It’s Just F(ric)king Design

Design is a broad specification with many disciplines, and naturally, with such an expansive set of tools, practices and thought processes, it can feel seemingly impossible to define. As a result, some have sought to create tightly controlled representations of what design actually is. However, this line of thinking can be to our detriment in the ever evolving design landscape; leaving design out of some rather important and influential conversations, when it could (should) have a bigger role in general. Why? Because design plays a role in pretty much everything we do.

In this talk Joe will discuss the importance of designers embracing their role as empathy dealers, and the core areas in which designers need to engage, be it as sales people, business leaders, or technologists...because in the end, it’s all just “fricking design”.

Monday, October 16, 2017
Noon - 1 p.m.
University Center 310