



# DESIGN POWERS

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3.

EMANS & HAMDY

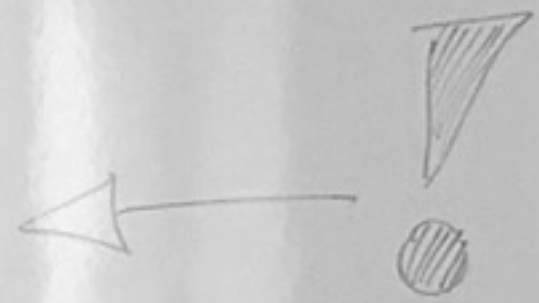
**ONE SIZE DOES NOT FIT ALL.**





# DESIGN COMPETENCIES IN COLLABORATION

a TV Show/subject  
her images/videos  
e up with more contents  
2pm class!



PUMA

## Global

Scale (sizing, viewpoint, micro/macro)  
Language (nontraditional forms)  
SIANG

## Local

- Transportation
- Vocational (skill/hobby)
- Tourism
- Worker's rights
- Parking lot
- endless construction
- lack of Design Architecture and advertisement

## Cultural

Classism  
Vocational  
Tourism (Pride)  
western influence

## POLITIC

• Corruption



5.

EMANS & HAMDY

# DESIGN COMPETENCIES IN COLLABORATION



6.

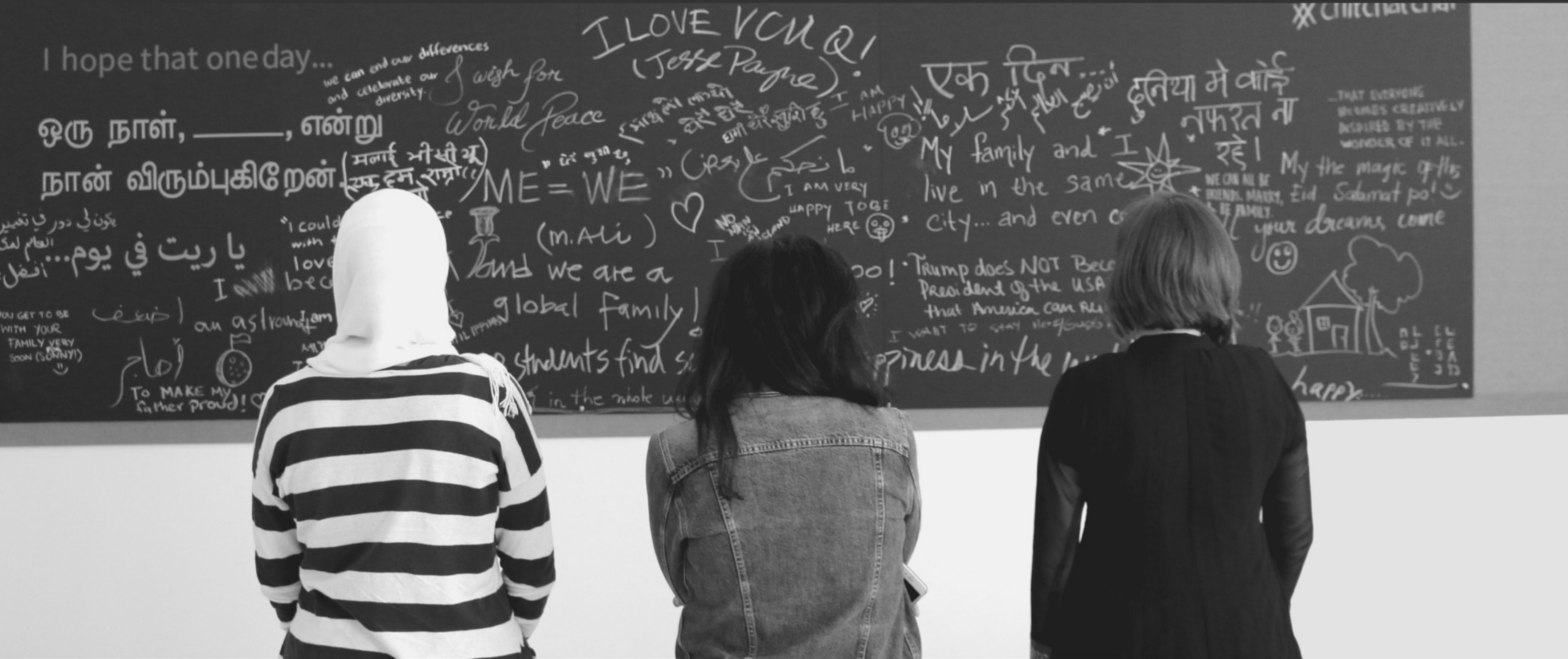
EMANS & HAMDY



# ACTIVITIES & TOOLS

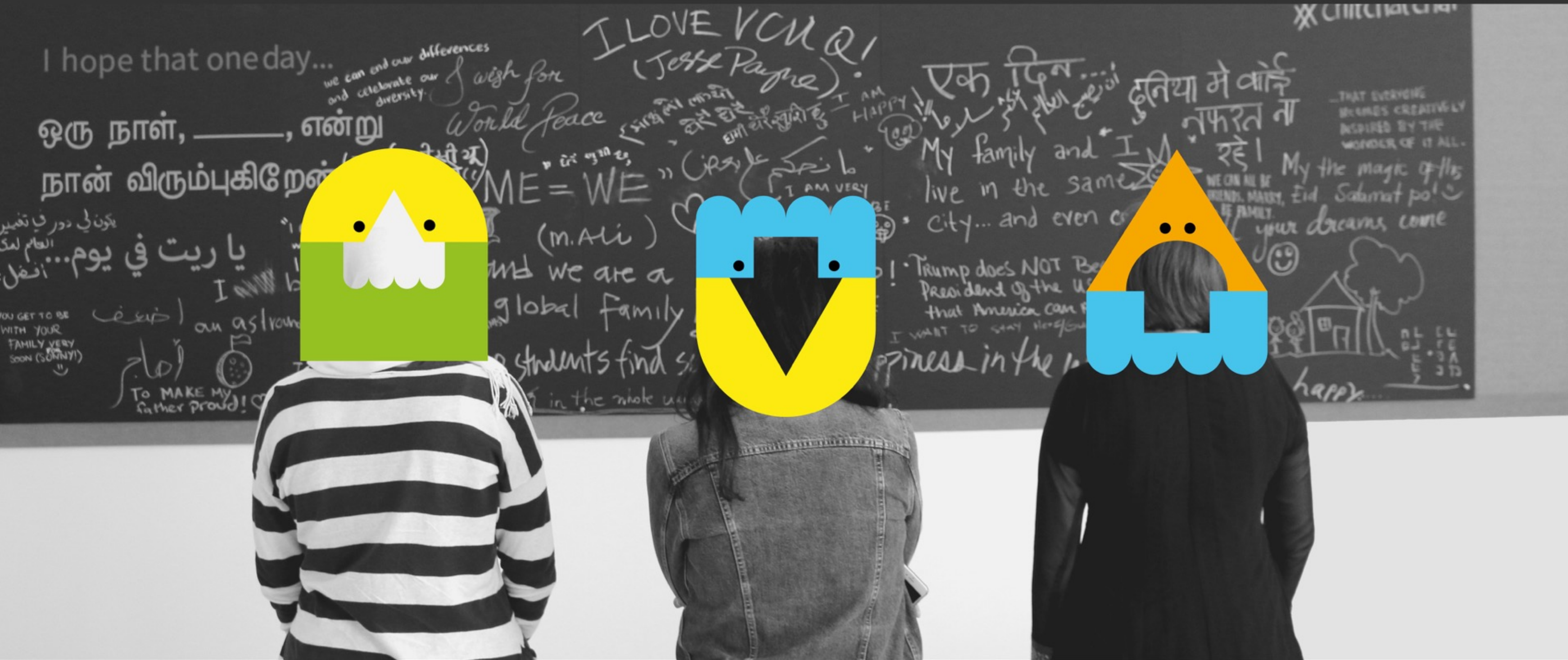


# ACTIVITY: SELF IDENTIFY

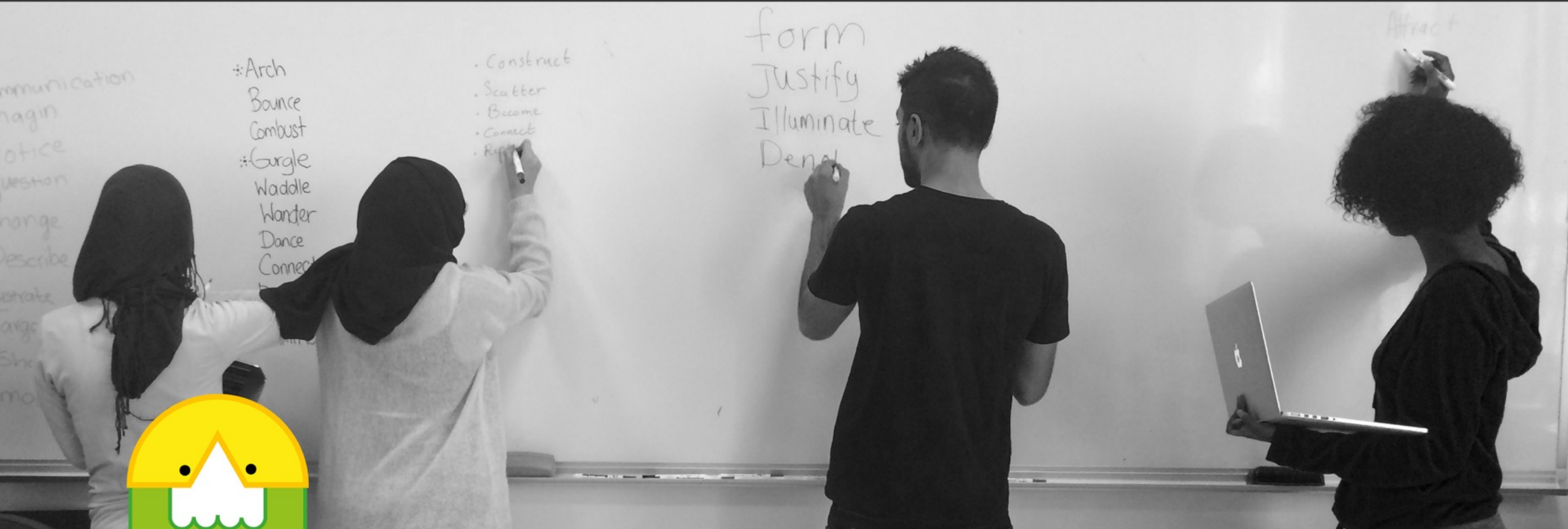




# ACTIVITY: SELF IDENTIFY

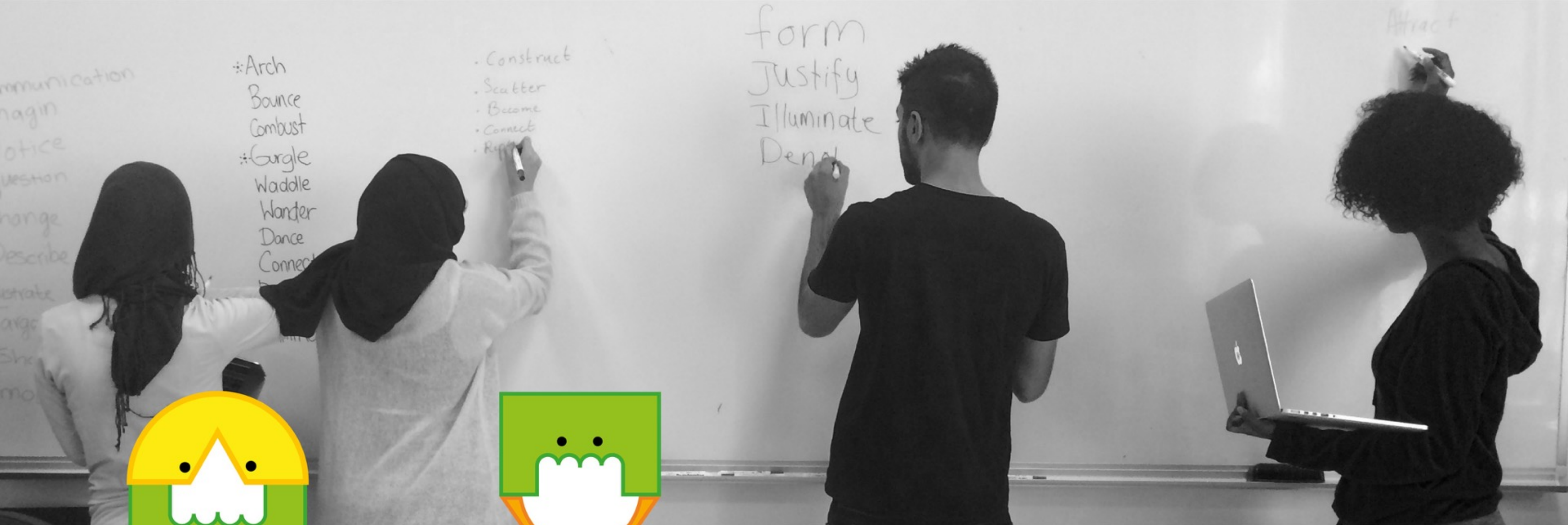






**TINKERER**



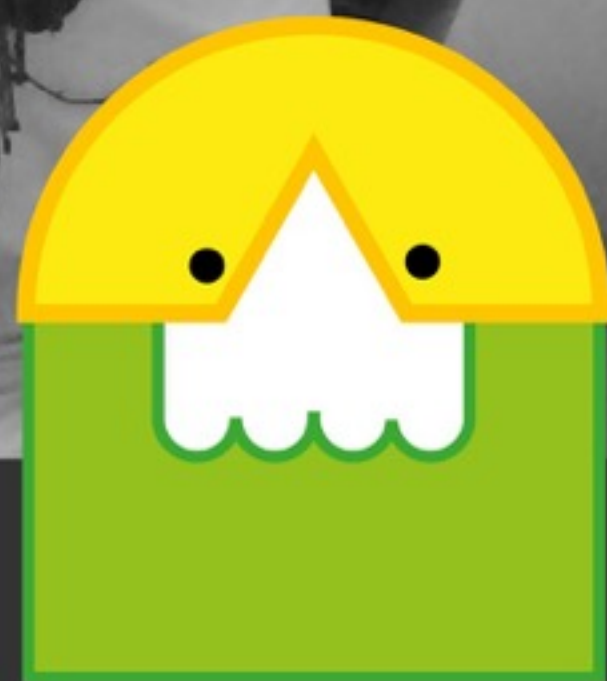


**TINKERER**



**CONDUCTOR**





**TINKERER**



**CONDUCTOR**



**DREAMER**





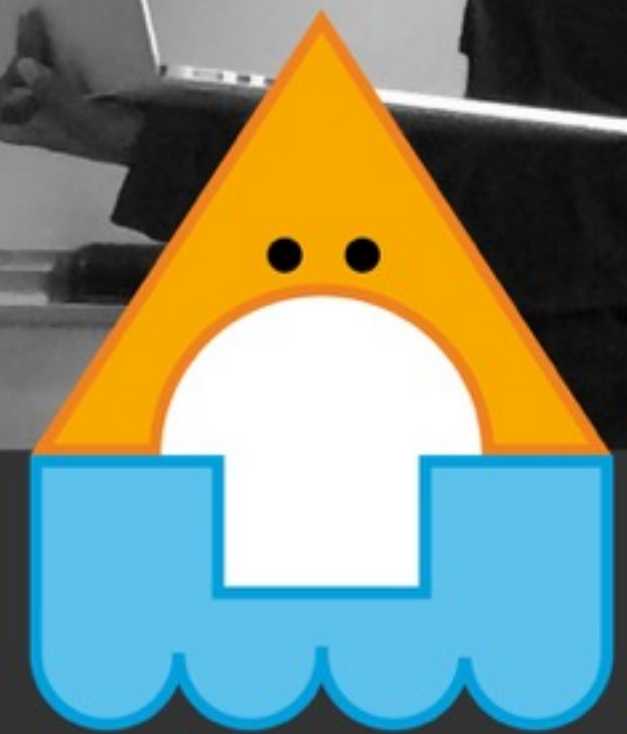
**TINKERER**



**CONDUCTOR**



**DREAMER**



**STORYTELLER**



# DESIGN DUALITIES

REASON

INTUITION

EMPATHY

PRAGMATISM

CONCRETE

ABSTRACT

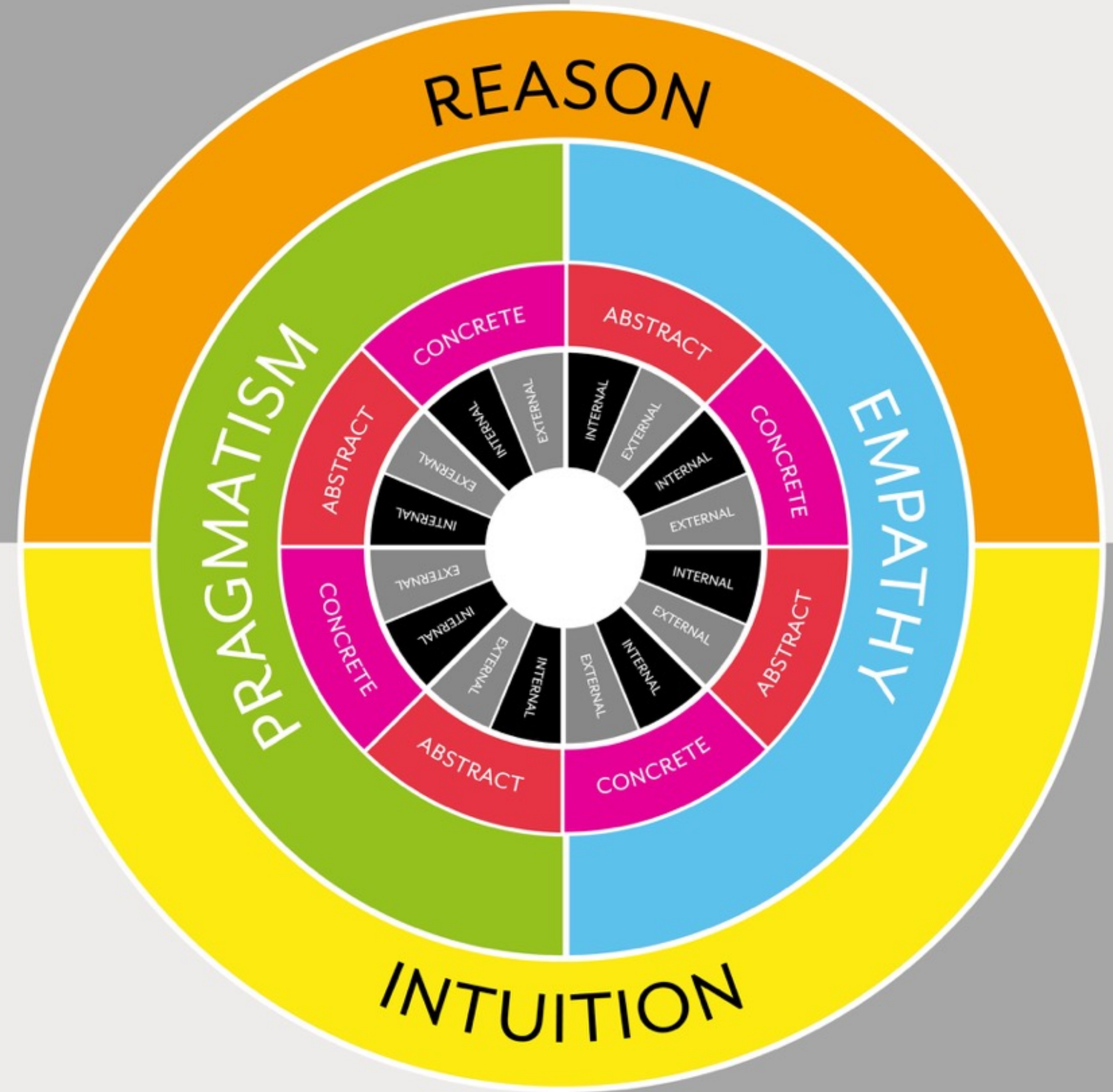
INTERNAL

EXTERNAL



**CONDUCTOR**

**STORYTELLER**



**TINKERER**

**DREAMER**

**WHEEL OF POWER**



# ACTIVITY: CARD SORT



*I identify as being*  
**INTERNAL**

Internal designers are thoughtful and more sensitive to external factors. They prefer to isolate themselves and be more productive. Internal designers get overwhelmed by external sounds and would rather work in social situations. They are less frequent, but their interactions with others are more frequent.

*I prefer to approach tasks in a manner that is*  
**CONCRETE**

Concrete designers have a strong focus on details and like to adhere to established codes. They are excellent at making plans. Designers who are excellent at making plans to the highest standards are seeing new or unexpected opportunities that they are too focused on.

*I prefer to make decisions based on*  
**PRAGMATISM**

Pragmatic designers tend to be analytical, and rely on facts and experience to make decisions. They are quick to shut down ideas that seem illogical, far-fetched or unrealistic and prefer to carefully plan and structure projects. Designers who are more pragmatic tend to approach design decisions from a detached standpoint using logic and reason to come to a conclusion. When collaborating with others they prefer to be honest rather than tactful or diplomatic.

*I perceive or take in information using*  
**INTUITION**

Intuition-based designers do not accept the status quo and often think about the possibilities. They tend to be imaginative and discover opportunities for improvement by establishing new design trends and patterns. They normally prefer to 'feel-out' new territory and tend to avoid step-by-step instructions. Intuitive designers often consider the future and new solutions.



# ACTIVITY: CARD SORT



**DIRECTOR**

REASON  
PRAGMATISM  
EXTERNAL  
CONCRETE

**INVENTOR**

IMAGINATION  
PRAGMATISM  
INTERNAL  
ABSTRACT

Design Powers Card Sorter: Step 4

Identify as being

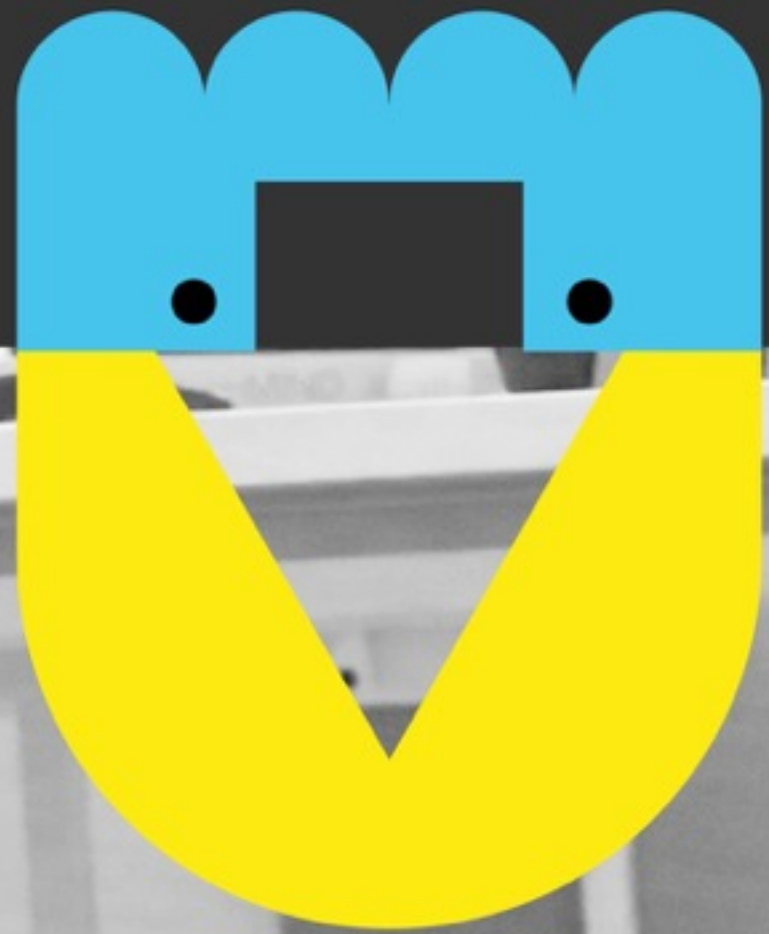
**EXTERNAL**

External designers are action-oriented and seek energy from their environment and the people around them. They become energized with frequent interaction and often take the lead in social situations. They prefer to engage in many different activities and feel most productive when performing or expressing themselves.

**DESIGN POWERS**

**DESIGN POWERS**





**ACTIVITY:**  
**QUESTIONNAIRE**



# SAMPLE QUESTIONS

- Q. You are obsessive about checking Rotten Tomatoes for ratings before you see a movie.
- Q. Your friend fell and broke her leg, the first thing you ask is “How?” rather than “Are you OK?”
- Q. You think that everyone’s views should be respected regardless of whether they are supported by facts or not.
- Q. You like to read and follow instructions before trying to put a new piece of furniture together.





WHAT IS YOUR  
DESIGN  
POWER?





# #DESIGNPOWERS

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