DESIGN AND MYSELF

chapter 1.

디자인을 대하는 우리들의 자세.

Scientific thinking is finding the truth. Engineering thinking is finding solution. And design thinking is framing the right problem.

DESIGN

제한된 조건 안에서 기존의 것들의 재배열을 통해 새로운 가치를 만들어 내는 행위



I cannot teach anybody anything, I can only make them think.

- Socrates, BC 470 - 399



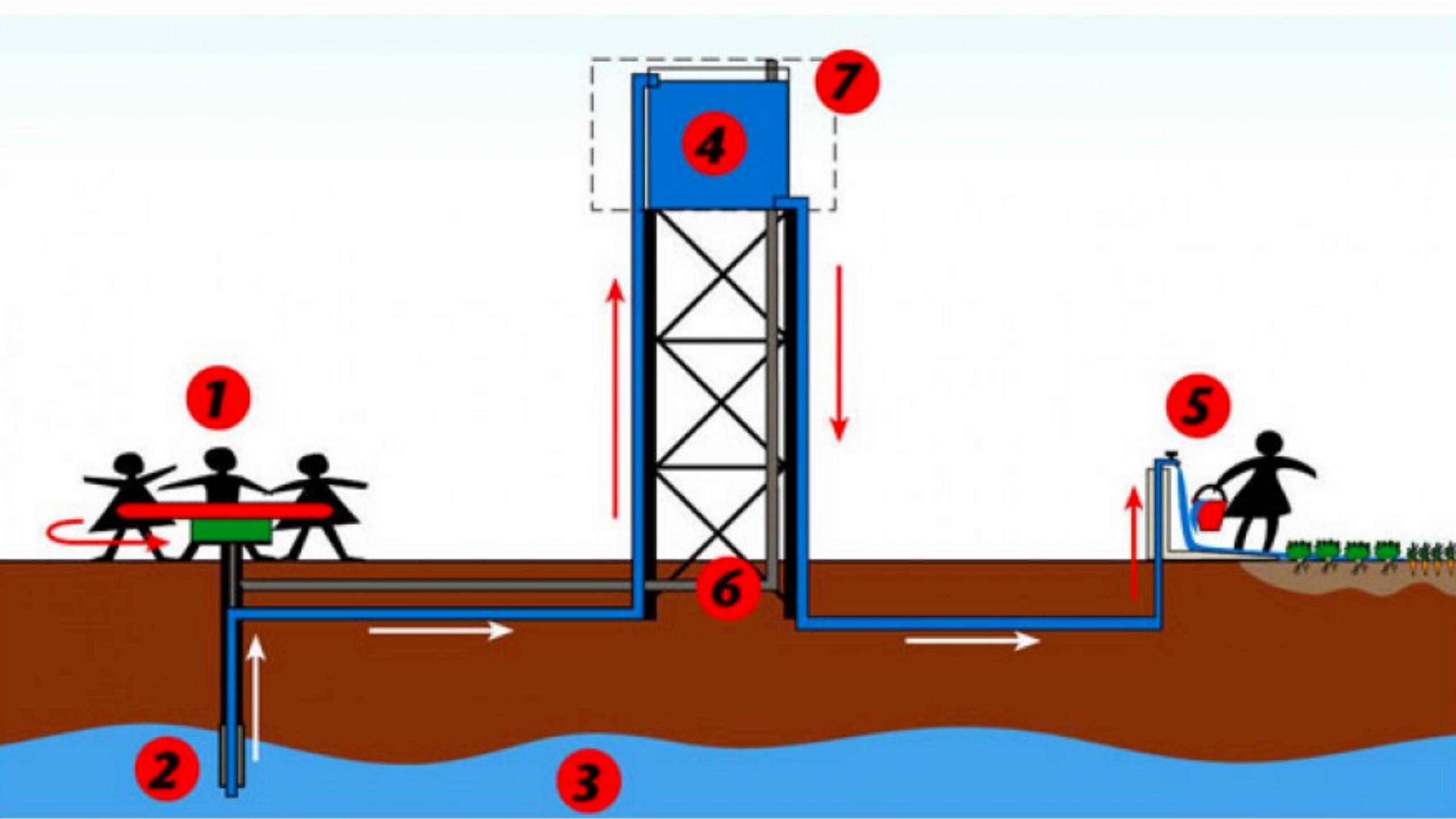
What are your questions?

What is your intention?



Cylindric T 2 lighter, 1968, by Dieter Rams for Braun



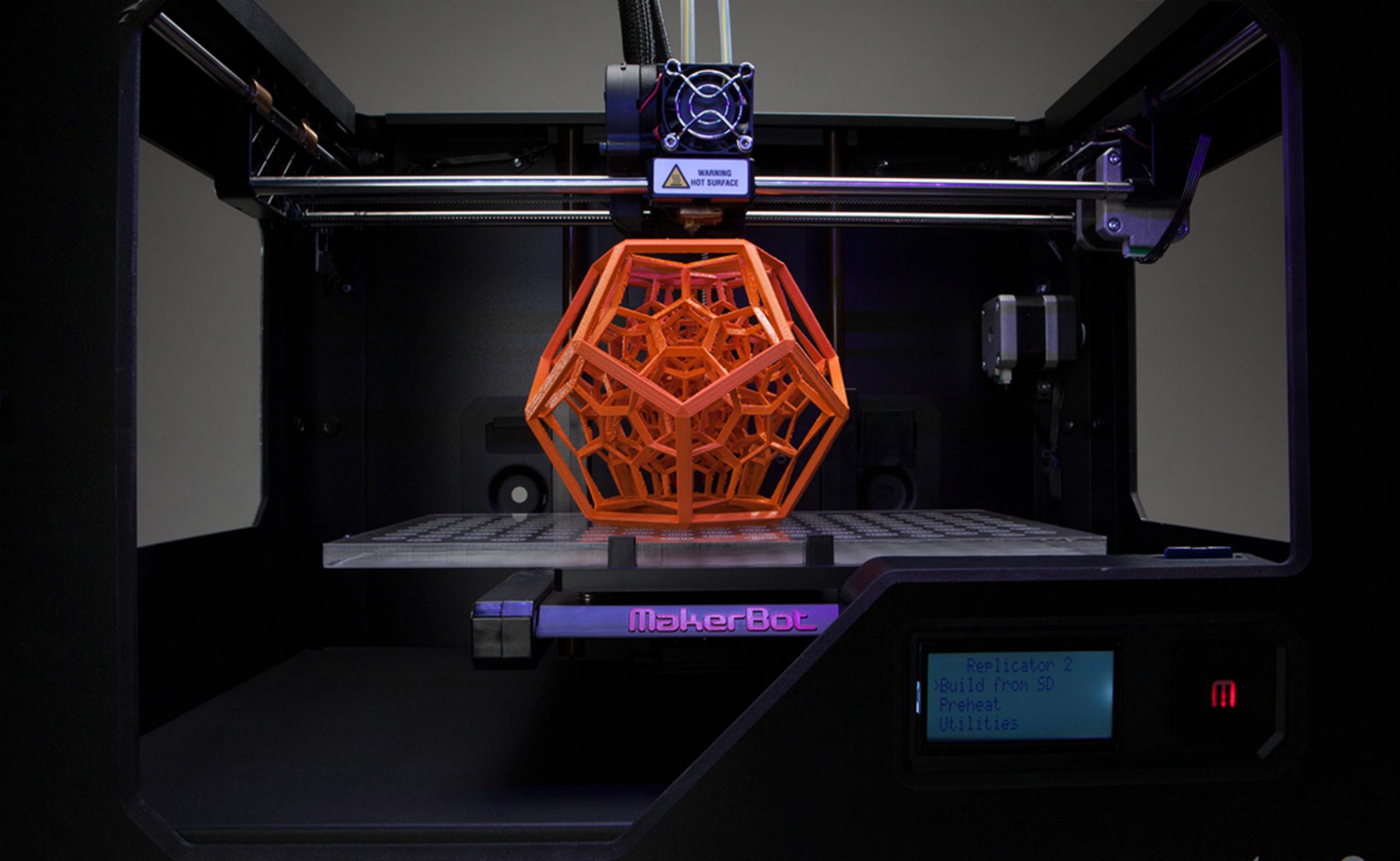






It does have side effects.

What are the effects?





É MUSIC



effects?

Long term, unintended

PANDORA

What values do you use to judge?



Fitbit devices, 2007 by Fitbit

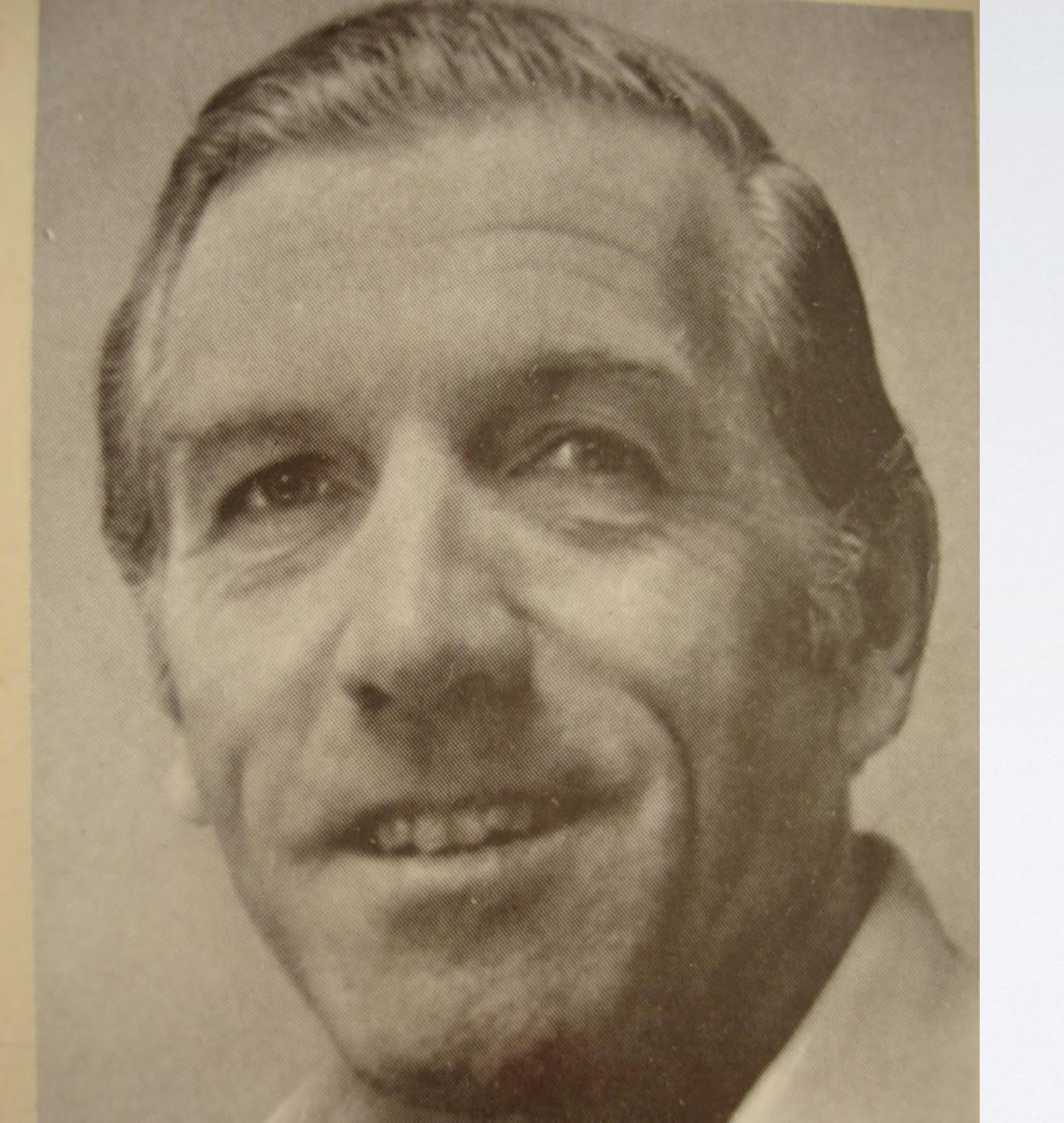
이 세상에 피아노가 단 한대밖에 없다면 누구에게 줄 것인가?

- 1. 경매에 붙이자
- 2. 다수결에 붙이자
- 3. 세상 모든 사람들에게 피아노를 연주해서 기쁘게 해줄 수 있는 사람에게 주자
- 4. 죽기 직전 마지막으로 자식이 들려주는 피아노 연주를 듣는게 소원이라는 어머니에게 주자
- 5. 선천적 장애를 딛고 피아노 연주에 몰입하는 사람에게 주자



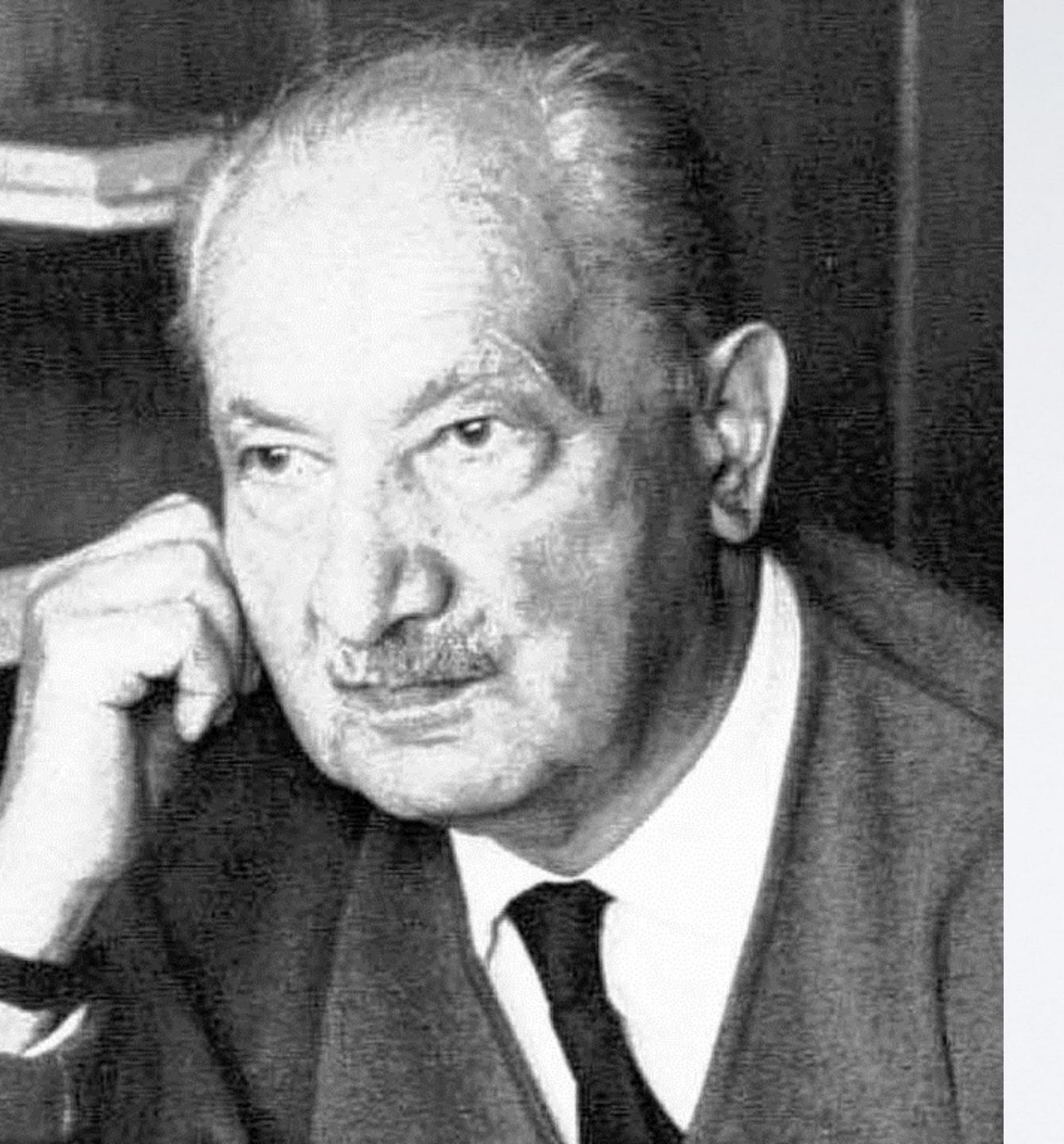
vision of good life

vir·tue: conformity of one's life and / 'vərchoo / conduct to moral and ethical principles; uprightness; rectitude.



We cannot not communicate

- Paul Watzlawick, 1921 - 2007



A person is not an individual subject or ego, but a manifestation of Dasein (being-in-the-world) within a space of possibilities, situated within a world and within a tradition.

- Martin Heidegger, 1889 - 1976



In the good life

- One person talk, others listen
- You seat together
- Don't move around during the service
- Service is done while seating
- These things are not to be changed



In the good life

- There is conspicuous consumption
- Just seat back and relax while you are at home
- Design is important

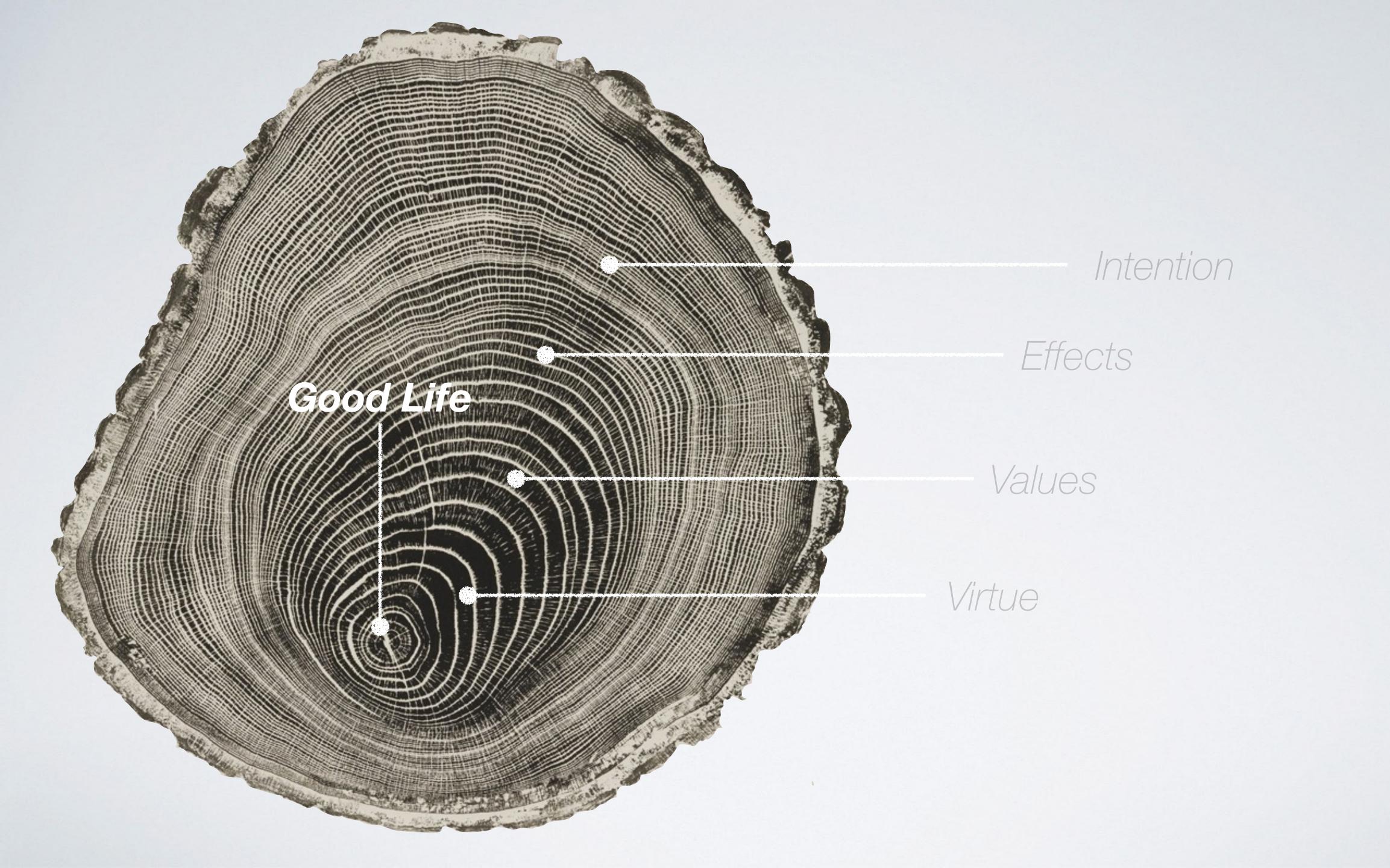


Intention

Effects

Values

Virtue



제 삶을 작품으로 만들라

- 프리드리히 니체

창조 미학 - '자기에의 배려'란 곧 자신의 삶을 예술작품으로 만들어나가는 세심한 미적, 윤리적 배려이고, 또 그 작품을 완 성시키는 것이 그들의 삶의 목적이었다.

- 프리드리히 니체

'미의 이데아' - 인간이 '자기에의 배려' 를 통해 제 삶을 아름답게 가꾸어 나가 도록 이끄는 미적, 윤리적 실천의 원리 chapter 2.

ME, MYSELF & I

Gilbert and Gilbert Goods

Actually, not that great..

09.15.2014





04. 19. 2015

내가 원하는건 뭐든지 할 수 있겠구나. 그런데, 뭘 원하지? 해보지 않으면 모르겠구나.

7월

Topic:

독서: 200 pages per day, and write book review

Action plan:

- 읽을 책 List up
- Book review on every single book

Outcome that I would be satisfied:

8월

Topic:

Photography: 4 photography album include time-lapse video and street photography

Drawing: City drawing, 15 spots

Action plan:

- Plan locations: One spot per week
 - Seattle
 - Mt rainier
 - Portland

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- Buy gears (Go pro, time-lapse slider)

Outcome that I would be satisfied:

- Beautiful video and photography posts in Vimeo

9월

Topic:

Furniture making: launch shop at Etsy

Action plan:

- Items
 - Bottle opener
 - Small lamp
 - Clock
- Make 5 sample items for each product
- Open a shop at Etsy
- Make shopping mall web site
- Buy material

10월

Topic:

음악: Release an album

Action plan:

Outcome that I would be satisfied:

11월

Topic:

Be master of web programming: Be at the level of being able to make Wordpress theme.

Action plan:

07.03.2015







Shop branding Shop website design

Shop website coding

Display products

Marketing/ sales

Logo

Main page
About page
Shop page
Contact page
Policy

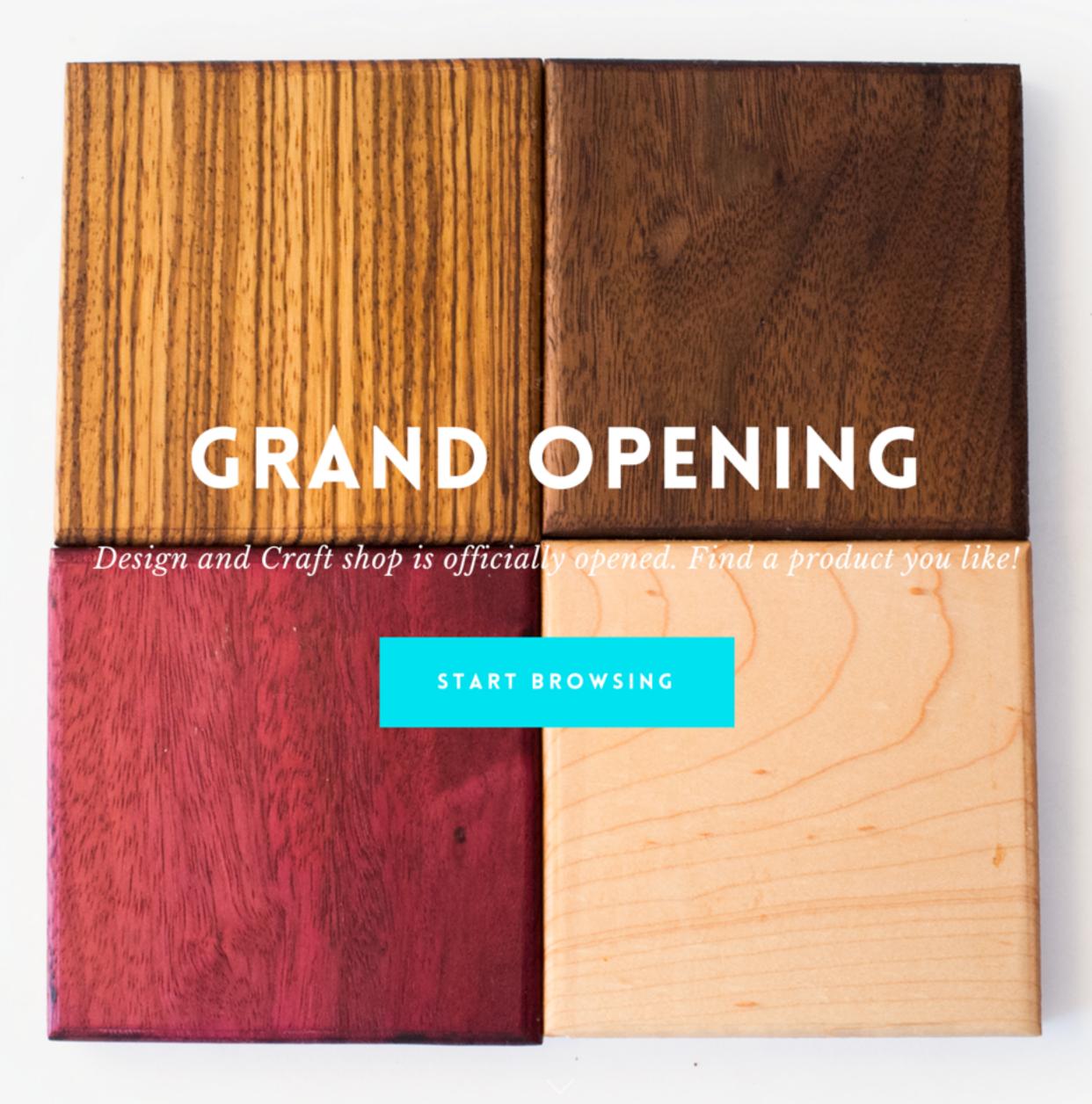
Payment module
Coding
Buy/ install SSL certificate
Domain
SEO

Take, edit, upload photos Write product description

Make Facebook page Etsy promotion ad Google ad words











Shop Reviews



DesignHandCraft

Average Item Review





REVIEW BY rachelgrunig

on Sep 26, 2015



Free shipping! Leopard wood phone/ tablet stand with \$17.00 USD

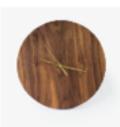


"This phone stand is great. It's really well finished and the grain of the wood is beautiful."



REVIEW BY Jen Walley

on Sep 4, 2015



Custom order - Minimalism modern walnut clock, wall \$93.00 USD



"Love this clock! It was exactly what I was looking for. It looks amazing hanging on my wall! Thanks for all the hard working customizing it for me. I am very, very happy!!"



REVIEW BY somenametoforget

on Aug 16, 2015



Maple bottle opener with magnet cap catcher, hang on \$25.00 USD



"Minimalist and functional. Thanks for the quick shipping -- it's perfect and I can't wait to use it time and time again!"

대단해요. 스타트업을 취미로 하시네요.

그런거 Etsy에 가면 다 있잖아요...









DESIGN STATEMENT

Build brand identity. Design matter

Highest quality leather and material

Affordable price

Best quality even it takes long time



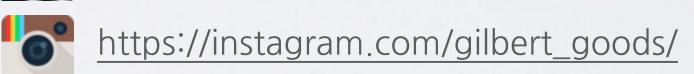
지금은 '개인의 시대'라고 합니다 우주의 기운으로 태어나 우주만큼 소중한 한 생명, 한 인간이 먼저, 내가 먼저입니다 국가와 민족을 위하여 내 한 몸 바치는 것을 미덕으로 교육받아온 '**개인 없는 우리**'에서 자유롭고 독립하여 주체적인 개인들의 연대-'**개인 있는 우리**'가 되어야 합니다.

-박노해, 「인다라의 구슬」, 사람만이 희망이다, 해냄, 1997년

오늘 하루도 열심히 나답게

G gilbert goods







https://www.youtube.com/channel/UC3OD5MUvXyn6THifZ0N19yg

