

WARM-UP

1. Complete the table.

| noun         | meaning  | adjective  | adverb        | negative adjective |
|--------------|--|------------|---------------|--------------------|
| desirability | the quality meaning worth having or wanting                | desirable  | desirably     | undesirable        |
| viability    | the ability to be profitable                               | viable     | viably        | unviable           |
| practicality | the quality of being effective and useful                  | practical  | practically   | impractical        |
| aesthetics   | the beautiful qualities of something                       | aesthetic  | aesthetically | unaesthetic        |
| innovation   | the invention or use of new ideas, methods, equipment, etc | innovative | innovatively  | non-innovative     |
| feasibility  | the state or degree of being easily or conveniently done   | feasible   | feasibly      | unfeasible         |

DISCUSSION

2. Discuss in pairs:

- What is the role of design? Is it only about creating beautiful and eye-catching products?
- "A great design is design which makes the world a better place". Do you agree with that? Why/why not?
- Which products do you consider well-designed?



VOCABULARY

3. Match vocabulary with definitions:

*obsolete    emerge    exploit    mature    reinvent    tackle*

- a) no longer used because of being replaced by something newer and more effective **OBSOLETE**
- b) to make determined efforts to deal with something **TACKLE**
- c) to change something that already exists and give it a different form or purpose **REINVENT**
- e) to appear, become recognized **EMERGE**
- f) behaving in the sensible way that you would expect an adult to behave **MATURE**
- g) to use a situation so that you get benefit from it, even if it is wrong or unfair to do this **EXPLOIT**

## DESIGNERS – THINK BIG! BY TIM BROWN

### 4. Add one word to the list that can collocate with the words from ex.3.

obsolete machinery, e.g. technology, product

mature teenager, e.g. decision, approach

tackle a problem, e.g. an issue, a task

reinvent the idea, e.g. the system, the concept

factors, e.g. evidence, rumours emerge

exploit an opportunity, e.g. the situation, technology

### VIDEO & DISCUSSION

### 5. Discuss quotations from the video. Do you agree with them? Why? To what extent? Why not? Give examples.

*[Design thinking is] "the ability to exploit opposing ideas and opposing constraints to create new solutions. In the case of design, that means balancing desirability, what humans need, with technical feasibility, and economic viability"*

*"design is human-centered. It may integrate technology and economics, but it starts with what humans need, or might need"*

*[Design] "is more than simply good ergonomics, putting the buttons in the right place. It's often about understanding culture and context before we even know where to start to have ideas"*

*"design may have its greatest impact when it's taken out of the hands of designers and put into the hands of everyone"*

### 6. How can design help in these areas? Work in pairs, discuss and find some solutions.

- education
- healthcare
- security
- clean water
- the elderly
- area of your choice