

Designing Design Management

Our Path to the Future

Background

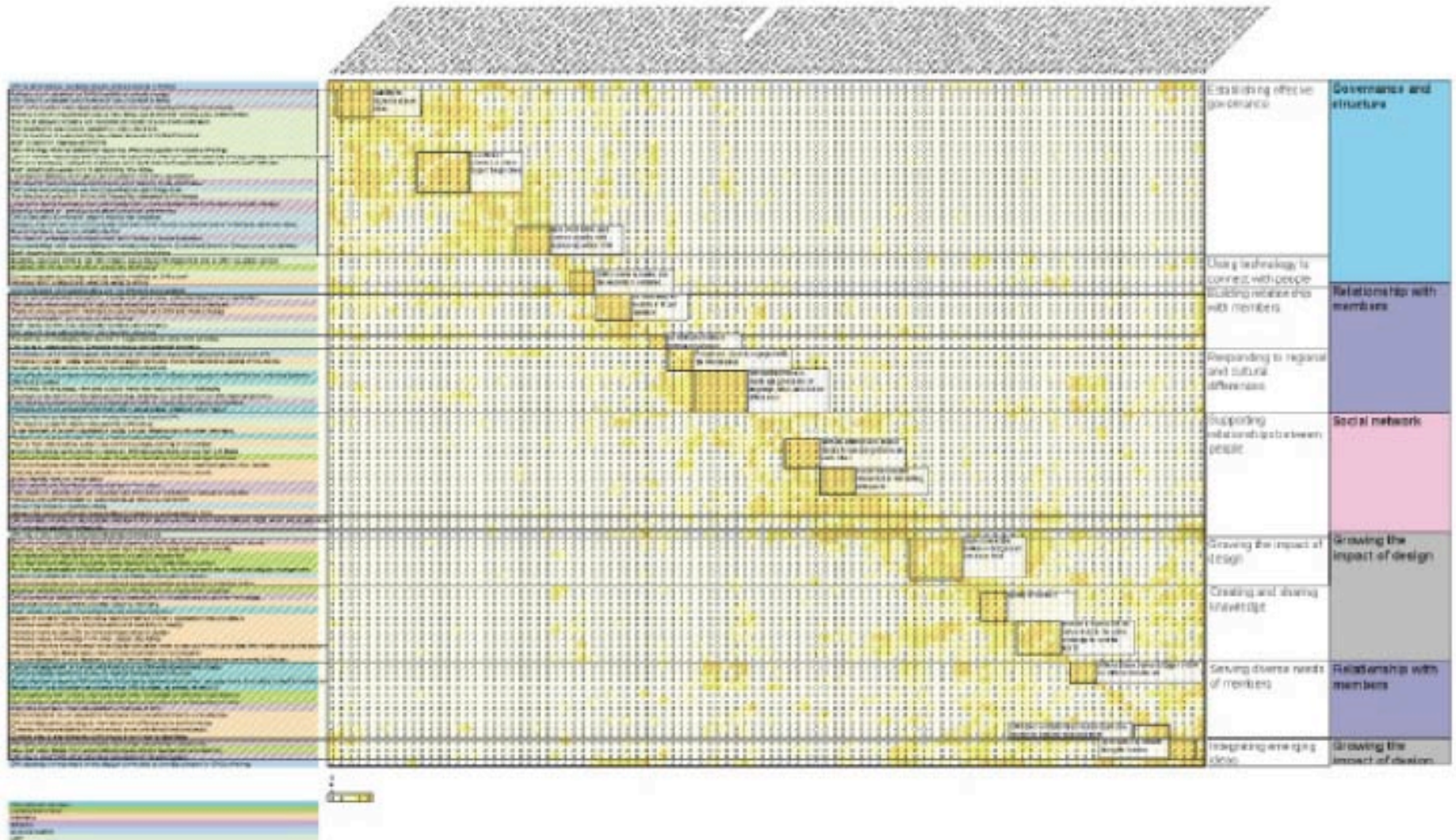
- Since 2007, DMI has been developing and refining its brand position and business design
- Four stages – discover, define, design, deliver
- Four project teams including Lucid brands, Design Continuum, IIT Institute of Design (ID school) and LPK

Discover, Define, Design, Deliver

oResearch



Feedback clusters



Critical self audit

Finance		Processes		Offerings			Delivery		
Business Model	Network	Enabling Processes	Core Processes	Product Performance	Product System	Service	Channel	Brand	User Experience
International non-profit organization Conference Seminar Publication	Sponsors Partner HBR	Members, Board of directors, Advisory council Partners	Speakers at conferences and seminars Article contributors for publications	Small-scale conference Academic publication	Conference video online	Knowledge International connection Cross-disciplinary networking	Conference Seminar Website Mailing	Academic senior level Good reputation	Personal contact Oneway communication Clublike

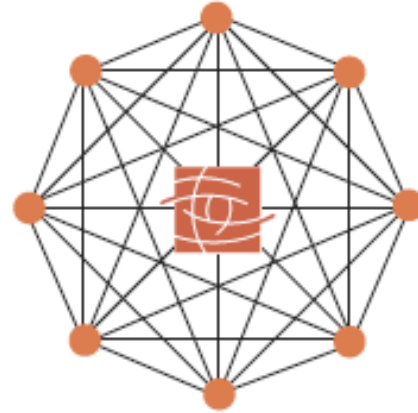
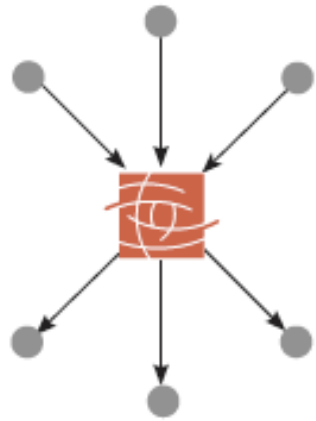
Trends

Business	Design	People	Culture	Technology
<p>Telework More employees enjoy flexibility in working location and hours.</p>	<p>Integration of Design into R&D process Design has a discipline becomes more accepted in the business world.</p>	<p>Continuing education Education doesn't happen in college only, people get trained all their life.</p>	<p>Social networking People share interests and activities in online communities.</p>	<p>Move from offline to online media Information and communication moves from offline to online media.</p>
<p>Smaller organization Small organizations and start-ups have the opportunity to enter market.</p>	<p>Strategic contribution of Design is expected.</p>	<p>Information accessibility Information is easily accessible via new media.</p>	<p>Focus on regional/local characteristics Growth of Asian market Asian markets become more important.</p>	<p>Mobile technology becomes an integrated part of communication.</p>
<p>Outsourcing Manufacturing or Design is often outsourced to a third-party company.</p>	<p>Move from design of visual layer to human centered Design.</p>	<p>Personalization of content, products and services.</p>	<p>Wisdom of crowds Many individuals provide content and make decisions rather than a few experts.</p>	<p>Read/write web Web 2.0 technologies allow participation by users.</p>
	<p>T-shape designers Designers are specialist in one area, while generalist in related fields.</p>	<p>User generated content & open sharing People provide information and share their information online.</p>	<p>Transit culture People live and work in many cultures.</p>	
			<p>Move from knowledge to experience society</p>	

Discover, **Define**, Design, Deliver

- Business opportunity
- Business values





Discover, Define, **Design**, Deliver

- Business strategy
- Positioning platform

You Are Connected.

DMI connects you (design leaders) to the inspiration, knowledge and community you need to succeed.



1. INVOLVE

During this phase DMI creates close ties between the organization and its members and sets up the infrastructure to involve and leverage members.

Form ties

Motivate participation

Organizational transparency



2. CONNECT

The next step consists of initiatives connecting members to build a strong network, as well as to offer tailored services to members.

Build a community

Collaborate with each other

Customize services



3. EXPAND

Once a strong web is knitted and members strengthen and support DMI; DMI as an organization drives the value of design.

Bring design to other fields

Institute the value design

Discover, Define, Design, **Deliver**

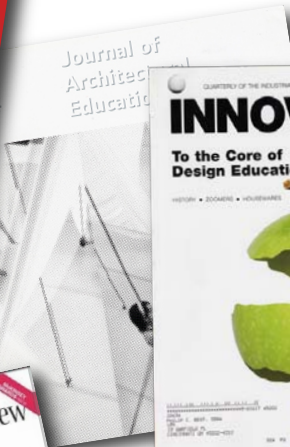
- Design Strategy
- Visual brand language
- Corporate identity

design sensitivity

serious,
informative

entertainment

basic layout





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Layered Conversations



Globalization & Product Design Education

The Global Studio

by Erik Bohemia and Kerry Harman



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abstract

This paper examines shifts in manufacturing related to globalization. The purpose of the paper is to provide design educators with a better understanding of changes taking place in manufacturing, with the aim of generating discussion around educational responses to these changes in the subject area of design. In the first part of the paper, the broad transformations taking place in manufacturing are outlined, with a focus on concurrent engineering and agile manufacturing. Next, the ways these changes are affecting the contemporary organization of product development teams are examined. Then, the implications of these shifts for design education are considered. It is argued that changing trends in manufacturing, and related changes in the organization of the product development, highlight the

introduction

importance of equipping design students with skills for working in globally networked organizations. Finally, we overviewed an educational response to globalization in the subject area of design.

While the extent and impact of globalization remains a hotly debated topic (du Gray, 1997; Green 1997), it is difficult to ignore shifts taking place in the way goods and services are developed, manufactured distributed and consumed. For

In 1992, Robert Reich wrote:

We are living through a transformation that will rearrange the politics and economics of the coming century. There will be no national products or technologies, no national corporations, no national industries. There will no longer be national economies, at least as we have come to understand that concept. All that will remain rooted within national borders are the people who comprise a nation. Each nation's primary asset will be its citizen's skills and insights...

example, in the early 1990s Reich (1992: p. 112) pointed to emerging global ebs involved in manufacture of various products:



DMI

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Thanks!