Hover over the comment icon to

ng

ble to

This view will be poindocuments. Your as View the lecture I compile this toget read the references **note** est to explain it here in this slides as **note** , but also please read the references (I will upload them as supporting material). Please be proactive on this learning process, as this is your own learning curve. I am here to facilitate, but as I said at the beginning of the module, you are in charge of your own learning. Some information might have been repeated. I also hope that during your assessment planning, you will look back at these slides ta

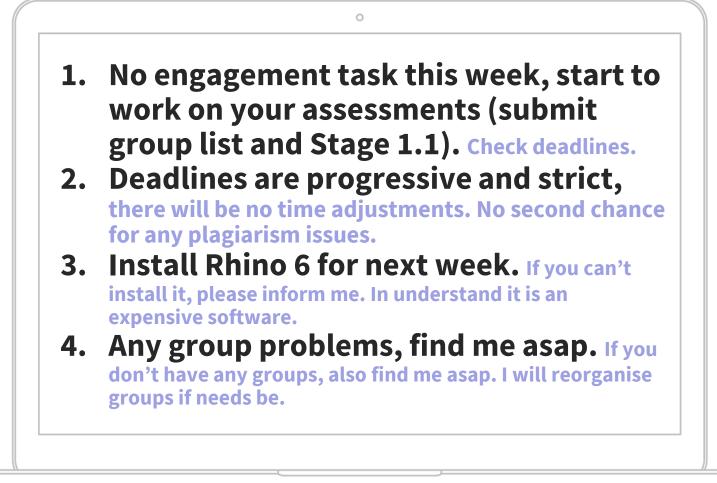
Presenter

Rationale:

Bringing together knowledge we have gathered in previous weeks to a univocal view, which will be a useful for your assessment planning.

Concept

Just a heads up..



Plagiarism

LINK TO THE DOCUMENT:

https://miatedjosaputro.com/2021/02/27/week-1/

password: nbu

FUNDAMENTALS OF ACADEMIC WRITING: PARAPHRASING, CITING, AND BALANCE BETWEEN AUTHORS' WRITER'S VOICE 25 May 2020

By: Matt Wallwork

D feedback studio	Contessa Ruiz The Goliath of the Sea	75 /	00	< 18 of 28 >	>	
			Match Overview			
The Goliath	n of the Sea					
The majestic blue whale	e, the goliath of the sea, certainly stands alone within	R	2	3 matches		
	its adaptations beyond its massive size.		1	en.wikipedia.org	17%	
1 At 30 metres (98 ft) in le	ngth and 190 tonnes (210 short tons) or more in	* 43	2	animals.nationalgeogr	14%	
	xisting an <mark>2</mark> nal and the heaviest that has ever existed. ble mass, aggressive hunting in the 1900s by whalers	FI	3	www.squidoo.com	12%	
seeking whale oil drove	them to the brink of extinction. But there are other	T		internet contor		
reasons for why they are	e now so endangered.	0				

Week 7 Digital design cognition and research

This week we will be exploring digital design thinking, cognition and research. This week's slides serve as an introduction of your assessments, aiming to give a clear context of **what will be assessed** and **rationale** behind your grading rubric. Assessment documents will be released before Week 8.



01

Introduction of design cognition

Evolution of important paradigms in design thinking will be enumerated, serving as a point of departure.

02

Parametric design thinking and research

Different parametric design thinking lenses will be elaborated: concepts and models, pedagogical approach, digital workflow and design by research.

03

Summary of concepts

This set of concepts are to be illustrated, documented and communicated for the assessment.

Aims and objectives

- To elicit evolution of paradigm in design thinking, starting from penand-paper based thinking up to the parametric design thinking.
- To demonstrate changes in terms of studying design behaviour and changes in design behaviour itself.
- To provide contextualisation of the upcoming assessments.

Learning outcomes

Students will be able to..

Summarise **important paradigms** in design thinking.

02

Synthesise <mark>different aspects</mark> of

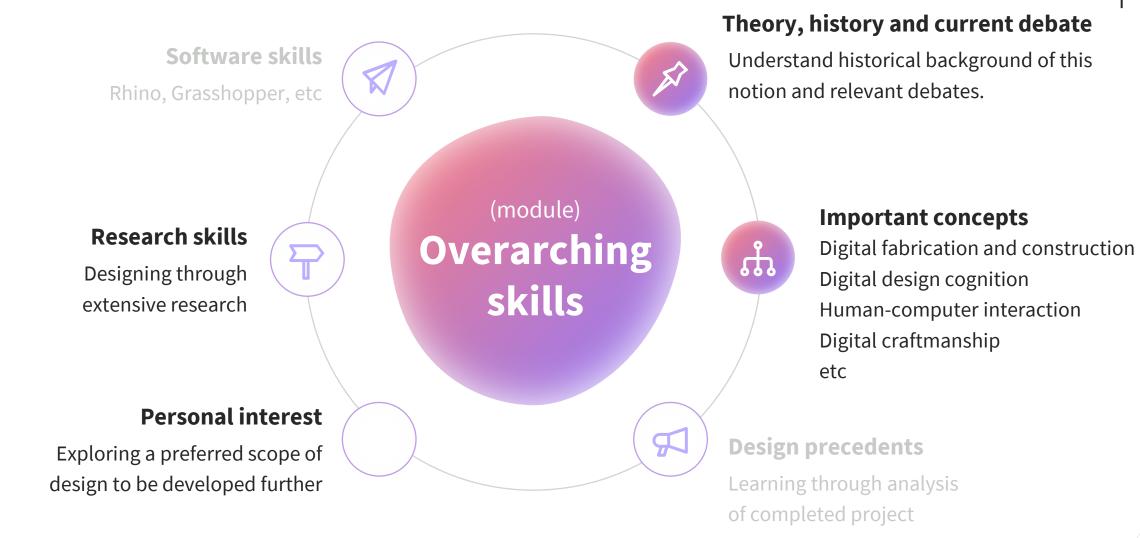
parametric design thinking and research.

03 Draw **comparison** of traditional design thinking and recent design thinking.

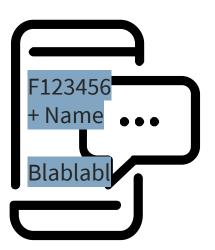
04

Hypothesise concepts into their early

assessment planning.



Discussion





There is <u>no engagement task</u> this week, but you need to work on your Assessment 1:

- 1. Submit group names via Disqus, deadline: 14 April 2021 (Wednesday 11:45pm)
- 2. Submit Stage 1.1 by the end of next class on 19 April (11:45pm the latest).

Design cognition

ב ארבור בנו בבר בבר בבר



Eastman, C. (2001). Chapter 8 - New Directions in Design Cognition: Studies of Representation and Recall. *In:* Eastman, C. M., McCracken, W. M. & Newstetter, W. C. (eds.) *Design Knowing and Learning: Cognition in Design Education.* Oxford: Elsevier Science.



In other words.. Design cognition is: Study of design behaviour



Mis A. Tedjosaputro http://miatedjosaputro.com

Load data

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FILE 20170507_SCRIPT INPUT

Parameters Adjust the rendering parameters

Rartpoint End

My previous research: Control of design Study of design behaviour, utilisation of sketches and mental

Font and number size

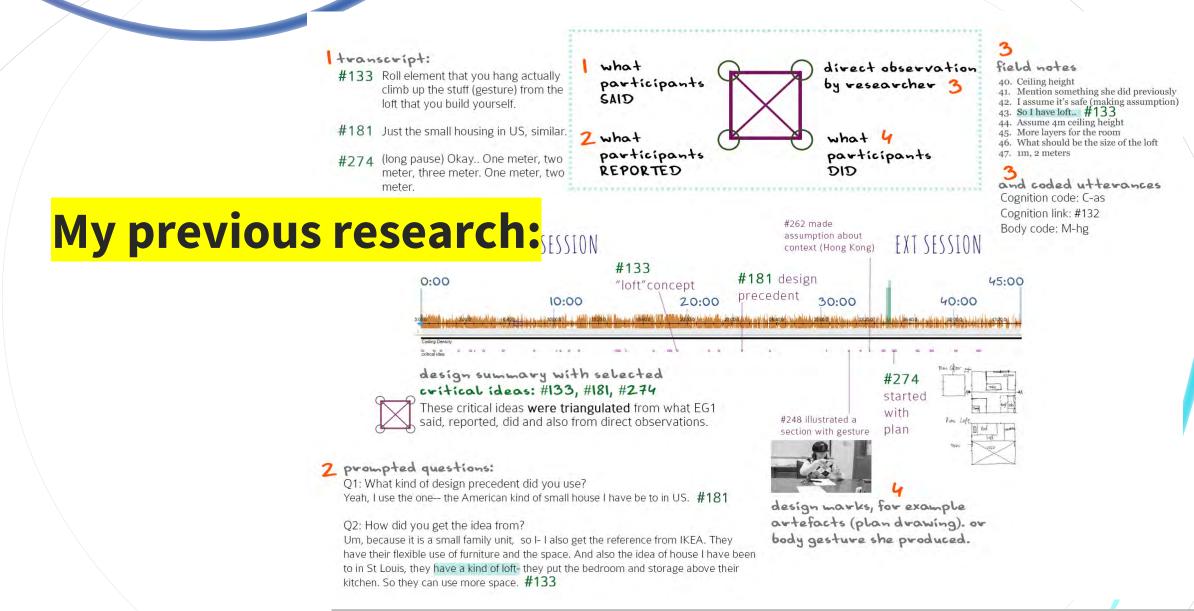
1- SCRIPT TO GENERATE VISUALISATIONS

COGNITION

8004

13

ENVIRONMENT



1- THE IDEA OF HOW DATA WAS COLLECTED THROUGH THINK-ALOUD SESSIONS. NEARLY 2000 MINUTES OF IDEA GENERATION STAGE WAS COLLECTED

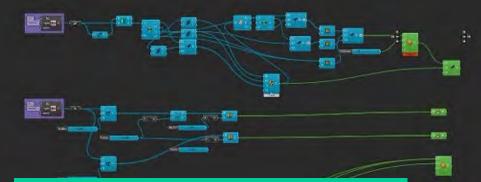
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io nime	Transcript	Ideas code				code (E							
0:57.6 -	Let's say that if, firstly I need to have	Cl C-hy		D-sy					#7				
1:09.1	the client analysis and what do they really want, I think.							#0	=1			#6-#7: Created first	52
1:08.4 -	What they really want? Please read	C-hy	6	D-sy	6			C-hy D-sy	0 o	Q Bo		hypothesis with symbol	
1:19.7							_	U-ny D-sy	Q-ny	LI-SY		depiction.	
	And also this like, dining set up. A place	C-re	6,7	D-wo	6,7	E-db		D-wo	D-wo				3 The second second
1:38.6	to eat and and entertain Entertainment. And what else?							OBC OBC	QBO			#8-#9: Created textual	A STA
	Entertainment. And what else:							1	1			aids and looked at	
1:37.6 -	Learning space. Ok, I think it's normally	C-as	6,7	D-wo	6,7,8	E-db 8		#8	#9			design brief while	
1:50.9	the same with the adults, like. What's							000	COGO	CEAN		retrieving and making	
	for the children?							Cre E-db	C-as	E-db		an association.	S ATT
0 1:49.8 -	(long pause) What a child need, for	C-re	9,7	D-sy	6		_						Emulación de la comunicación de
2:05.9	you? Play around			,								#10-#12: Retrieved	
	What else, read? Yes	C-re	7	D-wo	10			#10	#11		#12	brief content in form	
2:12.7 2 2:12.0 -	For study? Dining is for eating right, of	C-re	9,8,7	D-wo	11,10,1		-	#10	#11			of texts and symbols.	Nº
2:12.0 -	course	C-re	5,0,7	0-000	1		4	O OBO	°°Q	O Bo	Co O Bo Cre D-Wo	- Bad	
2:18.0 -	What else, is there any special one?	C-re	6	M-hg	10			Also Disk	Aus	5-W0	011	MA- M I The Mar	WHALL OF
2:33.6	(long pause)											Sent Last	
2:32.4 -	nothing spec												
2:32.4 -	before. And						re	sear				#13-#14: Retrieved and	CO: 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25
5 2:41.8 -	Mixed use (> V					sear		O Bo		made an association	and the car
3:01.9												with gestures.	
5 3:01.9 - 3:05.9	What if I sep that.			•									
7 3:04.4 -	One part is fc			CI		n			M20			#15-#16: Synthesized, created	
3:15.4	What if I sep that One part is fc say, if we lea for children			31	5			JVC	vvaJ			text and mentally transform t idea (separation of functions)	
												. Les (separation of Junobold)	
3:24.6	the adult? Ac		•									#17-#19: Created second	NOOX
3:24.6 -	Adults. Or m Adults. Or m have the sam Theuden't h	21		0/		3 r		202				hypothesis by making	COGNITION
3:36.8	have the sam VISU		D	C(IU	alla	IVJC	JU -	#19	inferences from design brief,	
) 3:36.8 -	They don't h	<u> </u>									#19 Co 🔵	noted down and considered	
3:42.7	they can play at the same space.		19					C-hy D-wo	#18	Sec. 1	C-tx	preinventive structure in	6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23
2,41 7	If Limpging the furniture as an an	Cl C-tr	-	_			_		COGO	DENV		different context (mixed use	
3:41.7 - 3:53.1	If I imagine the furniture as space or [inaudible mumble]. What it could be?		P						G-ny	E-00		space).	- XXXXX //- XXXX/- *//
	,										#23	#20-#23: Synthesized with aids of	
	Let's say, it's quite like um, a sofa or	C-at	21	D-c				#20	#21	#22	π2.3	text, transformed an idea mentall	\times \times \times $///$
4:07.7	something like that (long pause).						1	0 _O B0	Co 🔵 Ci	o 🔵	Co Q Q Bo	and searched emergent feature	
3 4:07.0 -	What if the sofa haveum, two sides?	C-co	22,17,1	.8 M-og	22		_	C-sy D-Wo	C-tr	C-at	A.95 10-68	('sofo' feature) and made an	
	(long pause)			-								interpretation of feature (two	
4:17.7	If we put the sofa into select	C-fu	16,23					101	No.			sides of sofa).	
4 4:16.4 -	dividing into two part, and then one is							#24	#25			#24-#25: Inferring thought	
4:16.4 -	for adult one is for children. How to	1					C	0	Co 🜑 C-se			functions to design and	
4:16.4 -	for adult one is for children. How to make it interesting? (long pause)				1 1							searched for limitations of	
4:16.4 - 4:44.6		C-se	24					C-fu	C-SE			idea.	

1- PROTOCOL DATA WAS GENERATED IN FORM OF VERBATIM2- PROTOCOL ANTRANSCRIPTIONS, EACH DESIGN MOVE WAS PARSED AND ANALYSED.OF MOVE #6-#25

2- PROTOCOL ANALYSIS, SHOWING AN EXAMPLE, AN EXCERPT OF MOVE #6-#25 3- LINKOGRAPHY OF DESIGN MOVES (MOVE #6-#25). VISUALISATION WAS GENERATED USING SCRIPT



ZVWEW

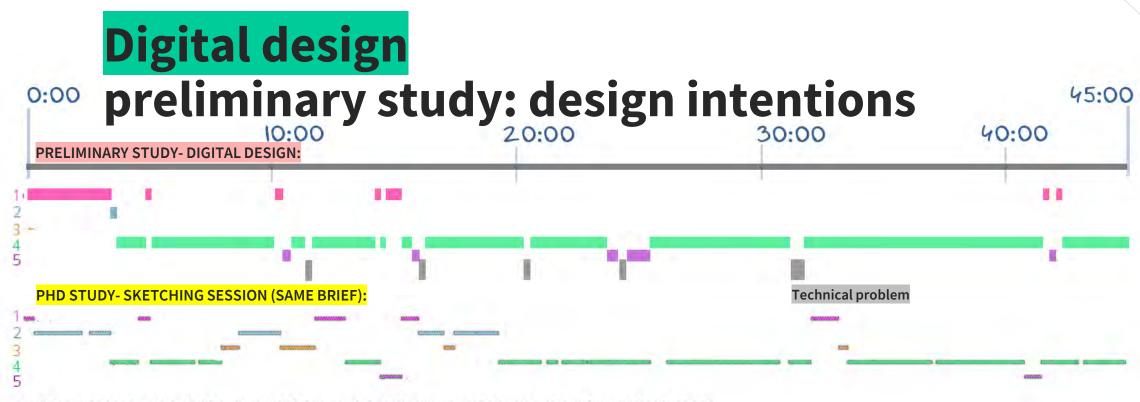


Current research: Digital design Preliminary study using the same design brief

Conserves, The Theor Start Reveal & David Marcel Bard Marcel Marce Marcel Marc

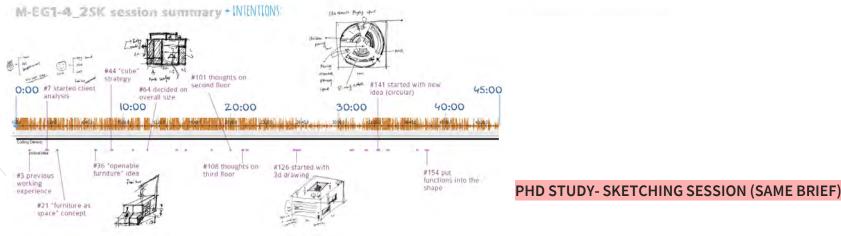
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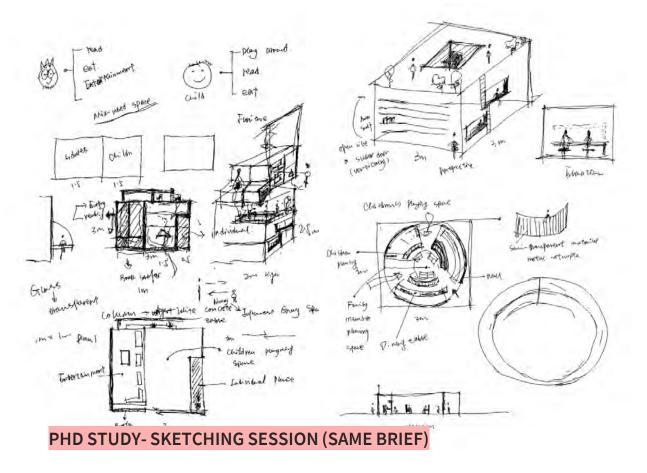
1: SITUATION 2: PROBLEM 3: PATTERN 4: SOLUTION 5: DOMAIN- RELATED INTENTIONS

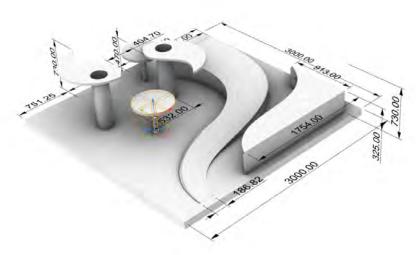
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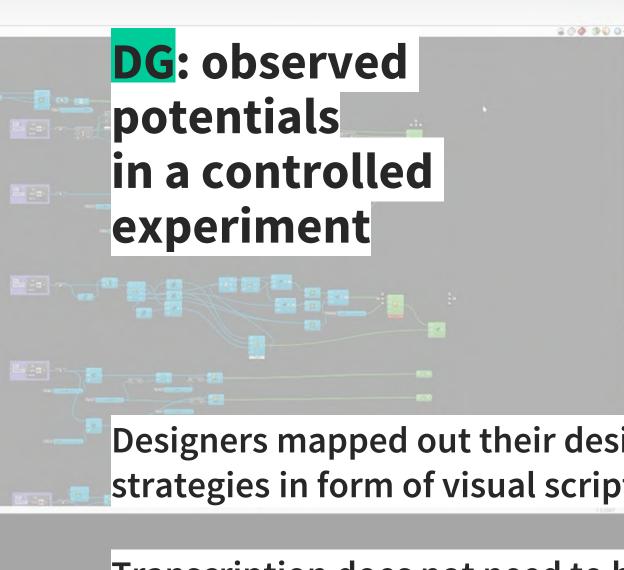
17

Digital design preliminary study: output





PRELIMINARY STUDY- DIGITAL DESIGN



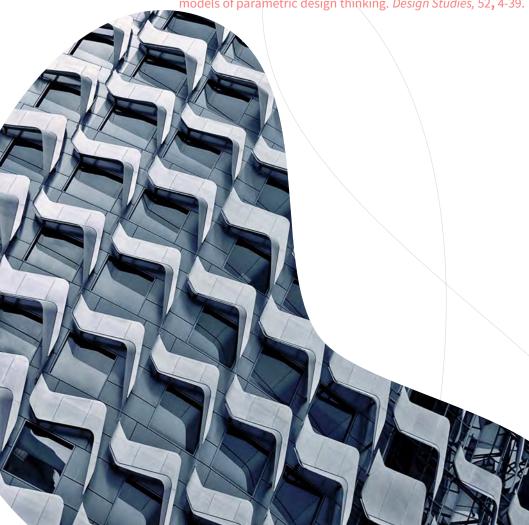


Designers mapped out their design strategies in form of visual script.

Transcription does not need to be verbatim.

Design thinking paradigms

Adapted from: Oxman, R. (2017). Thinking difference: Theories and models of parametric design thinking. *Design Studies*, 52, 4-39.



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EARLY MODELS OF DESIGN THINKING



01

DESIGN THINKING IN EARLY COMPUTER-AIDED DESIGN MODELS



KNOWLEDGE-BASED COMPUTATIONAL MODELS OF DESIGN



ADVANCED COMPUTATIONAL DESIGN, ALGORITHMIC THINKING AND SCRIPTING



PARAMETRIC DESIGN THINKING

Photo by 贝莉儿 DANIST on Unsplash

01 Early models of design thinking

"Designerly ways of knowing"

Cross, N. (2006). *Designerly ways of knowing : with 15 figures / Nigel Cross*, Springer.

How the designer works through the complex iterative cognitive processes of conceptualisation, modification and refinement in solution space.

Sketch modification as refinement process.

01 Early models of design thinking

"Reflection-in-action"

Schon, D. A. (1991). *The reflective practitioner : how professionals think in action / Donald A. Scheon*, Ashgate. Schon, D. A. & Wiggins, G. (1992). Kinds of seeing and their functions in designing. *Design Studies*, 13, 135-156.

Radical proposal after the rational problem solving process. It perceives design tasks are unique and designing as a reflective dialogue which base on the interaction of designing and discovering, seeing-moving-seeing.

01 Early models of design thinking

	Rational problem solving	Reflection-in-Action	Co-evolution
Designer:	Information processer (in an objective reality)	Person constructing his/her reality	Person developing and refining reality
Design problem:	Ill defined, unstructured	Essentially unique	Clarifiable
Design process:	A rational search process	A reflective conversation	An interaction between problem and solution space

02 Design thinking in early computeraided design models

Early CAD system tries to mimic pen-and-paper based thinking.

Early CAD system exploit the ability to explore one-off design.

Media technological developments.

Continuous mapping of early cognitive model.

Mowledge-based computational model of design

Early research and development on Artificial Intelligence (AI) and Knowledge-based Design (KBD).

Begin to provide perspectives related to: cognitive structures, algorithmic systems, computational mechanisms in design creativity and innovation.

04Advanced
Computational
Design,
Algorithmic
Thinking and
Scripting

Integrated processes of simulation, evaluation and fabrication.

Relevant principles from domains of science and philosophy, mathematics and computer science have introduced way of new thinking and morphogenetic processes.

Of Advanced Computational Design, Algorithmic Thinking and Scripting

Pen on pen-and-paper based design thinking has now been replaced by computer's algorithmic mode of thinking.

'Software is a tool for mind'.

Being *reflective* means designer's ability to control computational and scripting tools.

Of Advanced Computational Design, Algorithmic Thinking and Scripting

Designers are no longer making choices of a single object, but creating "a matrix encompassing entire population of possible designs'.

Algorithmic code is related to structure of visual representation.

OF Parametric Design Thinking

PDT is seen as <mark>an advance form</mark> of computational design.

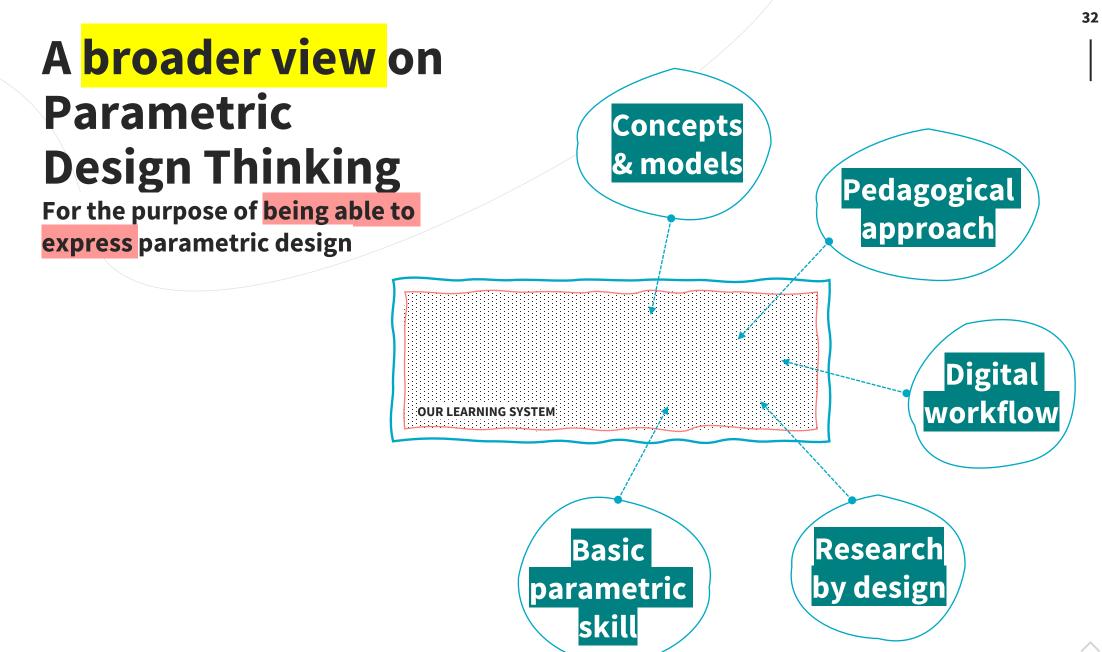
Based on the conception that: exploration and re-editing happen in geometrical solution space, through process of associative relationship.

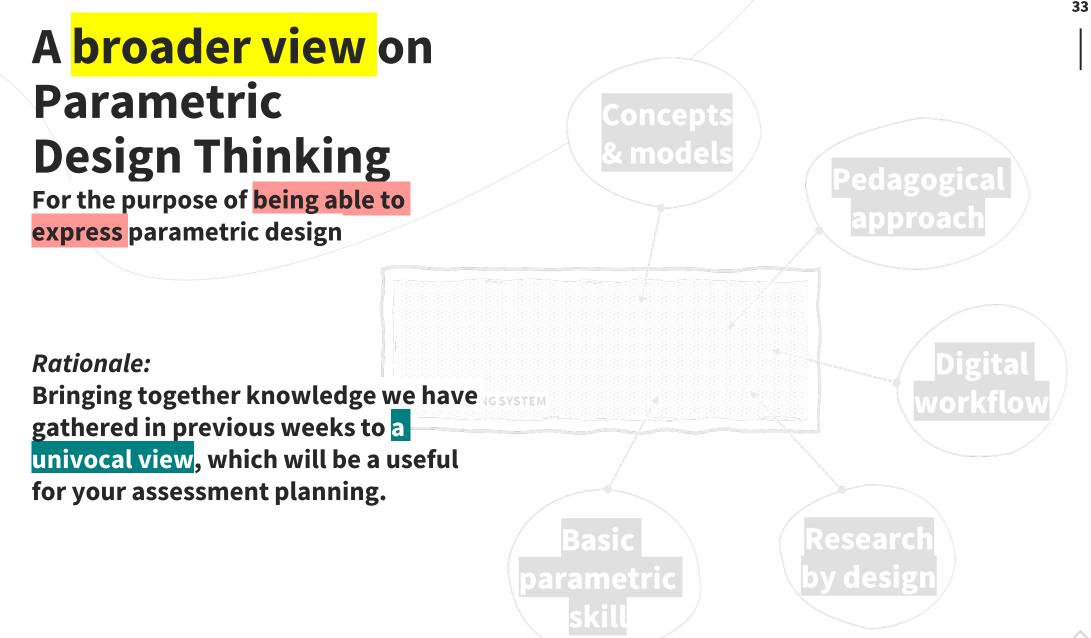
Parametric Design Thinking

Previously in week five..

Week 5 Outline

010305Introduction to
Parametric DesignParametricismCharacteristics of
Parametric Design System020406Brief historical accountParametric Design ThinkingHow Designers Use Parameter





1: Concepts and models

Oxman, R. (2017). Thinking difference: Theories and models of parametric design thinking. *Design Studies*, 52, 4-39.



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1.1: PDT (Parametric Design Thinking) as intersection between seminal parametric design concepts.

1.2: Typological to topological thinking in creative design.

1.3: Differentiation as key strategy.

1.4: New symbolic role of imagery, requires different thinking.

1: Concepts and models

Concepts redagogical approach Digital workflow Basic parametric skill by design

35

Oxman, R. (2017). Thinking difference: Theories and models of parametric design thinking. *Design Studies*, 52, 4-39.

1.2: Typological to topological thinking in creative design. The evolution is: From *typological thinking* to *topological thinking*.

Typological thinking: design by sub-types **Topological thinking:** design of versioning types, by changing values of their associative relationships.

1: Concepts and models

Oxman, R. (2017). Thinking difference: Theories and models of parametric design thinking. *Design Studies*, 52, 4-39.



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1.3: Differentiation as key strategy.

Read lecture notes

Differentiation is a term in the field of calculus, and continuous differentiation can be considered as the 'geometrical transcoding of parametric variations into differential geometries driven by iterative versioning processes of parametric design in a continuous rhythm' (Jabi, 2013).

1: Concepts and models

Oxman, R. (2017). Thinking difference: Theories and models of parametric design thinking. *Design Studies*, 52, 4-39.

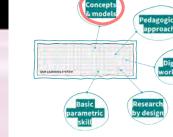
1.3: Differentiation as key strategy.

Example of differentiation in different context (1)

http://degroot.co.il/lyen56.asp?gj=com&h l=en&shop=nike+air+max+by+year&xi=3& xc=11&pl=0&pr=75.99&you=0

EVOLUTION OF THE AIR MAX





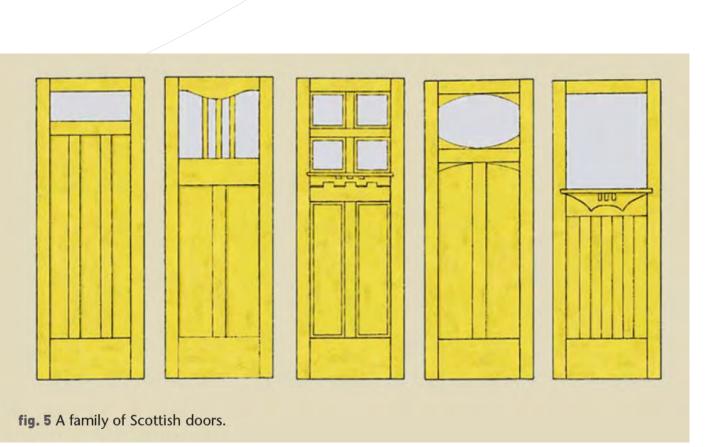
 \wedge

1: Concepts and models

Oxman, R. (2017). Thinking difference: Theories and models of parametric design thinking. *Design Studies*, 52, 4-39.

1.3: Differentiation as key strategy.

Example of differentiation in different context (2)



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edagogio

1: Concepts and models

Oxman, R. (2017). Thinking difference: Theories and models of parametric design thinking. *Design Studies*, 52, 4-39.

1.4: New symbolic role of imagery, requires different thinking.

Design modification.

In traditional ways of thinking \rightarrow usually achieved by visual operation of re-drawing and re-modelling object of design.

In parametric design \rightarrow Re-editing refers to design process represented by a set of algorithmic rules defined by the designer.



Aish, R. & Hanna, S. (2017). Comparative evaluation of parametric design systems for teaching design computation. *Design Studies*, 52, 144-172.

2.1: Cognitive dimensions

2.2: Cognitive challenges

2.3: *Learning curves* of parametric design systems (in this case, software)

40

Aish, R. & Hanna, S. (2017). Comparative evaluation of parametric design systems for teaching design computation. *Design Studies*, 52, 144-172.

2.1: Cognitive dimensions

Concepts & models Pedagogical approach Digital workflow Basic parametric skill

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Cognitive dimensions, developed by Green and Blackwell (1998) are discussion tool to evaluate usability of information-based artefacts. It focuses on the process of interaction.

Aish and Hannah (2017) adapted 9 dimensions from Green and Blackwell (1998). They analysed 3 parametric design system using the dimensions.

Concepts & models Pedagogical spproach Digital workflow Basic parametric skill

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Aish, R. & Hanna, S. (2017). Comparative evaluation of parametric design systems for teaching design computation. *Design Studies*, 52, 144-172.

2.1: Cognitive dimensions

The dimensions are:

- 1. Abstraction barrier
- 2. Semantic interference
- 3. Consistency between representations
- 4. Discoverability
- 5. Flexibility
- 6. Side effects
- 7. Work around
- 8. Convoluted workflow
- 9. Liveness

Concepts & models Pedagogical approach Digital Workflow Basic parametric skill Research by design

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Aish, R. & Hanna, S. (2017). Comparative evaluation of parametric design systems for teaching design computation. *Design Studies*, 52, 144-172.

2.2: Cognitive challenges

Cognitive challenges might occur during modelling, or can be at the earlier and later phases.

Cognitive challenges over the duration of learning process are illustrated in the *learning curves (2.3),* in form of the vertical lines.

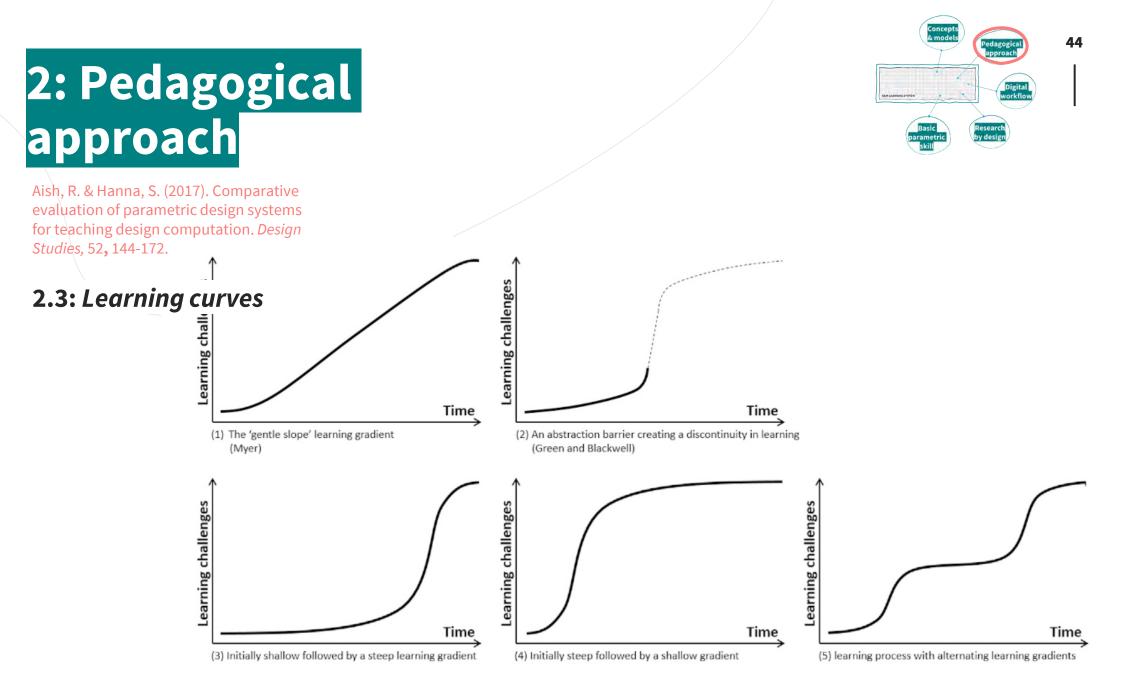
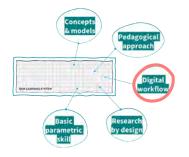


Figure 1 Five possible learning curves

Wortmann, T. & Tunçer, B. (2017). Differentiating parametric design: Digital workflows in contemporary architecture and construction. *Design Studies*, 52, 173-197.



45

3.1: Great level of detail and differentiation (similar with item 1.3)

3.2: Master Model shared between architects, consultants and contractors.

3.3: Strength of PD (Parametric Design) is not only generating design variants, but realising highly specific, differentiated, rule-based designs.

4: Research by design



46

Bhooshan, S. (2017). Parametric design thinking: A case-study of practice-embedded architectural research. *Design Studies*, 52, 115-143. Definition of Parametric design thinking (PDT) according to Bhooshan (2017):

Computationally augmented form of design thinking

Three components of PDT derived from practice:

4.1: PDT Cognitive Model

The iterative process finding optimal solutions requires balance between exploratory and exploitative phases.

4.2: Design Method4.3: Information Processing Model

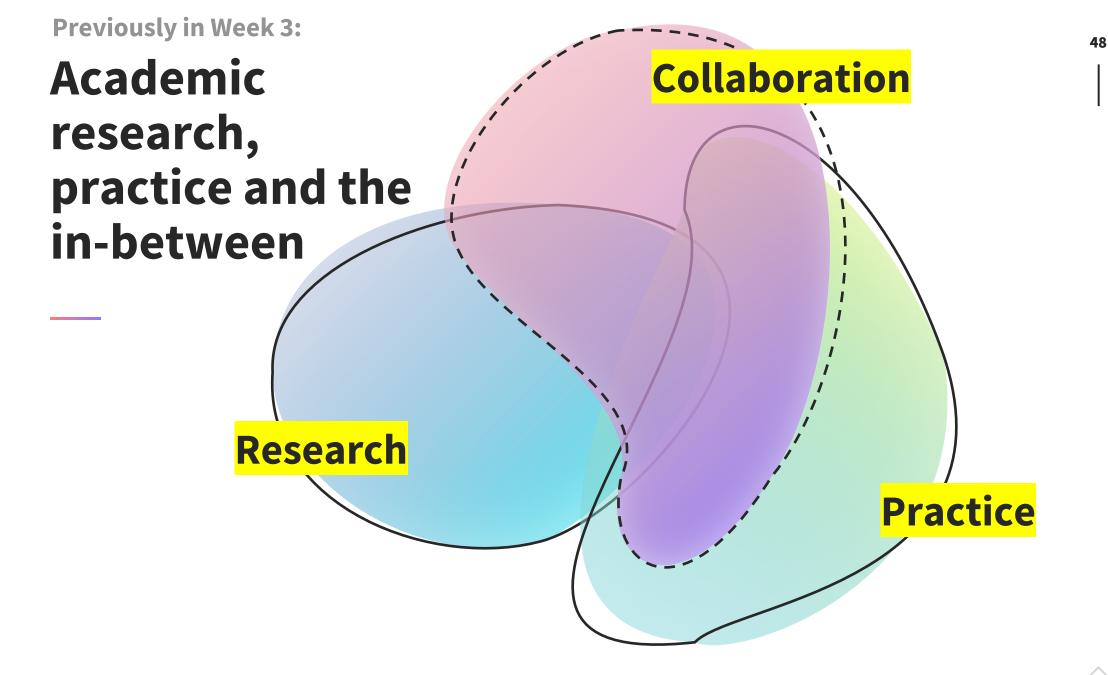
Bhooshan (2017)

Bhooshan, S. (2017). Parametric design thinking: A case-study of practice-embedded architectural research. *Design Studies*, 52, 115-143.

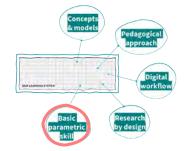
He also highlights the need for architectural design and practice to follow a <mark>research programme</mark>, Instead of ad-hoc solutions to design tasks.

Cumulative research enabling network involving academic institutions, professional firms and embedded research groups to effectively realise architectural projects.

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49

Woodbury, R. (2010). Elements of parametric design.

5.1: The shift between conventional and parametric

5.2: New skills

5.3: New strategies

Previously in Week 5..

How designers use parameters

Woodbury, R. (2010). Elements of parametric design.

1. The shift between conventional and parametric

- 2. New skills
- 3. New strategies

Parametric modelling relies on establishing relationships.

The cost is it depends on designers' ability to redefine relationships, and willingness to consider relationshipdefinition phase as integral design process.

"Relationship creation"

Previously in Week 5..

How designers use parameters

Woodbury, R. (2010). Elements of parametric design.

1. The shift between conventional and parametric

- 2. New skills:
- 3. New strategies

- **1. CONCEIVING DATA FLOW**
- 2. DIVIDING TO CONQUER
- 3. NAMING
- 4. THINKING WITH ABSTRACTION
- 5. THINKING MATHEMATICALLY
- 6. THINKING ALGORITHMICALLY

THESE ARE <mark>BASIC SKILLS</mark> OF PARAMETRIC CRAFT.

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Previously in Week 5..

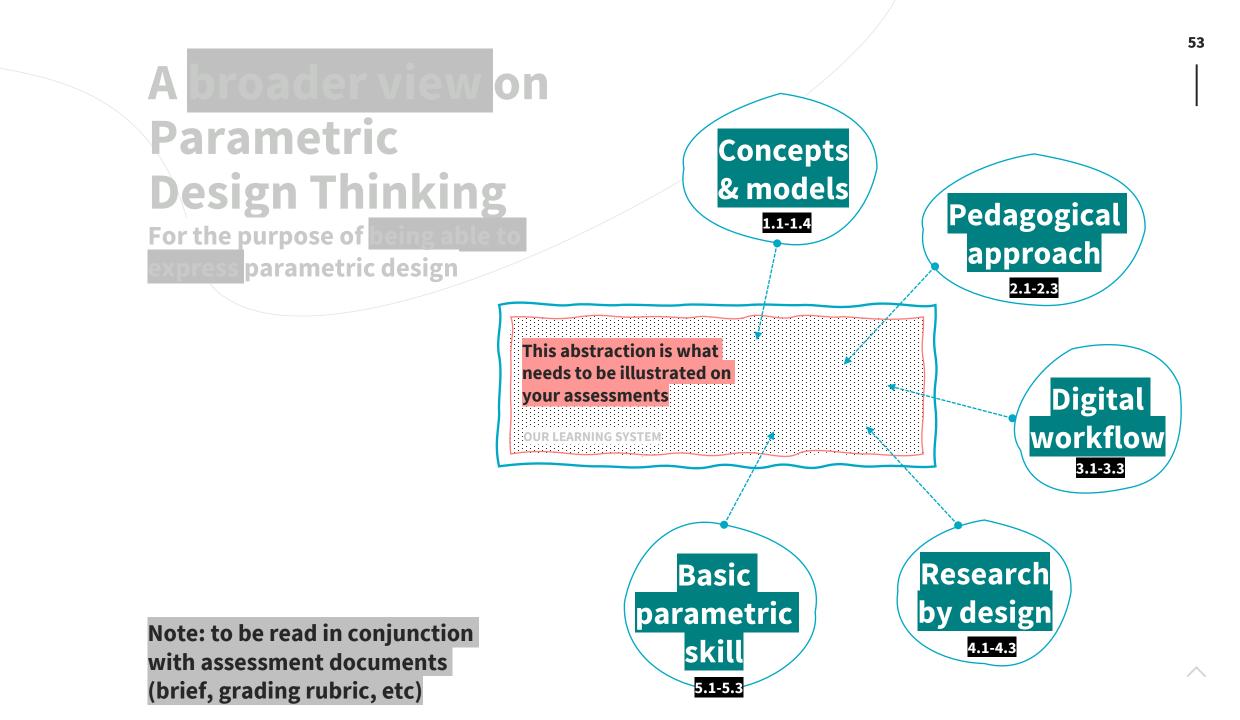
How designers use parameters

Woodbury, R. (2010). Elements of parametric design.

1. The shift between conventional and parametric

- 2. New skills
- 3. New strategies:

- **1. SKETCHING**
- 2. THROW CODE AWAY
- 3. COPY AND MODIFY
- 4. SEARCH FOR FORM
- 5. USE MATHEMATICS AND COMPUTATION TO UNDERSTAND DESIGN
- 6. DEFER DECISIONS
- 7. MAKE MODULES
- 8. HELP OTHERS
- 9. DEVELOP YOUR TOOLBOX



Summary of concepts

THE REAL PROPERTY COLOR

- **1. Search of solution space**
- 2. Exploration
- 3. Emergence
- 4. Reflection
- 5. Modification
- 6. Adaptation
- 7. Media:

Media used Algorithmic design Scripting language



- 1. Search of solution space
- 2. Exploration
- 3. Emergence
- 4. Reflection
- 5. Modification
- 6. Adaptation
- 7. Media: Media used Algorithmic design Scripting language

A solution space is an abstract space where designers go through complex cognitive processes to develop and deliver solution. Usually it involves the processes mentioned on item 2-6.

Also it is highly related with problem space.

- 1. Search of solution space
- 2. Exploration
- 3. Emergence
- 4. Reflection
- 5. Modification
- 6. Adaptation
- 7. Media:

Media used Algorithmic design Scripting language The process of developing solutions by generating and analysing them.

- 1. Search of solution space
- 2. Exploration
- 3. Emergence
- 4. Reflection
- 5. Modification
- 6. Adaptation
- 7. Media: Media used Algorithmic design
 - Scripting language

Recognition of visual entities in design enables emergence, supporting the ability 'to think with an image'.

- 1. Search of solution space
- 2. Exploration
- 3. Emergence
- 4. Reflection
- 5. Modification
- 6. Adaptation
- 7. Media:

Media used Algorithmic design Scripting language

Framing and re-framing design problems and solutions.

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- 1. Search of solution space
- 2. Exploration
- 3. Emergence
- 4. Reflection
- 5. Modification
- 6. Adaptation
- 7. Media: Media used Algorithmic design Scripting language

Modification or refinement refer to the process of transformation from schematic state to specific state.

Oxman, R. E. & Oxman, R. M. (1992). Refinement and adaptation in design cognition. *Design Studies*, 13, 117-134.

- 1. Search of solution space
- 2. Exploration
- 3. Emergence
- 4. Reflection
- 5. Modification

6. Adaptation

7. Media: Media used Algorithmic design Scripting language

Adaptation refers to the transformation process of modifying existing design.

Oxman, R. E. & Oxman, R. M. (1992). Refinement and adaptation in design cognition. *Design Studies*, 13, 117-134.

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- 1. Search of solution space
- 2. Exploration
- 3. Emergence
- 4. Reflection
- 5. Modification
- 6. Adaptation
- 7. Media:

Media used Algorithmic design Scripting language What are designing mediums you use? How do they affect your design thinking?

Link to assessment documents

DG 2021: Live Assessments Documents – Mia Tedjosaputro



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Week 8 (next week): Install Rhinoceros 3D

Developed by: Robert McNeel & Associates

https://wiki.mcneel.com/rhino/rhinohistory



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RHINO 1.0 RELEASED



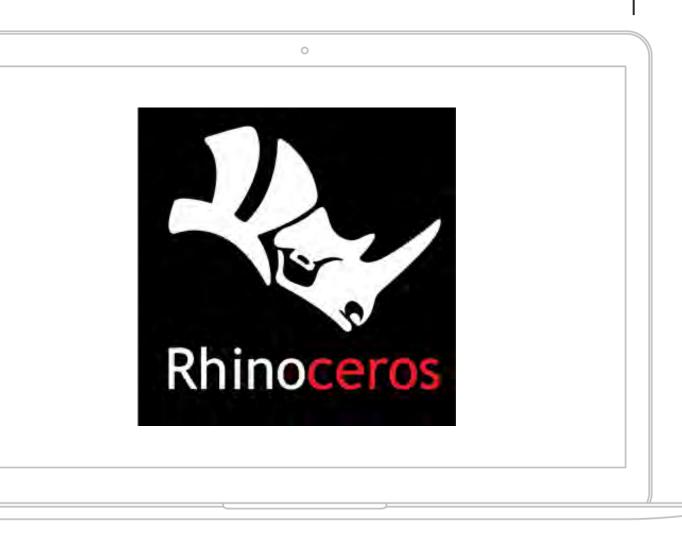


RHINO 6.0 FOR WINDOWS

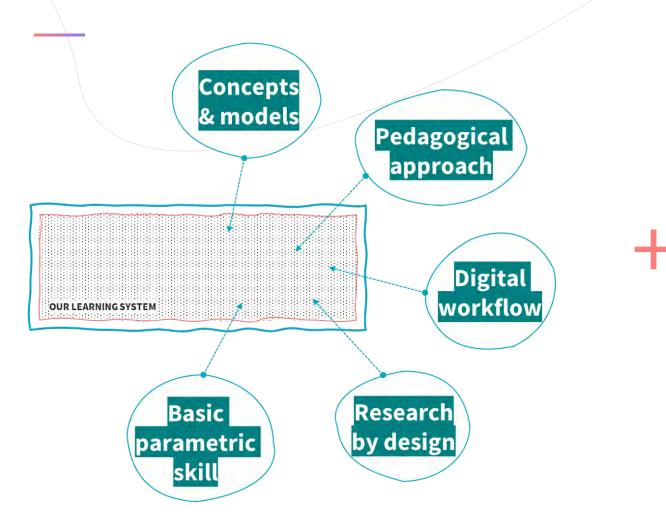




RHINO 7.0 FOR WINDOWS



To sum up, for your assessments



Summary: <mark>concepts</mark> of design thinking

- 1. Search of solution space
- 2. Exploration
- 3. Emergence
- 4. Reflection
- 5. Modification
- 6. Adaptation
- 7. Media:
 - Media used
 - Algorithmic design
 - Scripting language

Re-iterating aims and objectives

- To elicit evolution of paradigm in design thinking, starting from penand-paper based thinking up to the parametric design thinking.
- To demonstrate changes in terms of studying design behaviour and changes in design behaviour itself.
- To provide contextualisation of the upcoming assessments.