NICK BELL DESIGN

A Pecha Kucha*
presentation given
by Nick Bell on:
Pecha Kucha Night
D&AD President's Lecture
Manchester
8 November 2006
Title: Cause and Effect

*Pecha Kucha is the name of a quick-fire presentation format that was invented in Tokyo by British architects Kleine Dytham in 2005. Presenters must present 20 images that are projected on screen for only 20 seconds each. www. pecha-kucha.org. Nick Bell was one of ten speakers on the night organised by D&AD. www.dandad.co.uk. This document is a record of Nick Bell's presentation in pdf form.

CAUSE AND EFFECT

© NICK BELL / NICK BELL DESIGN



We think of design as a way of improving the quality of life.

Not until we judge design from the point of view of the user is it possible to fully grasp its power.

- How it can
'elevate the
likelihood of' us
making 'certain
kinds of choices'
and help 'shape
certain kinds
of behaviours'.1

1. Jennie Winhall, Is Design Political? www.core77.com. March 2006.



Design usually takes place on the threshold of a power imbalance.

Between a controlling and cautious provider who metes design out and a suspecting though stoic public that design happens to.

With design we can choose to either: uphold relations as they are or begin to question them.



Design can make us more likely to be: STUPID

In America. the reason that pictures of coffins of dead US soldiers are not appearing in the US media is not because editors are getting threatening calls from the White House but because advertisers 'need a pleasant advertising environment'.2

2. Milton Glaser speaking at the Art Directors Club event Designism, New York, 21 September 2006.



Design can make us more likely to be: ILL

Tests prove we accept the portions that food is marketed to us in and that we tend to eat all we are served.

Standard portion sizes are increasing and most of us don't notice.

Eating more is a visual thing, which means if designers want, we can help people eat less.³

3. Bottomless Bowls: Why Visual Cues of Portion Size May Influence Intake. Brian Wansink, James E. Painter and Jill North. The North American Association for the Study of Obesity, October 29, 2004.



...but we are!

'A vast industry is devoted to selling people images of themselves that bear no relation to reality... the most obvious of these is the celebration of extreme thinness just as childhood obesity becomes an epidemic'.4

Design can make us more likely to be: SUICIDAL

In Britain, 11.2% of girls self-harm.

4. George Monbiot: The Willy Loman Syndrome, July 7, 2006. www.monbiot.com/ archives/category/advertising



Design can make us more likely to be: VIOLENT

In children we know there is a link between junk food intake and violent behaviour.

What has also emerged is 'that children who watch more television eat more of the food it advertises'.5

Pressure groups want regulation but the right to advertise, it seems, has become enshrined as an icon of free speech.

5. George Monbiot: Feeding Crime, May 2, 2006. Referring to: Archives of Pediatrics and Adolescent Medicine, April 2006. www.monbiot.com/archives/ category/advertising



Mountjoy Prison, Dublin, Ireland. Photographer unknown.

Design can make us more likely to be: CRIMINAL

The bulk of our prison building designs date from the nineteenth century.

With their focus on surveillance and punishment it is no surprise that re-offending rates are running at 6 out of 10.6 In adolescents it is 8 out of 10!7

Our prisons have become schools for a life in crime.

6. Adult Reconviction: results from the 2001 cohort, November 2004. www.homeoffice.gov.uk/rds/pdfs04/rdsolr5904.pdf 7. Re-offending of juveniles: results from the 2004 cohort, June 2006. www.homeoffice.gov.uk/rds/pdfs06/hosb1006.pdf



Buford Highway, Atlanta, Georgia, USA. Photos by 'everysandwich' on flickr: www.flickr.com/photos/everysandwich/tags/bufordfred/ July 2006.

Design can make us more likely to be: EXCLUDED

How we choose to move influences the design of our neighbourhoods.

If we choose to drive, there is a chance the design of our neighbourhoods will exclude the sizable minority who dont.

The excluded may then be subjected to a polluted and dangerous environment where most services and information may not address them.8

8. Our Ailing Communities. Interview with Richard Jackson, Metropolismag.com, October 11. 2006.



Designers can help redress the balance.

But when it comes to designing for behaviour change, the more top top down our approach, the less likely we are to succeed.

Designers should stop solving problems, (telling people what to do).⁹ As people are more likely to do the opposite.

Design can make us more likely to be: HARDCORE

^{9.} Journey to the Interface by Joe Heapy and Sophia Harper. Demos, July 2006.



Instead we should work with users rather than for them.

For designers to participate successfully in the emerging field of service design, it is going to require a fundamental shift in our professional identity.¹⁰

Open up. Share your expertise. Remind yourself that users are not the faceless masses.

9. Journey to the Interface by Joe Heapy and Sophia Harper. Demos, July 2006.

SHARED











Become people facing, uncover need, foster dialogue and help to create capability in others.

Service design is not a 'single hit' like a lot of graphic design can be.

It is about 'enabling relationships' – of a time based nature – over a networked structure.¹¹

11. Journey to the Interface by Joe Heapy and Sophia Harper. Demos, July 2006. Nico MacDonald: notes on the service design company live|work; 32nd AIGA-ED London: Service Design, April 2003. http://spy.typepad.com/reporting/ and www.livework.co.uk



Design can make it easier for us to be: SAFE

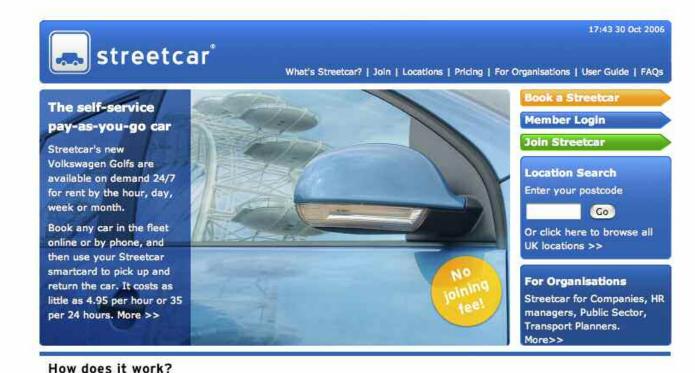
It might be ugly but this is the future in urban traffic signage.

All traffic signs, road markings and kerbs, that say to drivers 'This is your space', have been removed to make the road one big pavement.

Drivers stop looking at signs and start looking at people.¹²

12. Part of the Process by Monika Parrinder and Colin Davis. Eye 59, Spring 2006.

GREEN



3. PIN

Type a unique PIN

into the dashboard

4. Drive

your own

Use the car like it's

2. Unlock

you into the car.

Your Streetcard will let

Design can make it easier for us to be: GREEN

One of the guiding principles of service design is the handing over of tools so that people can help themselves.

This is a 24/7 car rental service designed to help you not own a car.

Book online, find the car parked in your street, unlock with your membership card, key in your PIN and away you go.¹³

13. www.mystreetcar.co.uk and www.livework.co.uk

1. Book

By phone or use our easy

online booking engine



Design can make it easier for us to be: HEALTHY

For these women keeping active was a habit they found difficult to maintain.

That was until a team of design researchers found out that they were more likely to exercise regularly if they were in a group.

They were all introduced to each other. Formed a 'mob'. And now they walk their dogs together accompanied by a personal trainer.¹⁴

14. ActivMobs, a platform that supports people to get active and stay active codesigned by the RED team at the Design Council and Kent County Council, 2005.



Paradise Park SureStart Centre, Mackenzie Road, Islington, London N1. DSDHA Architects. Photography: Edmund Sumner.

Design can make it easier for us to be: NEIGHBOURLY

When we get old, we'll want to look after ourselves, won't we?

But we might become isolated at home.

The current roll-out of 3,500 children's centres nationwide provides an unexpected opportunity:

A few design tweaks and they could be centres for grandparents too.¹⁵

15. Future Imperfect by Stephen Burke and Ann Rossiter. The Guardian, October 25, 2006

ALERT



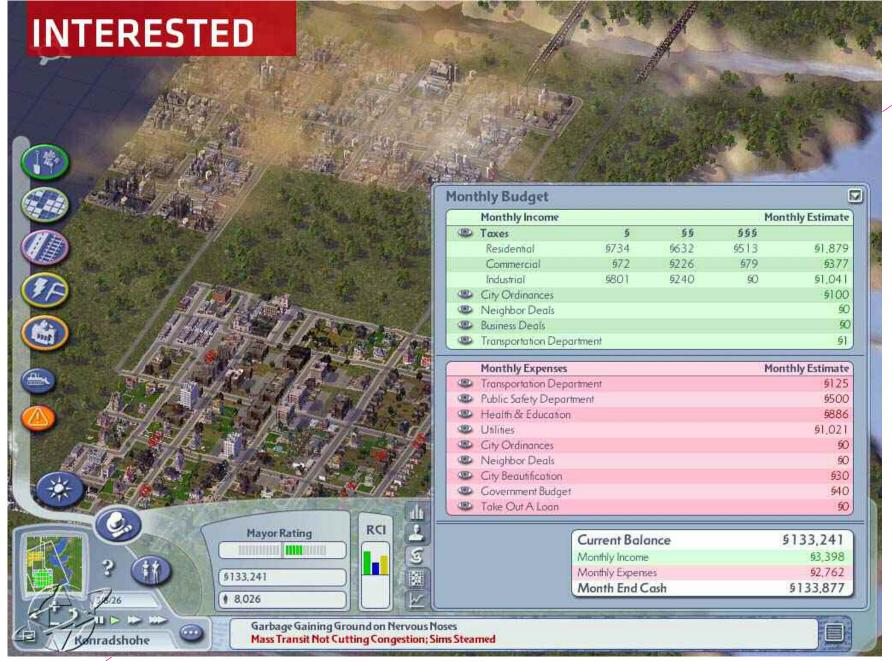


Design can make it easier for us to be: ALERT

Acting on information that a child's attentiveness in class is linked directly to how hydrated they are, product designer Mark Champkins, with a class of school kids, has prototyped water bottle designs that remind them to drink while they work.

They have also designed a bag that makes school chairs more comfortable.¹⁶

16. Mark Champkins is an Associate of service design company Engine: www.enginegroup.co.uk



Screenshot of Sim City 4. EA Games. 2006. Electronic Arts Inc.

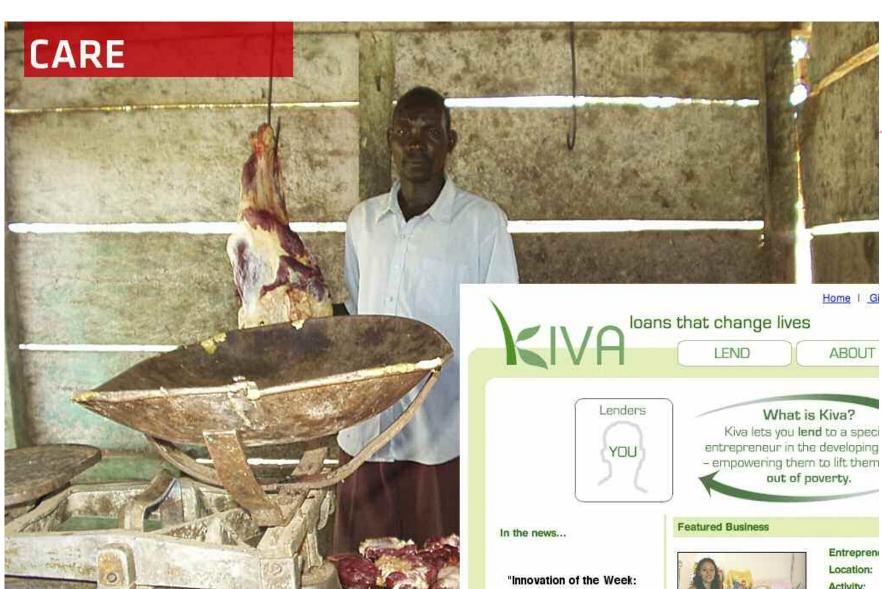
And if you still can't get them to concentrate, challenge them with something they are interested in.

Designers in
America are
creating Game
Designer, software
that will help
high-school kids
learn to design
their own
computer games.

In collaboration, students learn to strategise their way through complex situations.¹⁷

Design can make it easier for us to be: INTERESTED

17. The Principles of Play by Peter Hall, Metropolismag.com, September 11, 2006. Game Designer by GameLab, Katie Salen and the University of Wisconsin.



Design can make it easier for us to: CARE

Kiva is a poineering money-lending web platform that delivers to the user an unparalleled depth of information and control.

From a list profiling lowincome entrepreneurs you can choose who to loan to.

It has raised one million dollars. from more than 10,000 lenders, for businesses in 15 countries. 18



Kiva.org uses smart

design to make a little

cash go a long way."

BusinessWeek

Entrepren Location: Activity: Loan Requ Repaymer Loan Use:

Home I Gi

ABOUT

\$450 loaned so far

18. kiva.org as brought to my attention by Jennie Winhall on the RED blog. Featured on Goodmagazine.com by Catherine Livingstone, September 5, 2006.



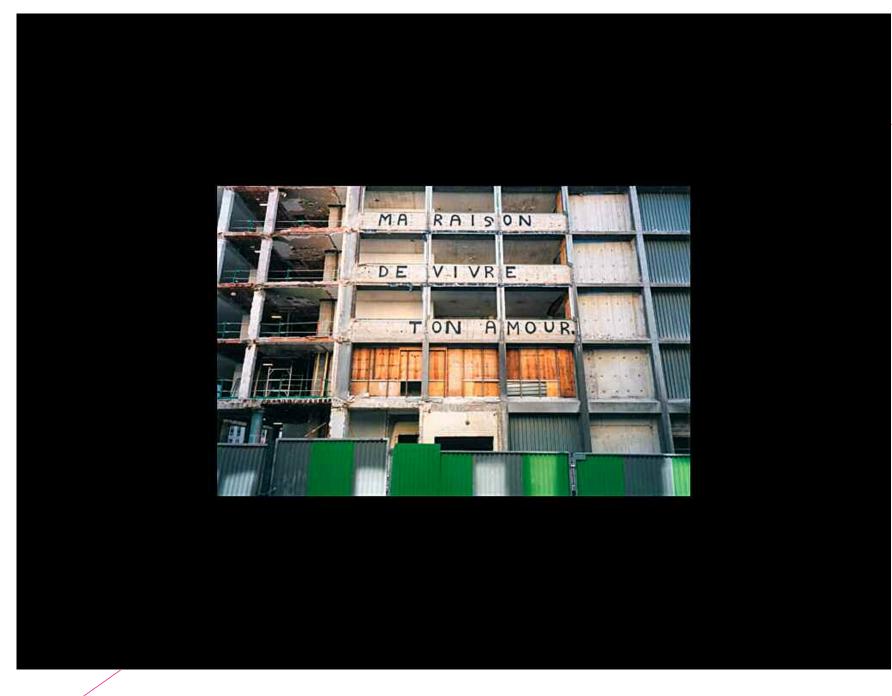
From the perspective of service design we learn that it is empathy, support and dialogue that people want.

Not commodified products or branded services they don't have a say in. 19

The mantra of service design is 'We are what we do, not what we own'.20

^{19.} Journey to the Interface by Joe Heapy and Sophia Harper. Demos, July 2006.

^{20.} www.livework.co.uk



Actions speak louder than words. Its a cliché. They do.

If your French is not up to it, ask the person next to you what this says and see if they blush.