

The Emerging Role of Design(ers)

Designers are more than designers

The world is desiring for design and the demand has never stopped. Attractive design is not a bonus anymore, it is essential for every product and brand development. For I am just a student, we wonder on our future while the world never waits us. Trends keep shifting and changing. How are designers going to position themselves?

A MEDIA WORKER: IMPROVE COMMUNICATION EFFICIENCY

Design is always functional based. A more casual way to elaborate this point would be to organise information in a colorful and clean way for people who are too lazy to read a bunch of words. Make sense. We often told to simplify things. Minimalism! Yes! That's the key word. Simplify the colour and font uses. Simplify the graphic elements. Use lines and geometric shapes. The unwanted bit of design is replaced by the multiple ways of communicating information, not merely through graphics, but also the placement of the product, the material chosen and the organised content itself.

The trend of communication is also shifting to a more user-orientated way. With the accompany of rapid technology development, designer are expected to react to customers instantly. The creation process is more interactive. The users give feedback to designers and require changes soon from them. Still, I believe a good design always speaks for itself. Designers sometimes will stand firm on their own design and this often pops up as a must-conversation with client — 'Explanation? Well, as you see from my design, that's the reason.'

A PSYCHOLOGIST: DECODE AESTHETIC COGNITION

Client. This word feared a lot of students who try to get a freelance job. Client do not know what they need. The public do not know what they want. The client would only give comments after they received your design. A LOT OF comments. The public would only say it is beautiful once they see it. So designers are here to help verbalised and visualised what is called aesthetically appealing. Clients would always ask for substitutes, this instead of that, but substitution is not the solution to the best final design. Designers will dig into the cognitive thoughts and raise curiosity. We guide clients to what we think

is suitable because we are more aware of the users than anybody else, like Kenya Hara, who designed for Muji, said 'Instead of "this is what I want", the customer should satisfy with "this will do".'

TREND LEADER: SHAPE CULTURE SLIGHTLY

Everything. Basically everything is designed, therefore exist. We connect the world mostly through vision and everything is designed, even a single ugly random placement of a piece of rubbish on the street is randomly designed. The world is somehow designed by godly existence. Design exists even in corners and shadows which we did not notice, from signages you see when flushing the toilets to the shape of the spoon you are using, from the paper choices of your takeaway bag to the button placement of the lift from your service apartment building.

Do not underestimate the power of frequent appearance, it affects what we see daily. Apple, the best example. They changed the layout of the music app and the more 3D-like emojis. At first we may questioned Apple may assumed her customers got eyes problems so she enlarged the words from the music app like she never did before. Those 3D emojis are pretty weird, too. Now, we kissed our aesthetic goodbye and get used to it.

WARRIOR: CHALLENGE SUSTAINABILITY

This is a bigger mission. The part we have to think big. The earth is dying! Promotions on going green are everywhere. Though, human is always lazy. We do not change until someone designed new and eco-friendly stuff that could be the substitute of our daily tools. Product and material designers are on the call! Well other designers as well. Our role is to make the green options more attractive than the original one, no matter it is an object or a behaviour. One of the recent examples would be the limited shoes line made from plastic waste and old fishing nets which look really awesome from the big brand Adidas.

Of course, the big task requires a big brain. Designers are not just designers, but now also technicians, engineers, artists, entrepreneurs, educators, politicians etc. and usually successful business entrepreneurs share a designer's mind accompanied with an open attitude to innovation and a design strategy Woof! A lot to do. A long way to go.