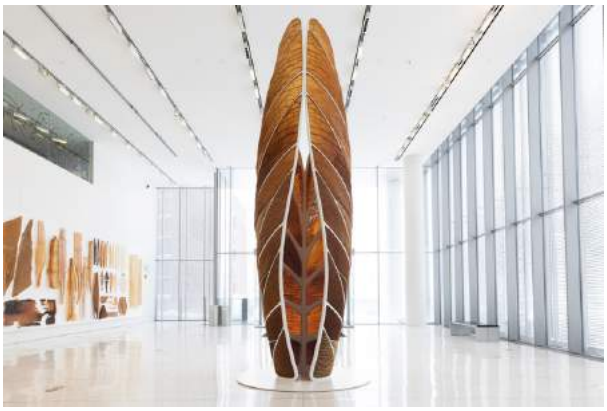
a program:
Comedians in Cars
Getting Coffe

9

Akram Khan
and
Jennifer lee

10

Neri Oxman



THINK SMALL TO INVENT SOMETHING!

NERI OXMAN

THE WOMAN WHO TAKES NATURE AS A MODEL: NERI OXMAN

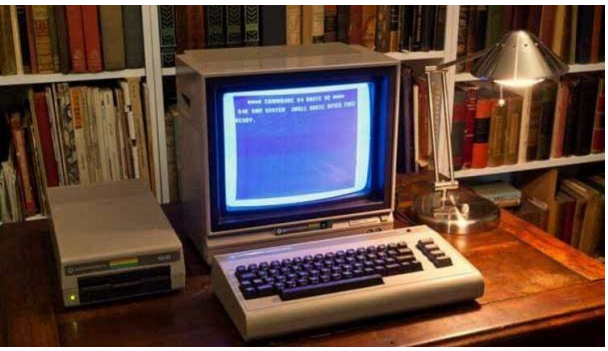
Neri Oxman is a designer and professor at the MIT Media Lab, where she leads the Mediated Matter research group. She is known for art and architecture that combine design, biology, computing, and materials engineering.

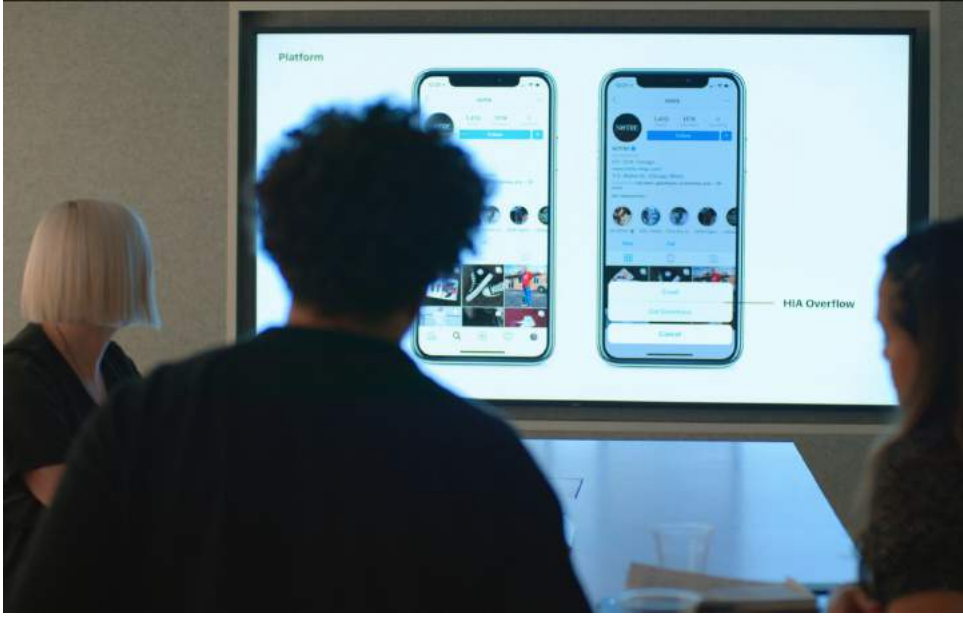
the person with whom we begin to study design thinking; Neri Oxman. she is a person who likes to combine art, science, biology and engineering and go down to the details.

She puts nature at the center of his studies and continues with examples from there. While modeling nature, she wants to look at, examine and try from every aspect. She may not hurt being incompatible or even describe herself as incompatible. She always finds something to impress around her. Loves to observe. Feeling uncomfortable and lonely during the design process is a tense thing for most people. But it's one of the things he's been looking for. One of his most important thoughts is "going out of frame". One of the things that catches our attention is that she explains everything metaphorically. This language surprises us at first, but then pulls it in.

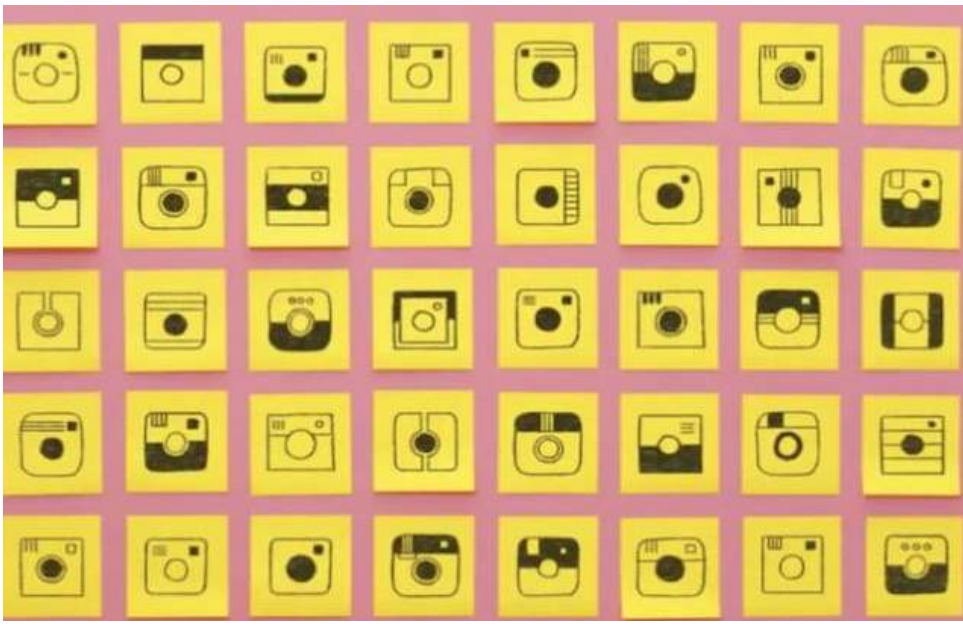
DIGITAL PRODUCT DESIGN

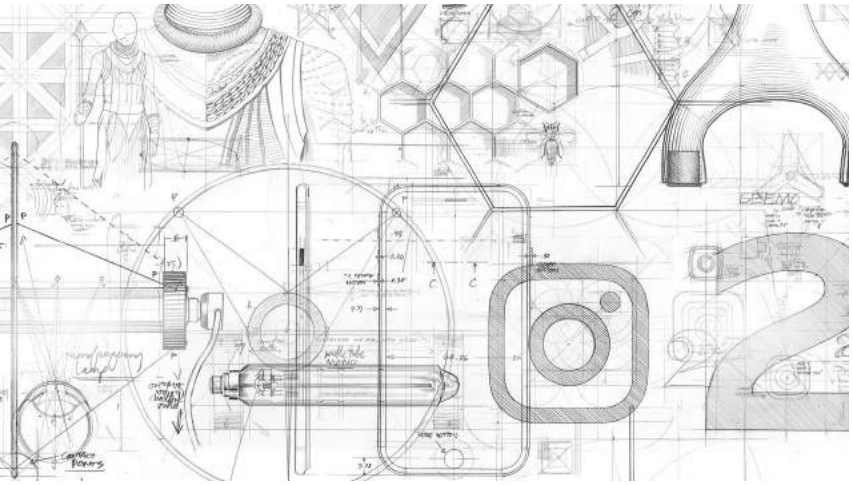
IAN SPALTER

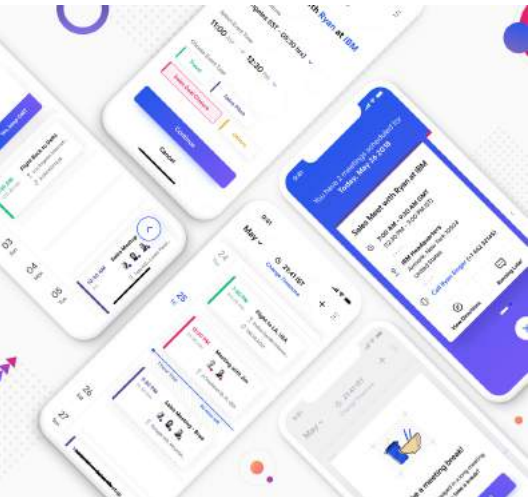


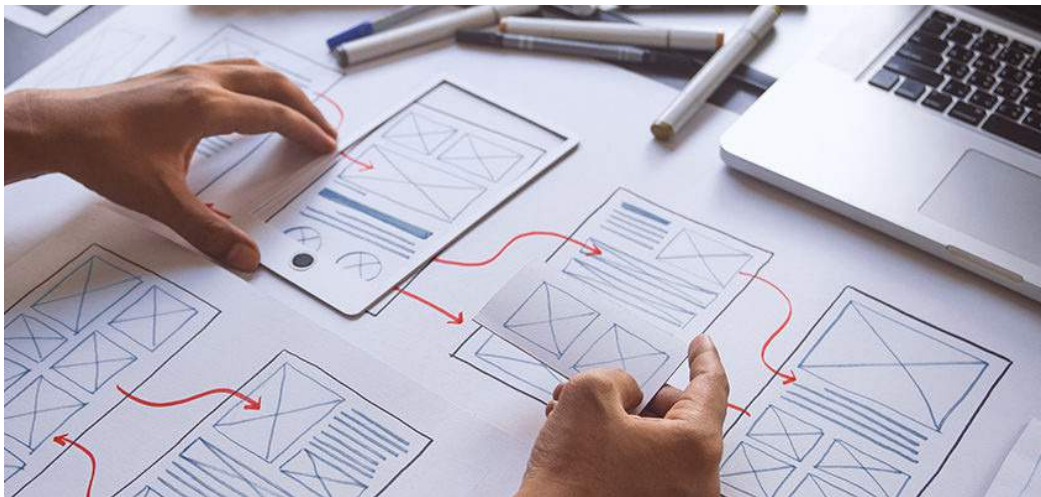


Ian Spalter



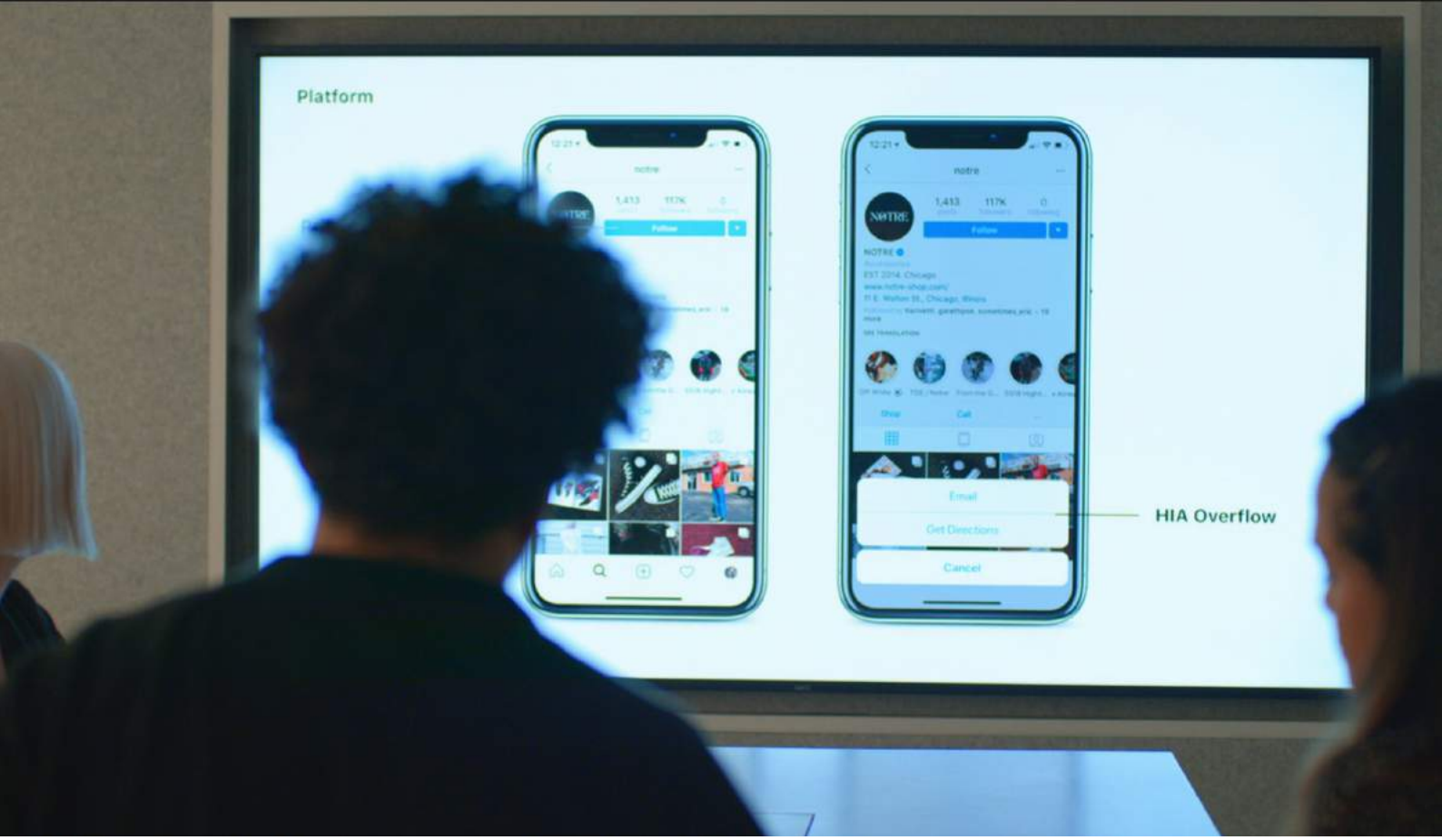






THE DESIGN NEVER ENDS!

IAN SPALTER



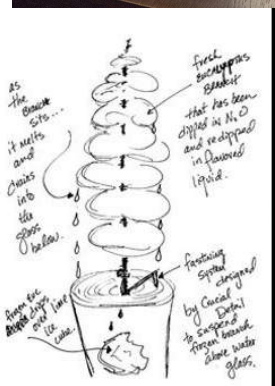
The fearless hero of change, who is the infographic architect and designer of the new logo of Instagram: Ian Spalter

Spalter begins our conversation by showing what he has taken up and explaining that everything is actually designed somehow. tells about the computers he has used since his first computer. he talks about how nice it was to spend time with the computer in the past. and their metaphorical approach to computer icons amazes us so much, it helps us look from the way we don't notice. We discover once again how intertwined design or other branches are. It is very easy to understand from Spalter's examples that art and science are perceived very differently but in fact, they can go on together. Defending that design will never end when talking about computers, Spalter seems to be trying to prove this to us with the differences in computer ergonomics.

While we are immersed in the conversation, our attention is suddenly distracted by the notification from Mr. Spalter's watch. They were using the watch that was his own design and designed for Nike. He talks about the importance of repetition for tracking progress and building habits. it also talks about the endless attempts to arrive at this inference. and as a result, he emphasizes that he wants to spend more time with his children as a healthier father. Here, too, it comes to my mind that the support we receive from our family and friends along the way plays an important role in our progress.

Finally, I bring to Spalter the subject of social media and access to information, which is very controversial these days. The spalter first begins to explain from his own field. He talks about how enjoyable working on UX-UI is for him. The sheer number of trials does not surprise us. spalter trying to design them; We think it tries to design it in a way that is easy, enjoyable and makes its users the happiest. He then says that in social media, the product is actually a user and that each profile is tried to be kept in the field is the strategy of the product. For example, the endless scrolling on instagram is one of them. He tells us at length that this is a two-sided perspective. He says that thanks to the permissions on social media, the products can get better. Giving advice that we spend a lot of time on social media and that we need to know our limits, Spalter says that his children don't even have a phone. because he thinks that they should experience their own world and gain a broad perspective and spend their time on it.

Grant Achatz



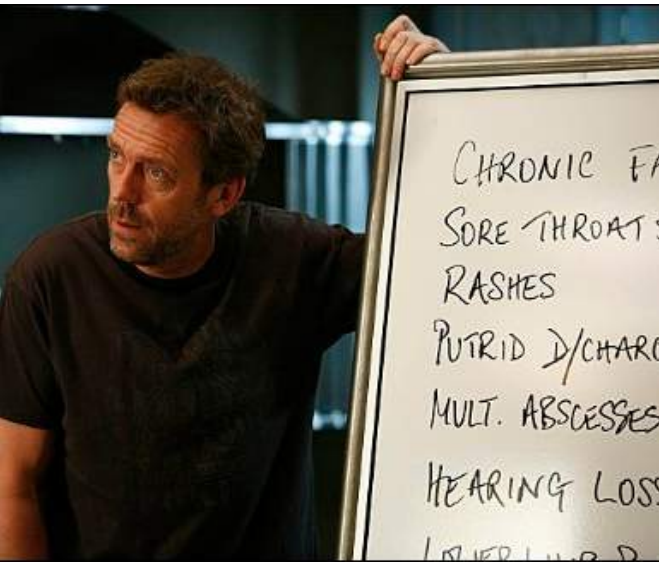
WHY IS THE THING REPAIRED THAT IS NOT BROKEN?

GRANT ACHATZ

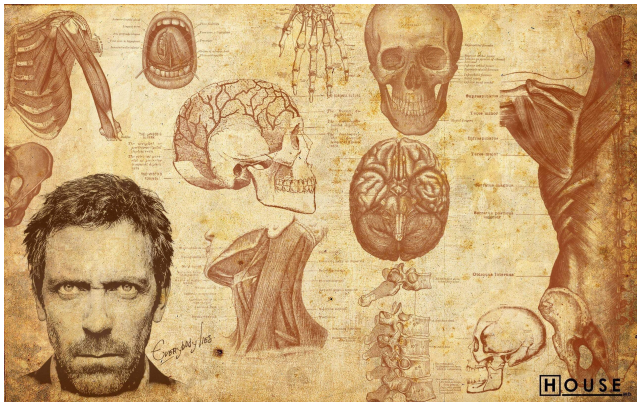
Creator of experiment, a chef who likes to be out of bounds

he's a chef who's pursuing innovations.. A chef who advocates that the new must always be renewed. That's why he always tries. chasing different things. borders are too pointless for him. It does not even fit the measures set by the plate manufacturers, trying to recreate the eating experience every time. the improbable are chasing after and trying to get it. It's one of those windows we've never looked at while trying to create experience. it tries to reveal things that nobody has seen and heard without spoiling its quality. For example, it makes a strawberry but it tastes like a tomato.

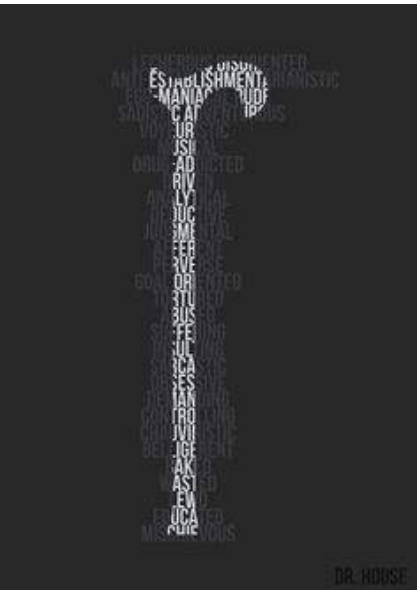
I think his most important feature is curiosity. He says that when he discovered something new, he was as happy as a child for Christmas. He discovers by playing with objects and creates works that can create a sense of astonishment in people. It would not be wrong to call him an illusionist It enables people to take the eating experience away from taste and appeal to other senses. building bridges to create memories. He always searches and tries, he does not stop. He is aware that his creation will perish if he does not think differently from what is. That's why taking risks is a must for him. "the evolution of experience" impresses us immensely. It progresses by making dishes that appeal not only to the stomach but also to the mind. and he deserves his responsibility. He is someone who clings to his dream even in personal difficulties. He expresses that even good things come out of those situations. He argues that he learned how to work in teams and that everything is getting better nowadays.

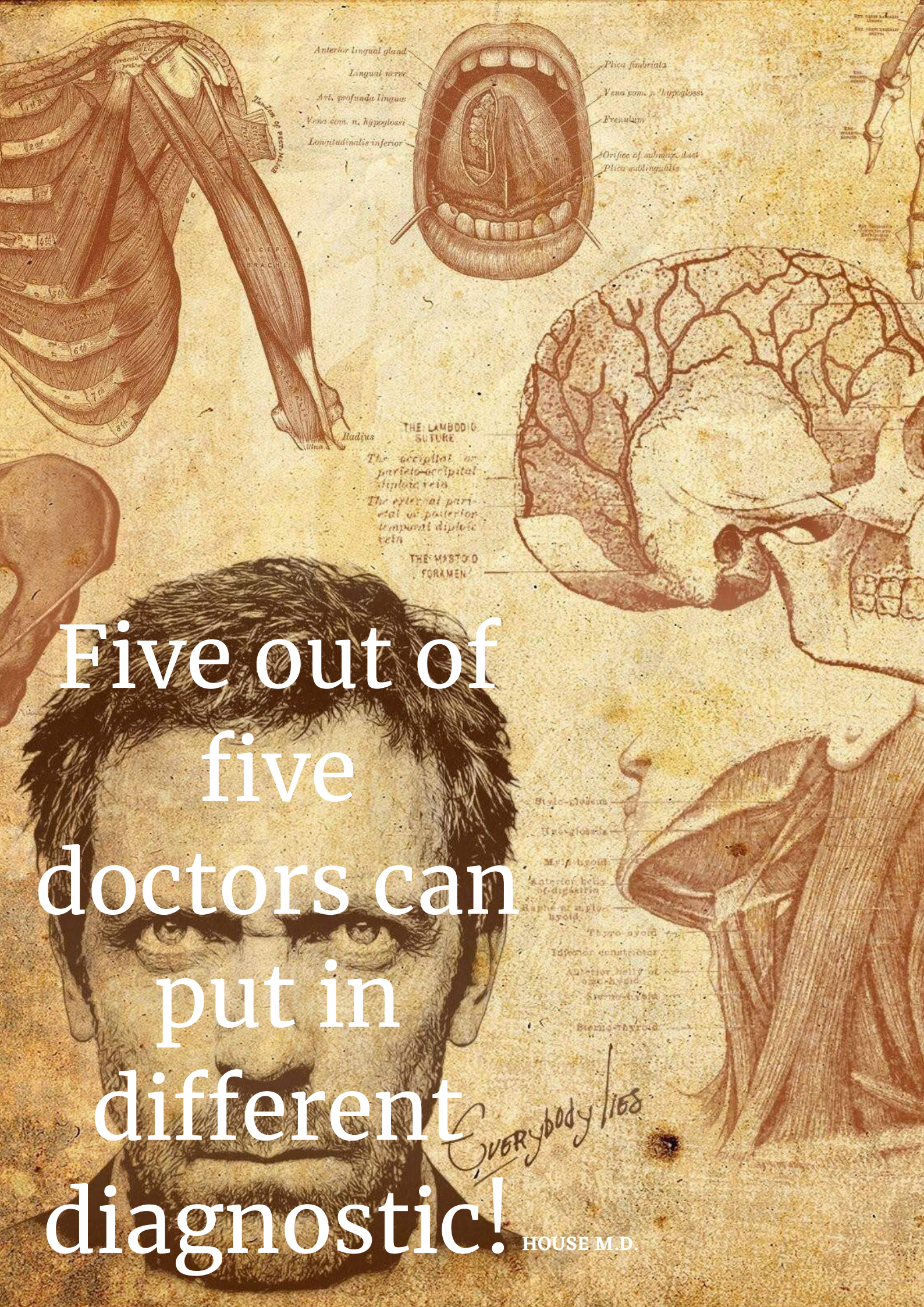

CHRONIC
SORE THROAT
RASHES
PUTRID D/CHARG
MULT. ABSCESSES
HEARING LOS

HOUSE M.D.


HOUSE

The eyes can mislead.
the smile can lie.
but the shoes always tell the tr
Everybody lies.
HOU


DR HOUSE



Five out of five doctors can put in different diagnostic!

HOUSE M.D.

a doctor very different from the doctors you know: House M.D.

We want to be a guest of House M.D. in the hospital for a day, and after he has turned down us a few times, he finally accepts ... it's easy to find him among the doctors in white coats. because he is not wearing his white coat. I guess it's because of his unwillingness to look at the sick. After greeting, he takes us to a room. it's like the inside of a brain; scribbles, questions, diagnostics on the board, books and papers everywhere. It is easy to understand how intense the group work has been and how much they contribute to each other. House M.D.'s behavior seems a little angry, we ask in surprise. He talks about loathing and slowing him down when his power is curtailed by money. He states that although the patient is his patient, the hospital is nervous that it is not his. He quickly changes the subject by mentioning that his patient, who has just arrived, looks like an orange. Called just at this time, he goes quickly, but quickly returns to the room we are waiting for. here we realize that he sees the patient only as remote data and comes in. He calls his team members and asks them to make observations about the crime scene and bring the data he has gathered. this surprises us a lot. very different from the way a doctor works. Other doctors in the team need to explain to us in the face of our astonishment. They say that after collecting data as a result of observation and talking about them, they make more accurate diagnoses and it is easy to reach determination. We think it is very valuable to adapt the structure of another profession here. We draw the lesson that we should also use the out of the box perspective. House M.D. As he talks, the fact that he connects to this case from lessons learned from old cases reminds us how valuable cumulative knowledge is. Meanwhile, we leave while the research process continues. When we call to get information about the case, we once again see the process-orientation of House M.D. and we cannot talk to him because he is in a very intensive research. but his patient is well and communicated with him. We will try to feed our business in the best way by feeling the value of the observation part they have brought to us!

HUMAN

ARRIVAL

HUMAN?

WHY ARE THEY HERE?
FROM THE DIRECTOR OF SICARIO AND PRISONERS
ARRIVAL

LANGUAGE IS THE FOUNDATION OF CIVILIZATION, THE GLUE THAT HOLDS PEOPLE TOGETHER, AND THE FIRST WEAPON SHOT DURING THE CONFLICT.

ARRIVAL

FILM REVIEW WITH A LINGUIST: ARRIVAL

Linguistics; Language is a branch of science that examines the submissions of words and the sanction power of language in communication, based on the structural, semantic, and output context of communication from various aspects such as grammar, syntax, phonology, phonics, morphology, and pragmatics.

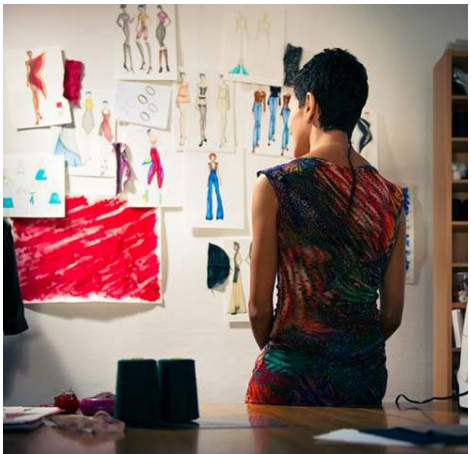
SHOULD WE BELIEVE THE BEGINNING AND THE END?

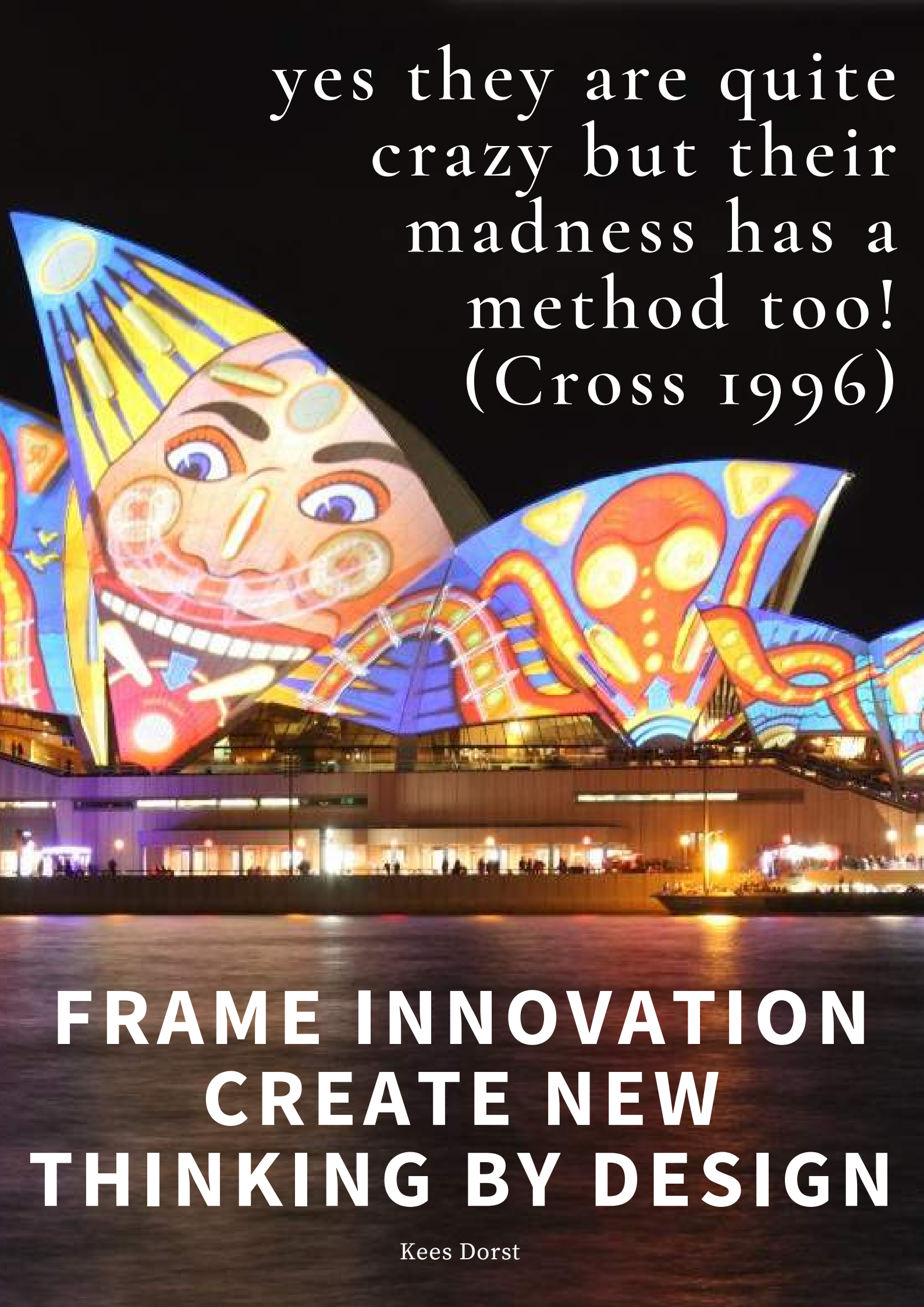
ıWe chose a movie with our linguist, and today we're going to review it together. We will select some scenes and lyrics from the movie. and we will ask you to reflect on these sentences as you read them. the first thing we want you to think about;
As a matter of order, we are very time dependent.
Doesn't it really look like everything is divided into pieces and assigned tasks when planned? Isn't time something that we constantly consume linearly? Let's think through language. Verb conjugations are the same, right? We look at time linearly. Well, seriously? indeed, the approach to time seems to differ from culture to culture. Maybe that's why we perceive time linearly. "Time is money" is a reflection of our culture. but not in other cultures. Time feels more holistic when every day is perceived as something different every moment. I'll give the following example to illustrate: you think "I'll be back in three days." with the phrase "I will come after 3 days." Is the sentence the same?

I'll be leaving other questions below. Dear readers, I will be waiting for your ideas. You can always send our ideas to **ayse.dereli184@gmail.com**.

There was a time when language was art. So now language and art are gone, or is that not possible?
How would you do this if you were faced with something that you don't speak the same language, and you have to communicate with? we think our heads in cooperation with other sciences, not one way, right? If you haven't watched the movie, please answer this question and watch it.
We write linearly. So do our thoughts run linear like this?
Can the sentences be interpreted differently? Could two people who wrote the same sentence be saying different things?
How can we solve a problem without adopting it?

Frame Innovation Create New Thinking by Design




yes they are quite crazy but their madness has a method too! (Cross 1996)
FRAME INNOVATION CREATE NEW THINKING BY DESIGN
Kees Dorst

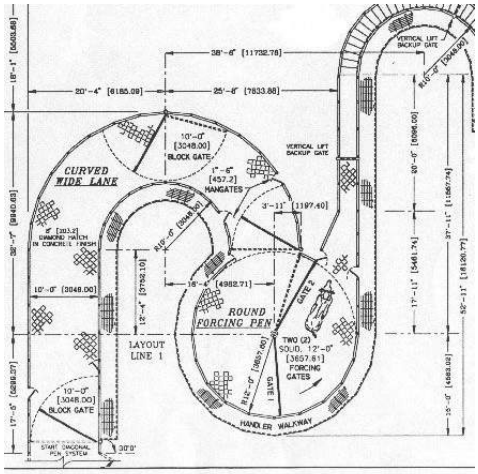
FRAME CREATION APPROACH TO GET RID OF PARADOXES

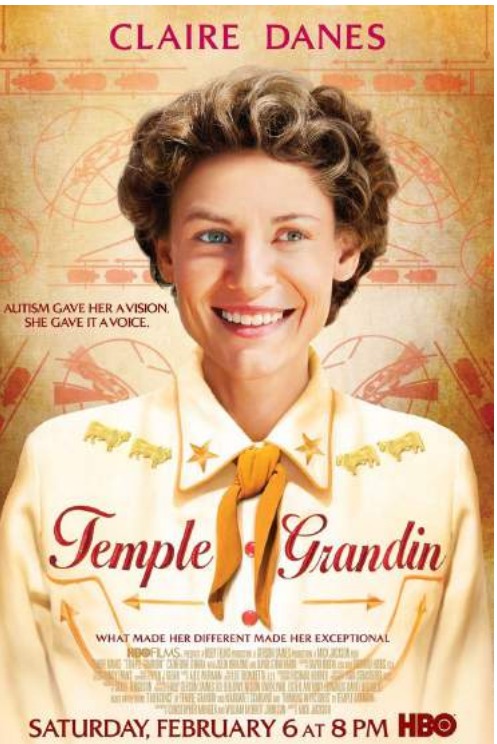
A REVIEW ON THE BOOK

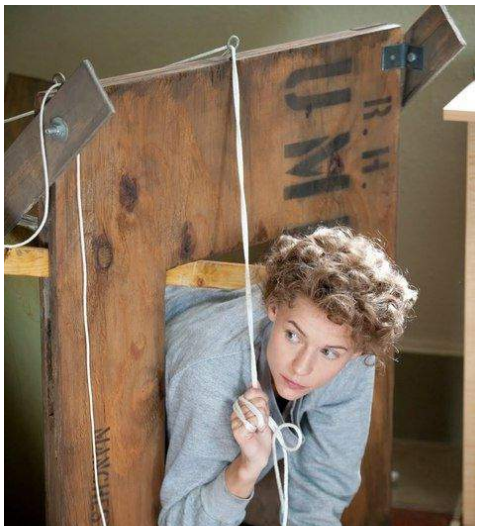
A book in which we dive into events with case studies and find ourselves looking for ways out. Identifying the problem is a book that allows us to find new solutions by looking at the problem in general and thinking outside the box, after thoroughly examining the problem. and the fact that he does this through examples inspires us. because we have products and solutions that come out of real events. and because of the linear narrative of the book, we find ourselves looking for solutions to problems.

Then, when we see the structures for solutions, we see how solutions can be from different perspectives.I want to leave you alone with an example. According to existing findings, dressing booths are one of the main places where clothes were stolen from the store. and a firm asked the design center to redesign their dressing cabinets. How do you think this design should be? This problem and many other good case studies and solutions will be waiting for you in the book.

TEMPLE GRANDIN



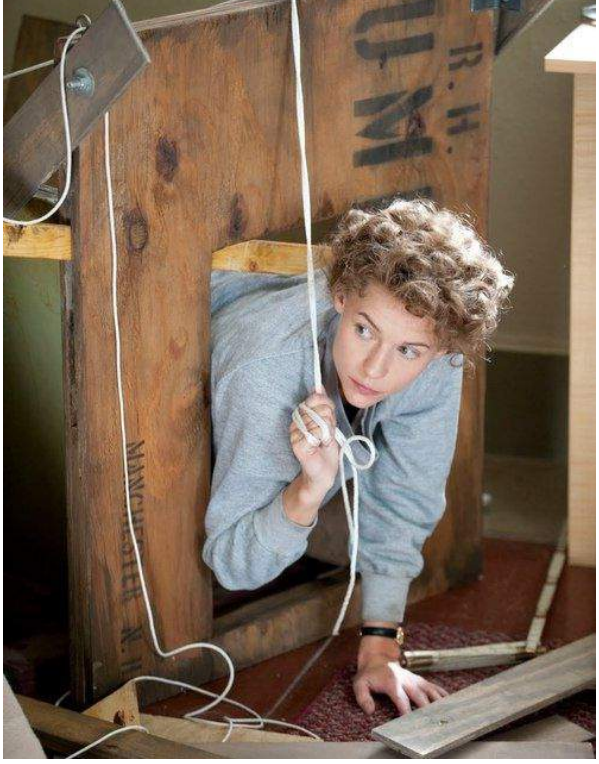




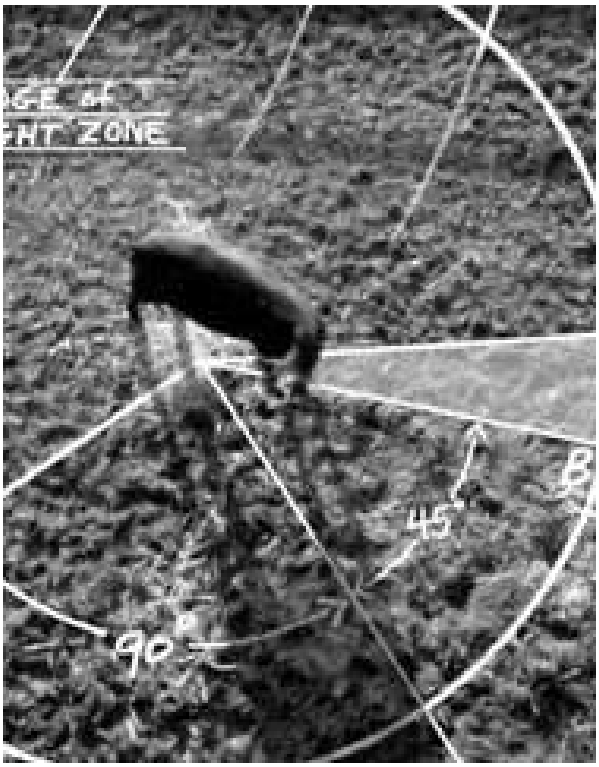
"A door opened and I passed through."

Temple Grandin

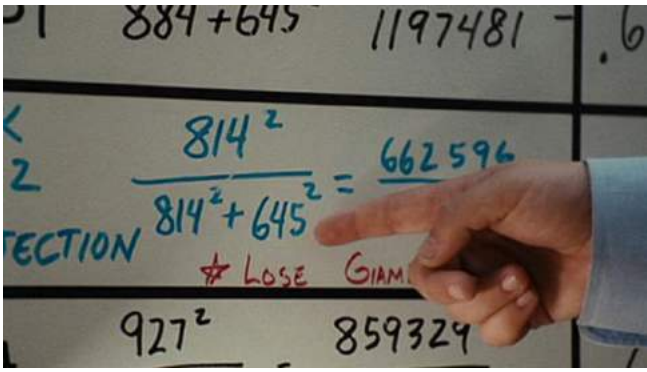
THE PERSON WHO TEACHES US TO THINK AND EMPATHIZE WITH PICTURES: TEMPLE GRANDIN



Our guest is Temple Grandin, an autistic person. She is one of the people who make us feel the beauty of being different the most. Saying that she sees the surroundings like movie frames, Grandin actually remembers everything visually. She has a great visual thinking ability. an extremely good observer remembers every detail. I did not even realize that I was wearing the same clothes from our last meeting ... When I asked her how she could remember this, she asks with a great surprise how I cannot remember. She tells us that he discovered how to calm herself by empathizing with animals and the process after that. Sometimes most of us forget the importance of empathy and the amount of space it takes in problem-solving. Actually, the key is to empathize. sometimes with our mother, sometimes with a cat, and sometimes with the user. Speaking of empathy, Grandin built a machine for the calming method he discovered. And when she was staying in the dormitory, she wanted to let her into the dormitory, but when she was not accepted, she said that he wanted to investigate it, and he did research with the users one-on-one and with the model he made and obtained data. this feature it; reminds me that after we adopt and resolve the problems, we need to work to prove our solution, and to be persistent if we are sure. She took the Grandin machine home and took the first steps of her very successful education life. with her change, she always passed through the doors to the next step. She even tells us his latest design as if in front of her right now. When we ask, we feel as if we are in a functioning factory how the design actually envisions and works.



Think Different.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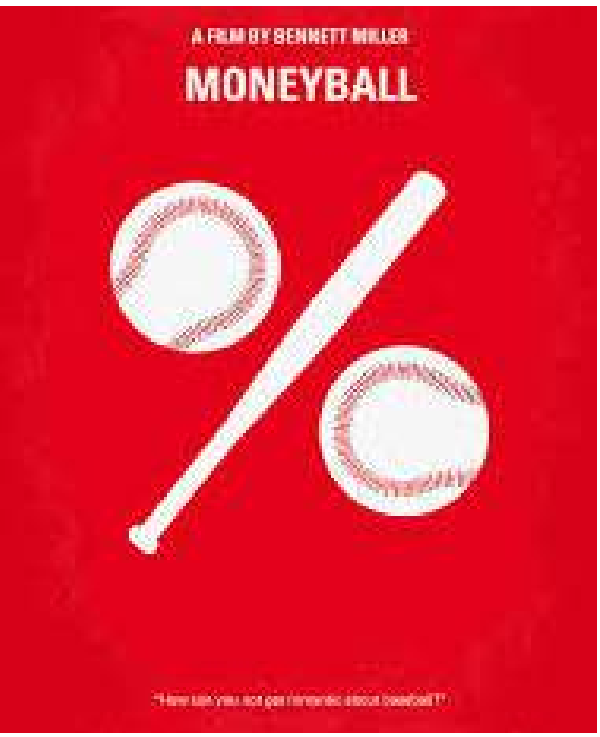
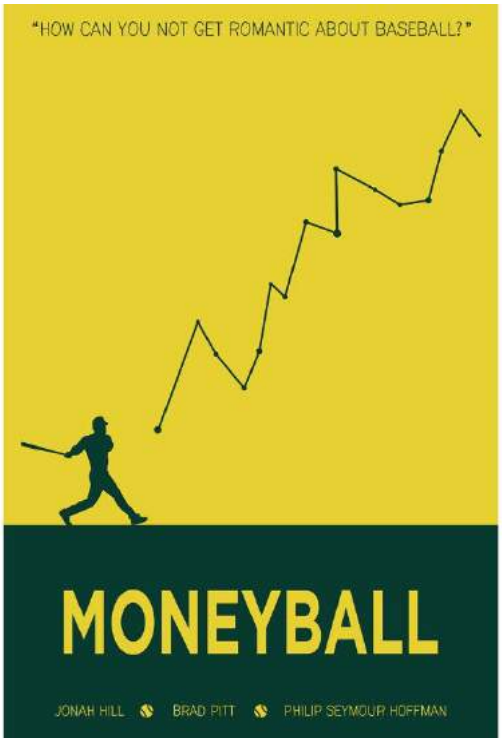
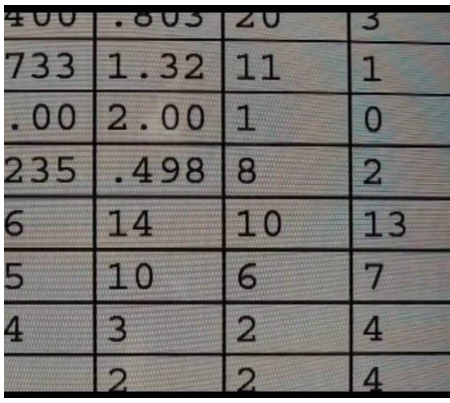
MONEYBALL


A FILM BY BENNETT MILLER
MONEYBALL


"HOW CAN YOU NOT GET ROMANTIC ABOUT BASEBALL?"
MONEYBALL
JONAH HILL
BRAD PITT
PHILIP SEYMOUR HOFFMAN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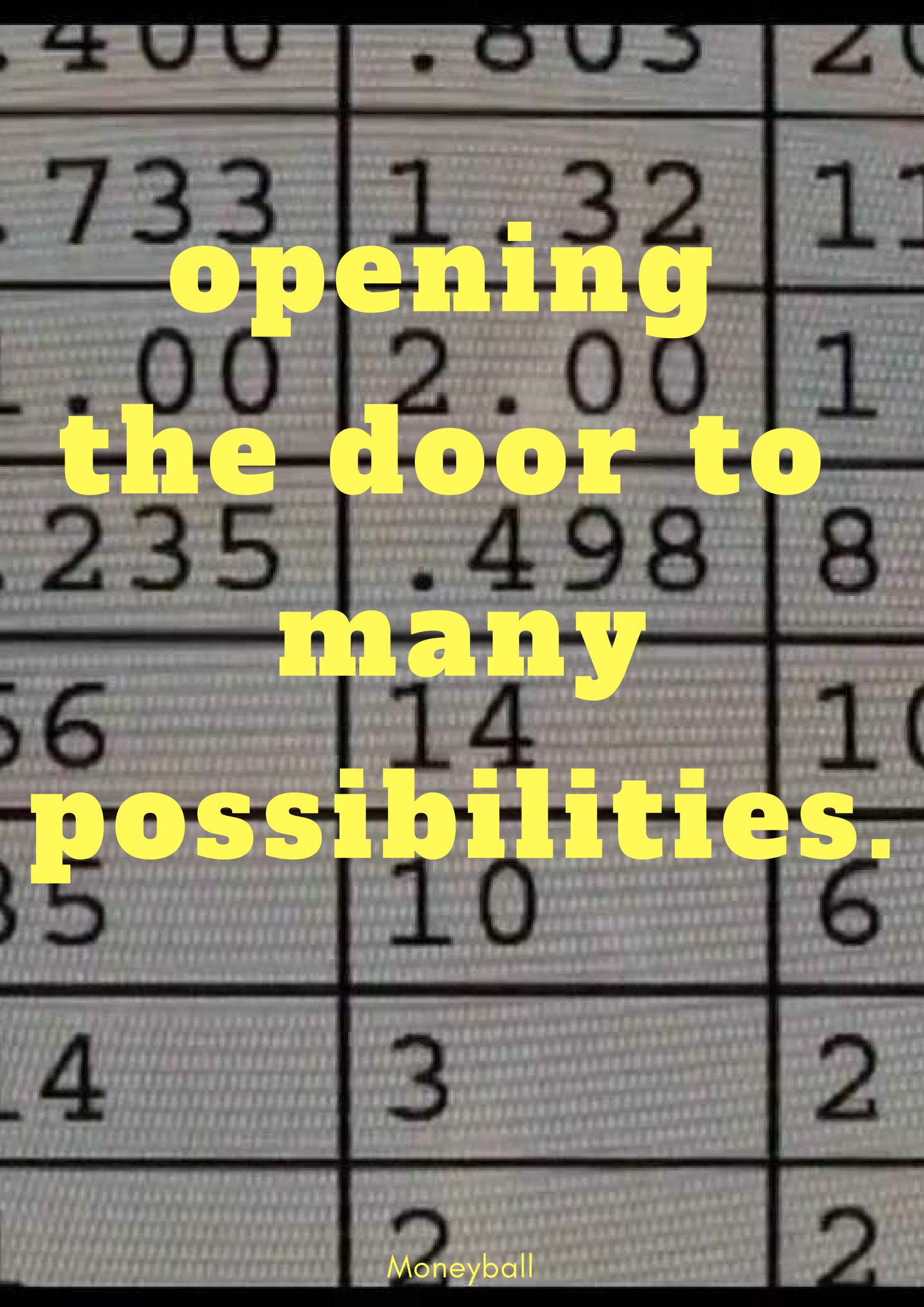
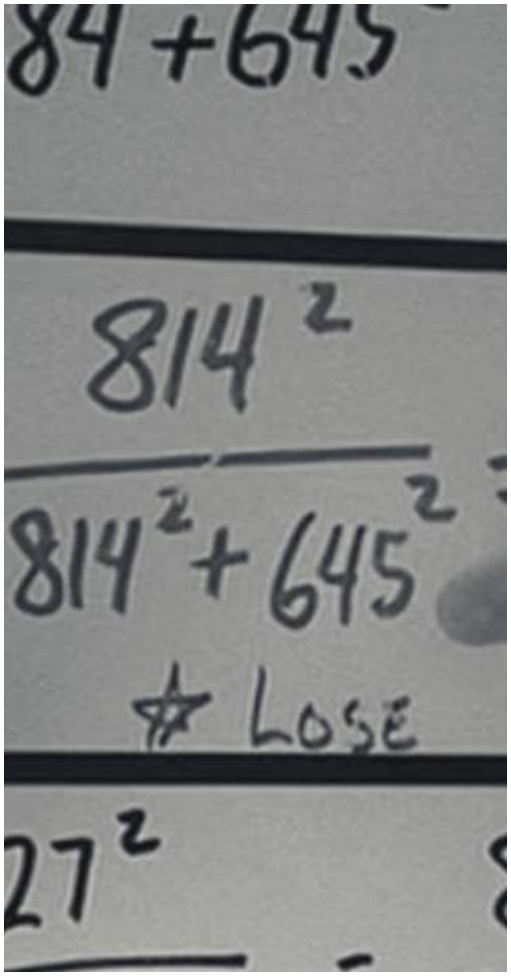
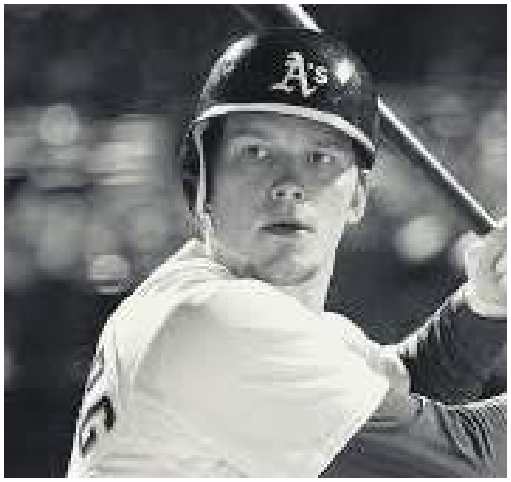
MONEYBALL
WHAT ARE YOU REALLY WORTH?


opening
the door to
many
possibilities.
Moneyball





A MOVIE REVIEW: MONEYBALL

if we are a baseball team captain; How would we achieve this if we had little budget and targeted the championship?

A meeting, everyone asked "why?" and many different answers received. An unfair game and targeted championship. It is a process where we know that if we try to resemble someone, we will never be able to beat him and that being authentic is the most valuable. A trainee bringing new perspectives and changing our perspective. The realization that when our perspective changes, we open the door to many possibilities.

What if we reduced the players to the numbers and proportions and threw our prejudices out, could we create our dream team? How would we explain this to people? Would this work only with numbers, or would communication be a must?

While we learn from failures, successes lead us to the championship. Of course, your earnings will vary according to your perspective on the championship. In this process, I think one should not give up and be afraid of doing something that has not been done. because the first person to pass through the door will always be covered with blood. the courage to take risks and try what is not done. everything is in your hands ...

"If they win, they pop champagne and pass, if we win, the game itself changes with little budget. It would have a meaning ..."

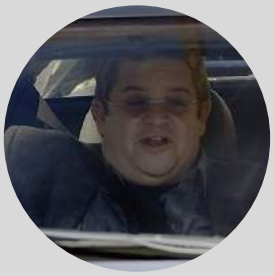
Comedians in Cars Getting Coffe

"EVERY CAR WAS DIFFERENT WHEN WE WERE LITTLE."

JOEL HODGSON

If we compare people to cars, which features would we have? So if these people were comedians, what traits would we get?

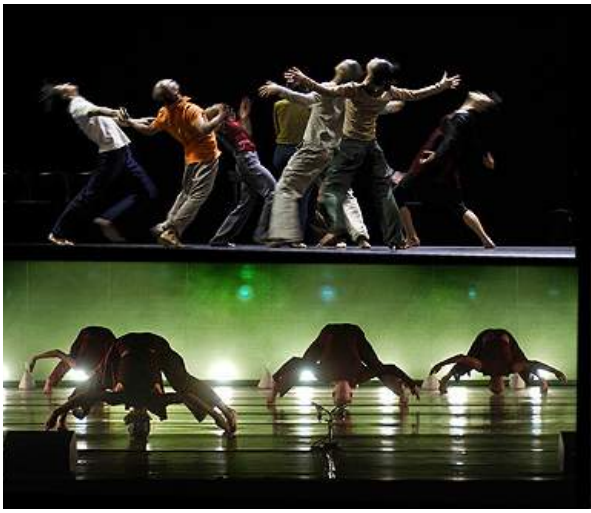
Seinfield chooses cars for each comedian and invites them to have a cup of coffee, and we continue to be amazed at the same time reviewing their records. This program must be watched!

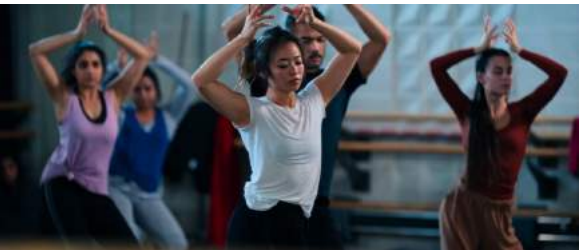


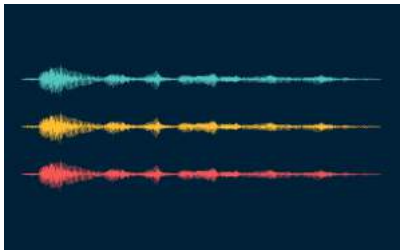
What did we laugh at, what were we surprised at?
Jim Carrey's likeness of the car to something, his studio and his chair in his studio.
Stephen Colbert's keeping his mouse alive in the glove compartment, great imagination and long breaks.
Kristen Wiig completes the piece when she sees it, its resemblance to the car Seinfied has chosen, and the value it attaches to the communication born from the common ground of people.
The likeness of John Oliver to the car that will carry childhood and adulthood at the same time, the effort and sustainability in doing everything to make him laugh.
J.B. Smoove's reaction to the car, user comments to the straw, and his curious and observant moods.
Joel Hodgson's sketch on ketchup, his interpretation of technology and his longing for the old, his naive interpretation of everything to be the same.
The car Patton Oswalt went to pick up, the movie back to the future, and the breakdown and uber calls.
The story Fred Armisen wrote about the idea of not doing what everyone else does, the waiting mistress, the ability to observe, and the car belts.

Inferring from them; the ability to observe and empathy feed them a lot. They also seem to make progress by creating personas and getting feedback on their jokes. The essentials are the metaphors they use all the time.

JENNIFER LEE AND AKRAM KHAN







LIVE MUSEUMS FROM PEOPLE.

AKRAM KHAN
AND
JENNIFER LEE

Dancing has never been more meaningful: AKRAM KHAN

Akram Khan tells us that he dances because he has no other choice. He adds that dance is in his destiny. He was born into a crisis and his family migrated from their hometown. his mother tried to teach Khan anything to keep their culture alive. We think it turned it into a living culture museum, a treasure. Everything from his tragedy to his celebration is present in Khan's dance. There are many traces of itself and its culture in its own product. Although he fought with it at first, we can say that after a while he accepted and found himself.

He makes very good comments for the instrument he uses called Kathak. of the importance of understanding the details and listening to them all. In our opinion, it is very valuable information. he thinks words are more misleading than movements, and he has adopted his native language as dance.

he tells us about the show he prepared for his return to his homeland. carefully selected the dancers, the day will dance in the bodies of others.

its message is the necessity of remembering the past. because if it is forgotten, it will return to the beginning. We believe that this is of great importance in a design.

his performer played without an audience because of the corona, but his messages were watched with a lot of audience and we think he got into mind.

His story reminds us of Jennifer Lee's journey of dreams and her relationship with music. the two have a lot in common. They both cling to their work, using music and dance as their medicine.

"Dancing in other people's bodies.."

This magazine has been prepared for the **Fundamentals of Design Thinking** course with **CRN: 13857** and coded **EUT 365E**. The person who prepared it is **Ayşe Derelioğlu**, student number **020160337**.

arka kapak