

# INTRO

marcuantonio@gmail.com

Marco.castro@nyu.edu

# APPS, PROTOTYPING

Observation

Problem Identifying

Problem Solving

Solution Proposal

Prototyping

Wireframing

Testing

Repeat

# INTRODUCCIÓN

**Who Am I?**

**Where am I from?**

**Qualities**

**Defect**

# EXPECTATIONS

**Whats an app?**

**Piece of software that can run the internet on your phone, computer or any other device.**

# WHAT DO WE WITH THE PHONE?

Mail

Text

Chatting

Gps

Talk

International Calling

Videocalling

Communicate

ASAP - lenguaje, lol,  
note taking

Photographs

Video

Alarms

Brag

News

Computer

Satelite

Movies

Learning Language

Museum

Games

Cooking

Square

Crime

Pay

# EXPLORE + EXPERIMENT

## Explore

1580s, "Research, Examine" "Research, search, examine, explore"

It is said that originally it was a hunting term that meant Shout, Ex - outward plore- cry.

It can also come from make flow from pluerie "flow"

Or it can also mean got to a country in or place in search of discoveries.

# EXPLORE + EXPERIMENT

Experience (n.)

From the 14th Century

“**Observation** as the source of knowledge, **event that affect us**”

From old french “Experiment, **proof**, experience”.

From latin Experientia “Knowledge acquired through repeated trials”

Ability to try through our surroundings.

# ACTIONS

Research

Examine

Search

Hunt

Shout

Cry

Flow

Discovery

Observation

Knowledge

Event

Affected

Test

Proof

Experience

Knowledge

Repeated trials

Taste our  
surroundings.



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Mail

# EXPLORE + EXPERIMENT



Search

Surroundings

Research

Observation

Experience

Test

Event

Examine

Discoveries

Affected

Shout

Hunt

Flow

Knowledge

Outward

Test

Repeated trials

Hunt

Knowledge

# GOOD DESIGN DOES NOT DEPEND ON FORMAT





“HAY UNA HISTORIA CLAVADA EN CADA OBJETO” ANDREW BLAUVELT,  
CURADOR DE DISEÑO, WALKER ART CENTER.

THERE IS A STORY IN EACH OBJECT” ANDREW BLAUVELT, CURATOR DESIGN,  
WALKER ART CENTER.



<http://vimeo.com/vitamins/book>

## USER IS IMPORTANT

“When I'm working on a problem, I never think on its beauty. Only think on how to solve the problem. If when I finish, the solution is not beautiful, I know it's wrong.

Richard Buckminster Fuller.



# HOMWORK

**Homework**

**Document the travel from your house to the museum.**

**Represent your defect**

# WHAT IS A PROJECT?

**A project**

**An idea fundamental, defined and limited by information.**

**Once we decide on the theme, we have a ordered sequence of decisions about tasks and resources with the goal to achieve objective.**



# PROJECT

**A plan is presented that promises a successful execution to achieve the goal.**

# PROJECT PREPARATION

Preparing a project proposal is essentially providing a solution to a problem, its a process that can be achieved through a series of steps.

# PREPARING THE PROJECT

## Collecting Information

Time necessary to reflect about the subject, the right solutions come after DEEP RESEARCH.

Invest Time now, save time later.

Set the right problem, DONT PROPOSE SOLUTIONS TO A PROBLEM WE DONT KNOW

A BADLY STATED PROBLEM, wastes time, money and energy.

# PROJECT DESIGN

**What do we need from a project for it to be good in results and design?**

# REQUIREMENTS FOR A PROJECT

1. Allow decision making
2. Be coherent between phases
3. Be a product of previous processes and origin of new ones.
4. Long Term Vision
5. Realistic and consequential with the context
6. Original and Renovation are keywords
7. Open to participation of other agents.
8. Ideology aware.
9. Time restricted.

# ALLOW DECISION TAKING

Project needs to be useful to the user and the one receiving it.

The text is clear and concise which guides the team daily.

Establishes necessary elements to the different people responsible.

Its a document worked on consesus by the whole team.

## COHERENT BETWEEN PHASES

Project is not a sum of different parts, its a coherent whole between them. Each part develops a common idea.

Its not useful to have each person work separately and then gather material.

All the team must collaborate on each and every part of the project and finish it together.

**LEAN STARTUP**

## BE A FRUIT OF PREVIOUS PREVIOUS PROCESSES AND ORIGIN OF NEW ONES.

A project picks up ideas, initiatives and actions both in the past and present.

Projects can continue on previous projects or break apart from them, but they never begin from nothing.

Projects need to think about continuity and this must be establish from the beginning.



# LONG TERM VISION

Developing a project requires of lots of

Energy

Effort

Money / Resources

When developing a project, its important to think of a model that could be repeated.

## BE REALISTIC AND COHERENT WITH THE CONTEXT

Projects are organized answers to reality.

Its VERY important to have ALL information thats possible.

Know deeply all the elements from our surroundings is essential when designing any proposal of intervention.

## ORIGINALITY AND RENOVATION

**A Project must justify itself for the interest, need and answer to any given demands.**

**It must know how to renew each time.**

## **BE OPEN TO PARTICIPATION TO OTHER AGENTS.**

**A project must facilitate the inclusion of other persons, even from its design phase.**

**It must open room for debate, accept other points of view and deliver internal tasks.**

## IDEOLOGY

Knowing the ideas which are the foundation of each project and make sure to match with the institution or company to which the project is being proposed.

This must respond to their line of work and thought.

## TIME BASED

**Project design is a sum of ideas and actions to develop which require a precise timing. This allows decision making and execution.**

**Establish deadlines.**

# FOOD FOR THOUGHT

The one true discovery travel needs not new landscapes, but looking with new eyes.

El único verdadero viaje de descubrimiento consiste no en buscar nuevos paisajes, sino en mirar con nuevos ojos."

Marcel Proust

In moments of Crisis, only imagination is more important than knowledge.

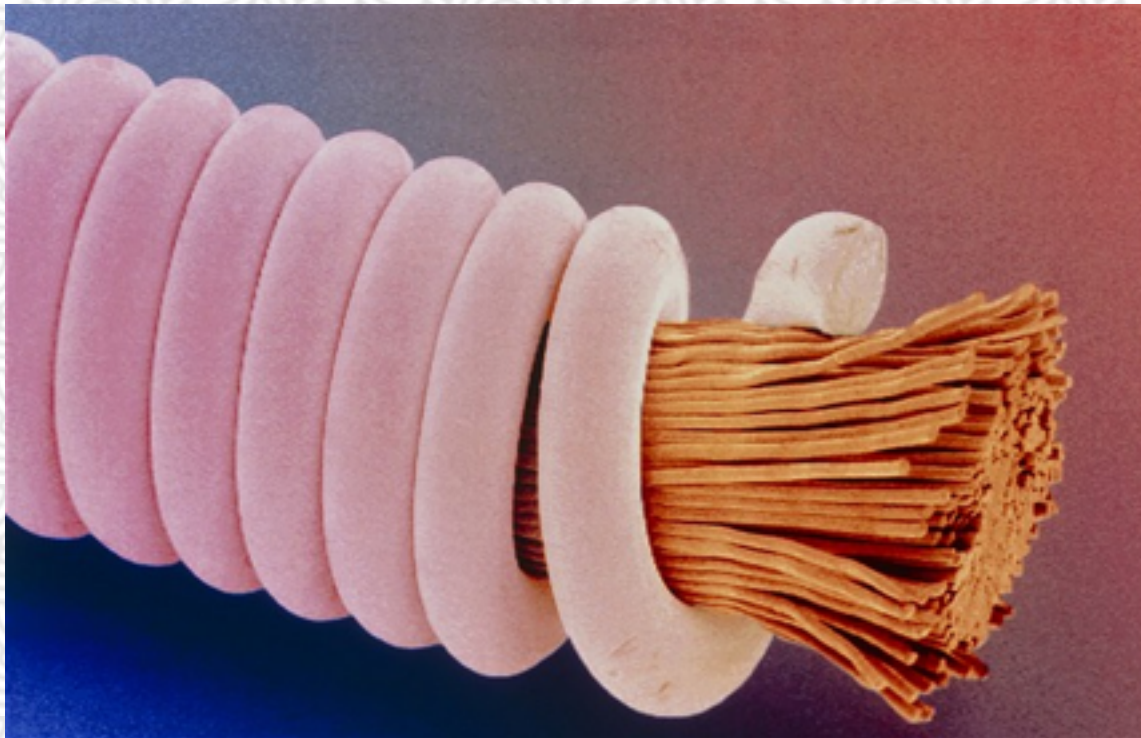
En los momentos de crisis, sólo la imaginación es más importante que el conocimiento.

Albert Einstein

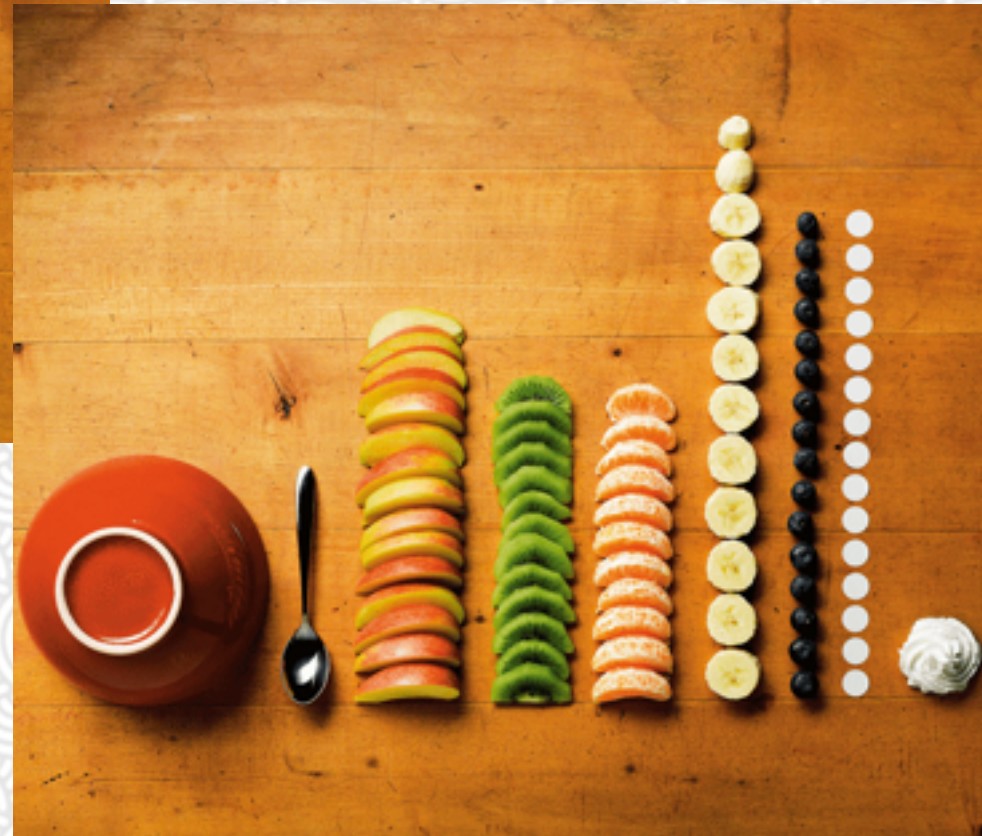




# OBSERVE



# OBSERVE + DECONSTRUCT



# RECONSTRUCT



# ORGANIZE



# HOMEWORK

## YOUR TURN...

- Describe **CAREFULLY AND WITH DETAIL** an object.  
Look at it **AT LEAST 15 minutes**.

- Descripción de un objeto a detalle - observarlo al menos 15 minutos.

- Deconstruct and order something around you  
(chicken, branches, maps)

- Deconstruir y ordenar algo en su alrededor. (pollo, ramas, mapas)

- Name and describe a very useful tool (digital or non digital)

- Una herramienta que les sea muy útil (digital o no digital)

- Who is Buckminster Fuller?

- ¿Quién es Buckminster Fuller?