

30 Design Awards

Friday, April 19, 2019 11:51 AM

Today

Jobs and Ive
Design Competitions

Presentations
= content of
Final reports
Parts 1 & 2
15 minutes

Final	April 22 M	April 24 W
Pod A	ECME 137B	ECAD Clark
Pod B	ECME 137A	ECST 208 Combo: 3495
Pod C	ECAE 199 Onizuka	ECOT 317
Pod D	ECAE 153 Seebass	ECCR 150
Backup	ECCR 150	

Final	Apr 29 m	May 1 w
Pod A	ECME 137B	ECME 137B
Pod B	ECME 137A	ECAE 199 Onizuka ?
Pod C	ECOT 317	ECOT 317
Pod D	ECAE 153 Seebass	ECCR 150
Pod E	ECCR 150	

Jobs and Ive

Eventually he got himself fired (for being a jerk to everybody and wasting money making the factories look cool, including white glove dust checks), started NEXT computers, helped found Pixar, and then came back to Apple in 1997, where he worked with industrial designer Jonny Ive on iMac and subsequent products.

Jonathan Ive

https://en.wikipedia.org/wiki/Jonathan_Ive

Sir Jonathan Paul Ive, KBE (born 27 February 1967)[3] is a British designer and the Chief Design Officer (CDO) of Apple Inc. He oversees the Apple Industrial Design Group and also provides leadership and direction for Human Interface software teams across the company. Ive is the designer of many of Apple's products, including the MacBook Pro, iMac, MacBook Air, Mac mini, iPod, iPod Touch, iPhone, iPad, iPad Mini, Apple Watch and iOS.

On 25 May 2017, it was announced that Ive was appointed Chancellor of the Royal College of Art (RCA) in London. 5 year term.

From <https://en.wikipedia.org/w/index.php?title=Jonathan_Ive&oldid=710842687>

Ive: "Why do we think that simple is good? Because with physical products, we have to feel we can dominate them. As you bring order to complexity, you find a way to make the product defer to you. Simplicity isn't just a visual style. It's not just minimalism or the absence of clutter. It involves digging through the depth of the complexity. To be truly simple, you have to go really deep. For example, to have no screws on something, you can end up having a product that is so convoluted and so complex. The better way is to go deeper with the simplicity, to understand the essence of a product in order to be able to get rid of the parts that are not essential." 'This was the fundamental principle that Jobs and Ive shared.' pg 343

Other Ive quotes: https://www.brainyquote.com/quotes/authors/i/jonathan_ive.html
<https://www.youtube.com/watch?v=-gkTxhigtXU> 1:30-3:39

Design Award competitions

There are many design competitions in the areas of industrial, product and furniture design. The metrics used in the competitions are quite variable, and are generally described only in terms of the jurors; by looking at the jurors' work you can infer the values being judged.

Most of the competitions are being run by private organizations, with all the complications that can result; the judging may not be impartial. This is an opportunity to practice a bit of critical analysis, just as you would when evaluating a product review online. Can you trust the results? Maybe.

Two of the competitions are run by institutions, which may be more trustworthy. However, the metrics are still ruled by the juror selections.

We split into groups, and pairs selected an interesting winner from each award organization:

- NDA National Design Awards

<https://www.cooperhewitt.org/national-design-awards/>

<http://ndagallery.cooperhewitt.org/>

The Cooper Hewett Design Museum which runs the competition is part of the Smithsonian, giving it some weight.

- <http://ndagallery.cooperhewitt.org/gallery/65217897/Wanderers>



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- <http://ndagallery.cooperhewitt.org/gallery/69647319/Vespers-Series-II>



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- "International Design Excellence Awards." *Industrial Designers Society of America - IDSA*. Accessed . <https://www.idsa.org/awards/idea/gallery> The Industrial Designers Society of America is a professional society like any other (ASME or IEEE), which lends some credibility to this competition.
 - wash bar: <https://www.idsa.org/awards/idea/commercial-industrial-products/verge-washbar>



- “iF Design Awards.” *iF WORLD DESIGN GUIDE*. <https://ifworlddesignguide.com/design-excellence>
 - <https://ifworlddesignguide.com/collections/healthy-living#/pages/page/entry/217431-kneeling-chair>



- Product Categories | Red Dot Award: Product Design.” <http://red-dot.de/>
 - <https://www.red-dot.org/project/loom-26535>



- “Edison Awards™ - Honoring Innovations and Innovators.” <http://www.edisonawards.com>.
 - <https://onrobot.com/en/products/gecko-gripper>



- “German Design Awards.” . <http://www.german-design-award.com/en/the-winners/gallery.html>. OK, some text is in German.
- “Core77 Design Awards.” *Core77*. <http://designawards.core77.com>.
- <https://competition.adesignaward.com/theaward.html> " the largest design competition in the world"
 - <https://competition.adesignaward.com/gooddesign.php?ID=61234>



- “About - International Design Awards.” Accessed April 20, 2017. <https://idesignawards.com>
 - Not sure about this one. It gave an award to a strange concept: “Healthcare Toilet.” Accessed April 20, 2017. <https://idesignawards.com/winners/zoom2.php?eid=9-9451-15>.
- “European Product Design Awards.” . <https://productdesignaward.eu/>.

Have a look, and see if you can find commonalities that suggest 'good design'.

Note that many of these competitions have a category for student work. All you need is a good set of plans!