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DESIGN PRESS

Design and Design Education

Ken Baynes and Eddie Norman



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Everything is designed

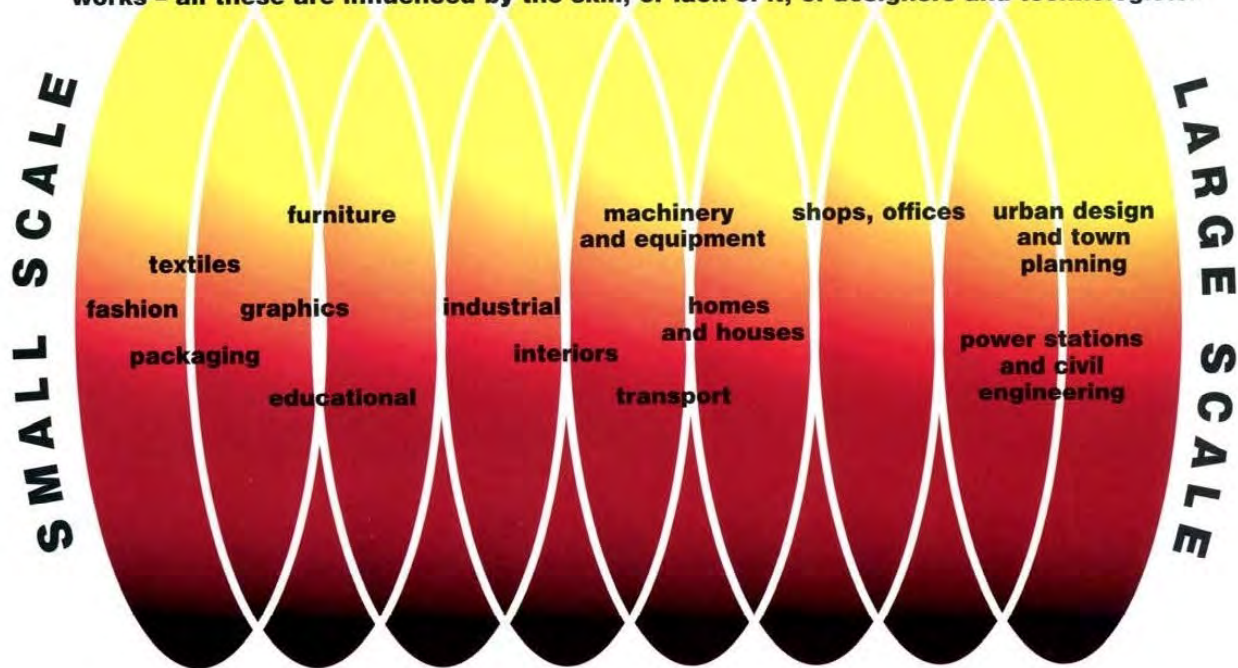
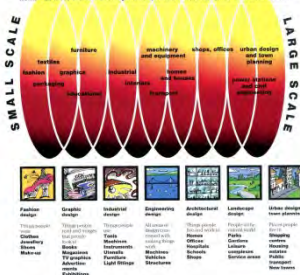
areas in design

Everything that is made has to be designed by somebody. Different areas of design affect our lives in different ways, but taken together they add up to being one of the major influences on people. What we buy in the shops, see on TV, how our local transport system works - all these are influenced by the skill, or lack of it, of designers and technologists.



areas in design

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Who designs?



Fashion design

Things people wear

Clothes
Jewellery
Shoes
Make-up



Graphic design

Things people read and images that people look at

Books
Magazines
TV graphics
Advertisements
Exhibitions



Industrial design

Things people use

Tools
Machines
Instruments
Utensils
Furniture
Light fittings



Engineering design

All areas of design concerned with making things work

Machines
Vehicles
Structures



Architectural design

Things people live and work in

Homes
Offices
Hospitals
Schools
Shops



Landscape design

People in the natural world

Parks
Gardens
Leisure complexes
Service areas



Urban design, town planning

Places people live in

Shopping centres
Housing estates
Public transport
New towns



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Training the professionals

RCA, London



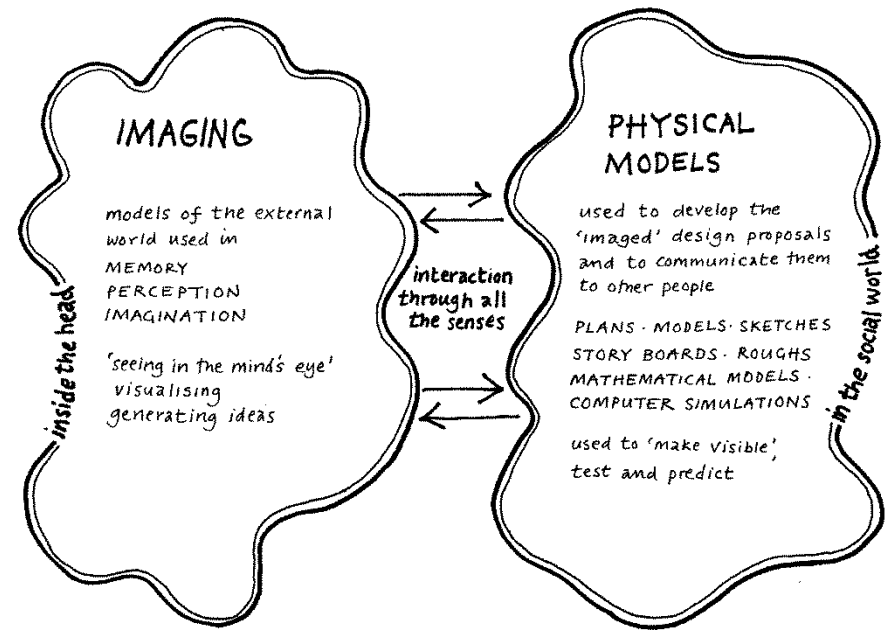
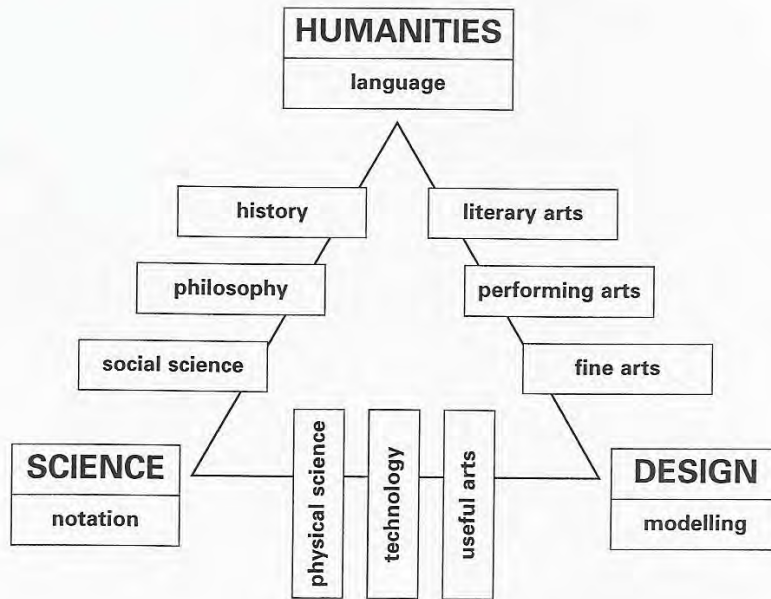
LDS, Loughborough



Bauhaus, Dessau, 1919-1928



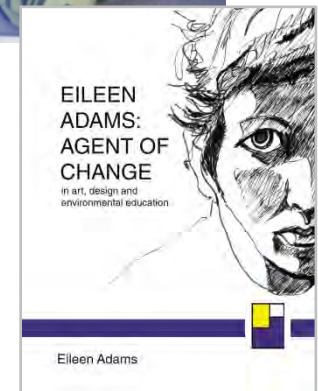
The design dimension of the curriculum



Better together?

Art & Design

Design & Technology

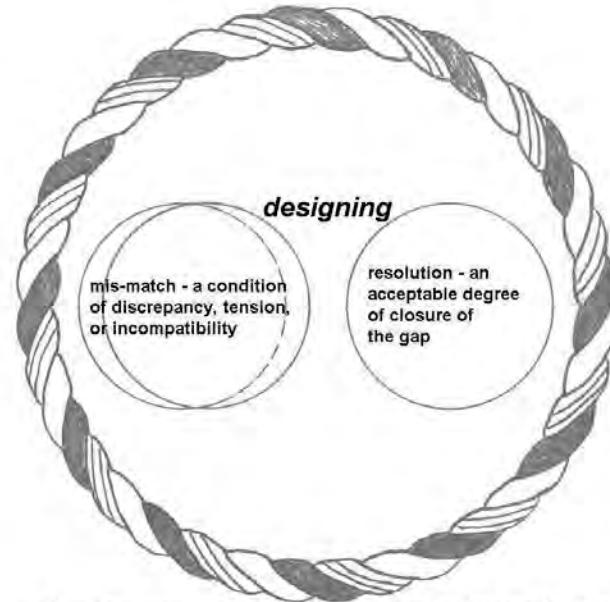


LDP's Blog <http://www.ldpress.co.uk/better-together-ken-baynes/>



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Design education for the 21st Century

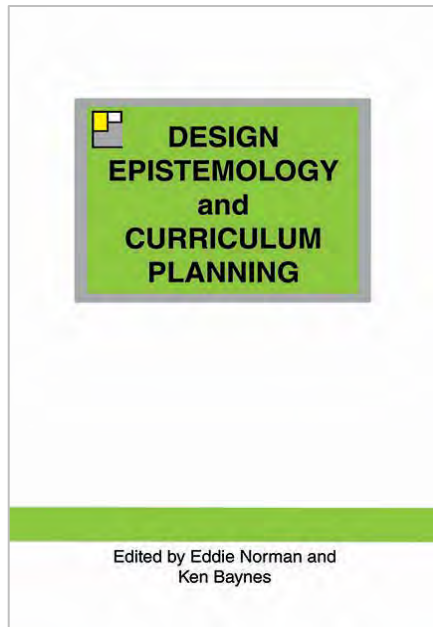


*technology as the summation of knowledge.
skills and values*





Design and Technology 2.0



- David Spendlove's call for reform
- ... design thinking? ...
- Or, maybe, have a closer look at Ken Baynes' suggestions?
- Or, maybe, those options are much the same?

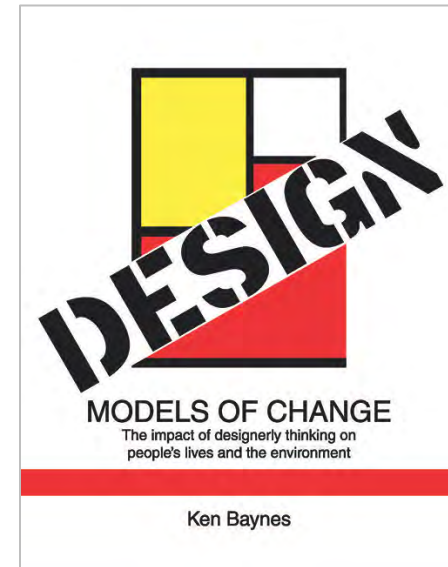




Designing design education: which way next?



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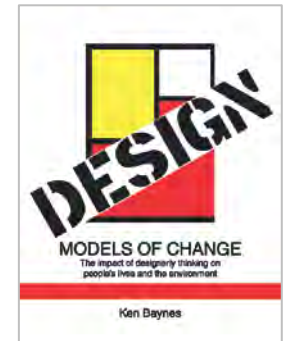


Ken Baynes

Ken's initial education was as a stained glass designer at a rural art school in Devon and the Royal College of Art in London. However, he has spent his professional career working as a designer, cultural historian and advocate of design education. At the centre of his work, have been two main themes: the use of exhibitions as a medium for education and entertainment and the attempt to develop better strategies for teaching art and design.

He was Head of the Design Education Unit at the Royal College of Art and a Visiting Professor at the Loughborough Design School. Working with the Welsh Arts Council he developed a series of pioneering exhibitions that explored the relationship between art and society. With his wife Krysia he has specialized in exhibitions that appeal to children and family groups and which emphasize making and aesthetic awareness. They have been shown in London, Scandinavia, Edinburgh, Glasgow and the United States. He worked with Malachite to research and present two television series on design for Channel 4. His books include *About Design*, *Art in Society* and (with Francis Pugh) *The Art of the Engineer*.

In 2012, Ken joined forces with Eddie Norman to found the specialist publisher of Design Education research, [Loughborough Design Press](http://www.loughboroughdesignpress.com).





Eddie Norman



Eddie Norman is Emeritus Professor of Design Education at [Loughborough Design School \(LDS\)](#), UK. He joined Loughborough University as a Lecturer in 1984 and retired as Professor of Design Education in 2012. He was Leader of the Design Education Research Group (DERG), Co-Editor of IDATER (1998-2002) and the Design and Technology Association's International Research Conferences (2003-2009) and Chief Editor of *Design and Technology Education: an International Journal* (2005-2014).

Eddie Norman's research concerned the relationship of technologies and designing in relation to general and higher education, and associated pedagogical issues and he was a partner in the related musical instrument innovation project Cool Acoustics. He contributed to teaching on undergraduate and masters programmes, and to PhD supervision. Prior to joining LDS he had careers both in secondary education and as a professional engineer.

On retirement, Eddie joined forces with Ken Baynes to found the specialist publisher of Design Education research, [Loughborough Design Press](#). Further information about Eddie Norman's publications can be found in his research profile on [ResearchGate](#).

