THREE PIPE PROBLEMS
Make your way down a **Path** and build specific skills, or wander through **All Courses**.

- **Rails 4 Patterns**
  Learn helpful patterns for building complex Rails applications.

- **jQuery: The Return Flight**
  Learn to use Ajax and create interactive user experiences.

- **Try Objective-C**
  Learn the language that powers iOS and Mac apps.

- **Fundamentals of Design**
  Learn design principles for improving the appearance of websites and apps.

- **iOS Operation: MapKit**
  Learn how to add a map to your app.

- **iOS Operation: Models**
  Learn to use Models to organize and manage iOS apps.
Three Pipe Problems
by Jason VanLue

Funded! This project successfully raised its funding goal on May 11.

370 backers
$12,229 pledged of $8,500 goal
0 seconds to go

Funding period
Apr 11, 2013 - May 11, 2013 (30 days)
“As a rule,” said Holmes, “the more bizarre a thing is the less mysterious it proves to be. “What are you going to do, then?” I asked. “To smoke,” he answered. “It is quite a three pipe problem, and I beg that you won’t speak to me for fifty minutes.”

—Sir Arthur Conan Doyle
We Solve Problems
Sir Henry Cole
1847
"Of high art in this country there is abundance, of mechanical industry and invention an unparalleled profusion. The thing still remaining to be done is to effect the combination of the two, to wed high art with mechanical skill".

—Sir Henry Cole
Form & Function
The 1930s
“Manufactured goods served the purpose for which they were intended, but they came off production lines with a stagnant sameness.”

—Henry Dreyfuss
The Industrial Designer

Make things prettier.
Good industrial design is a silent salesman.

- Increased efficiency.
- A better look & feel
- Assurance
- Confidence
The Industrial Designer

Decorator → Professional
The Industrial Designer

Polish → Purpose
Products which valued and included design from the beginning drastically outsold those which did not.
Design not only contributed to the physical worth of the product, but also to the financial worth of the product.
Reject tradition when it stands in the way of utility & comfort.
The Golden Age of Industrial Design
Sound Familiar?
Industrial Design

Digital Design
Design for the digital space, was predominantly decorative in nature. Design wasn't viewed as a part of the "building" process, it was relegated to the "make pretty" process.
We're realizing (again) that design is much more than decoration.

That it isn't all about how something looks, but it's how something works.
Just like the mid-20th century was a renaissance for industrial design, I believe we're entering a renaissance for digital design.
What’s **the** Common Denominator?
We Design for People
When we focus only on the utility of a product, and neglect the user of the product, we tend to focus on what the product is, instead of who it's for.
The result tends to be products that may perform a job well, but aren't that enjoyable to use.
It's not just about what a product is used for. We must also consider who uses it.
We Must Design with Empathy
"You cannot understand good design if you do not understand people; design is made for people."

—Dieter Rams
"the most efficient machine is the one that is built around a person"

—Henry Dreyfuss
We Must Design for The Other Side of The Screen
If your product reaches people then you need design.
Our job is to solve real problems. For real people.
This September, clean water means dignity and health in India. Watch the video and be a part of the story.

We’re a non-profit organization on a mission to bring clean, drinking water to every person on the planet. Join us!
Haml

Beautiful, DRY, well-indented, clear markup: templating haiku.

Download Haml  Latest: 4.0.3 - What's New?

.erb

section class="container">
  h1=<%= post.title %></h1>
  h2=<%= post.subtitle %></h2>
  div class="content">
    <%= post.content %>
  </div>
</section>

.haml

%section.container
  %h1= post.title
  %h2= post.subtitle
  .content
    = post.content
Bob Loblaw’s Lawblog Guide to Creating Law Blogs by Bob Loblaw
LET’S PLAY A GAME:
Problem or Probleleh?
While others blew up stuff in their labs, Louis Pasteur made milk safe.
Problem
We want to fix the world we live in. So we design.
That means we’ll keep designing.
We are building environments around these screens.
And it’s up to us what we build.

Because everything on those screens has to be designed.
Designers and Developers.
“if we want design to be seen as more than decoration, we must treat development as more than plumbing.”

—Cameron Koczon
“We enter into close co-operation with the engineers. Perspective drawings are fine up to a point, but they can be misleading. So, as soon as possible, we get a form into clay and actually do our designing in this pliable material.”

—Henry Dreyfuss
What we build doesn’t have to be complicated. It just has to be for people.
"the things you and I make may not make a visible footprint on the earth. What do we want to spend more time with. What do we want to shape us. What do we want to see grow."

—Wilson Miner
What problems to you want to solve?
Design solves problems.
Design can change the world.
How?
"People who really want to make a difference in the world aren't determined to revolutionize the world all at once; they're satisfied with small changes."

—Beth Clark
"They don't do anything to call attention to themselves, they simply pay attention to the everyday needs of others..."

—Beth Clark
Solve real problems.
Design real solutions.
For real people.
Thank You!

@jasonvanlue