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Design Shift

Thinking through making has become the most valuable design learning in today's design education. Many software tools are now available to provide designers a platform to quickly design and execute the design processes, avoiding the key analytical and process driven qualities. The industry and design education, specifically have experienced significant changes over the past few decades. Over a period of time, creative and experimental exercises have become blurry and some design fundamentals have disappeared from the design curriculum. Though technology has changed the way we interact and communicate, the basic fundamental grammar of design is still the same. Today's design education demands not only proficiency in design, but competencies in collaboration, research, understanding of business perspectives, marketing strategy and more. The industry is seeking proficient problem solvers who can deliver quality and end-to-end experiences for products and services. Design curriculums have to explore outside of conventional design and more cross-disciplinary perspectives to excel in the field of design as a whole. Design is no more solving the obvious problems and addressing them in isolation, it's about applying thinking and learning through making into the broader design education environment.