



突破創新思維 迎接未來挑戰

Fostering Life Planning through Creativity and Innovation 「創意・創新・創未來」 – Life Planning Education Conference 2020,

Education Bureau

Thei Technological and Higher Education
Institute of Hong Kong
Member of VTC Group
VTC 機構成員
**Faculty of Design
and Environment**

Dr Benson Cheung
Associate Professor
Advertising Programme Leader



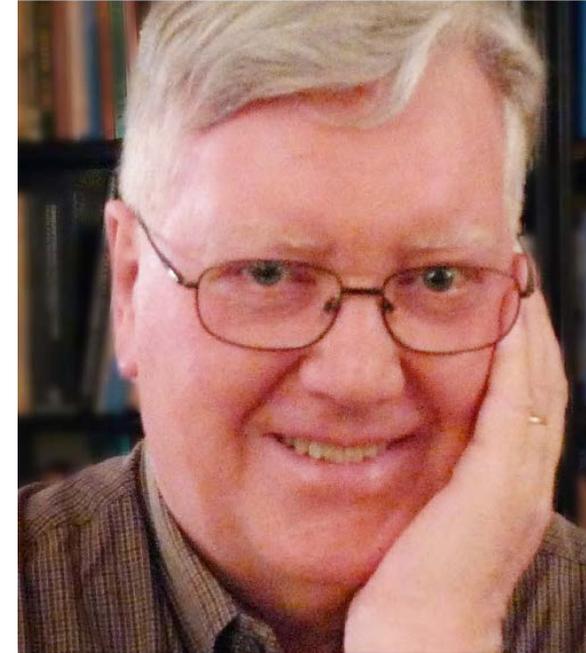
- A tri-role professional: Communication designer, Advertising business owner (20 years), Academic (17 years)
- 17 years PT & FT teaching experiences (HK Polytechnic University, HKDI, HKU SPACE, Middlesex University)
- Design Thinking, Advertising Print, TVC, Packaging Design, Design Professional Practice, Design Management, Design on Cultural and Economic Value, Design Research, Research Methodology, Advertising Design History and Thesis Planning & Writing
- Research Scholar on ‘Graphic Design Professionalism’
- Teaching at Higher Diploma, BA degree and Master level
- Chairman of Chartered Society of Designers (HK)
- Board of Directors of Hong Kong Design Centre (HK SAR Govt. backed)

Two of the Greatest Design Educators of the World



Interdisciplinarity and Collaboration

Norman Potter, an English designer and educator, co-founded the Construction School, an experimental design programme at the West of England College of Art in Bristol.



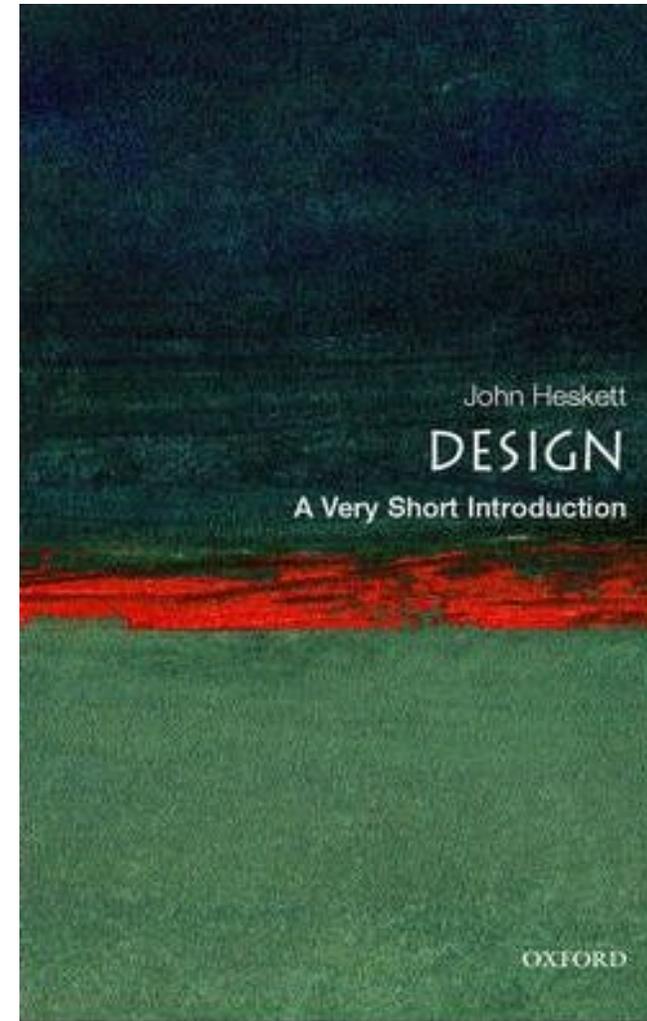
John Heskett
Chair Professor of Design
The Hong Kong Polytechnic University

Design and Economic Value

Two Great Design Books by the Greatest Design Educators



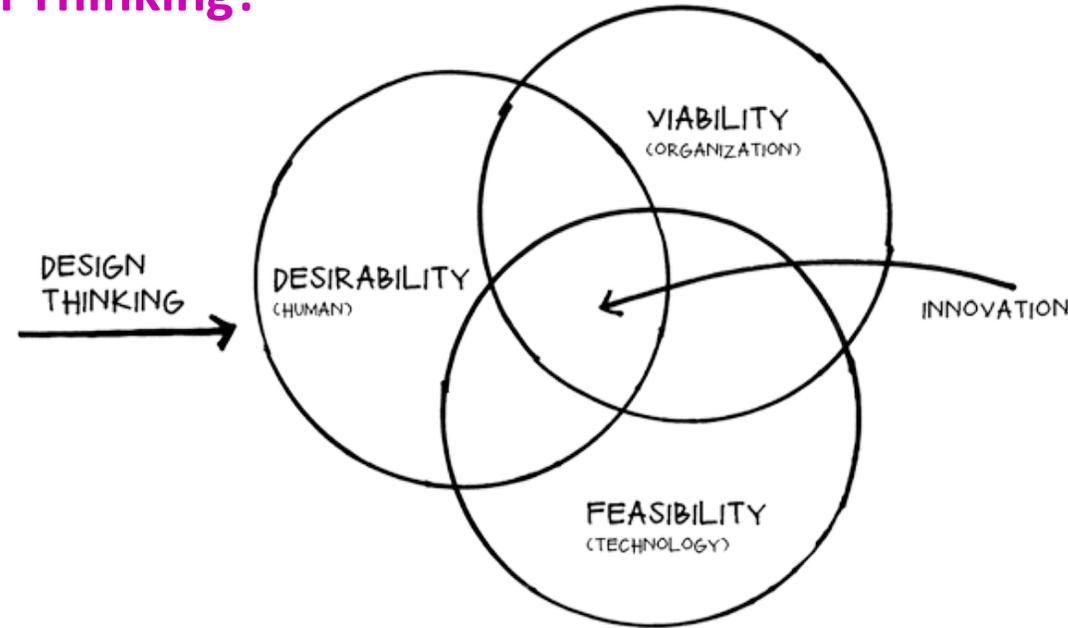
By Norman Potter



By John Heskett

Everything we have around us – our environments, clothes, furniture, machines, communication systems, even much of our food – has been designed. The quality of that design effort therefore profoundly affects our quality of life (Nigel Cross, 2006)

What is Design Thinking?



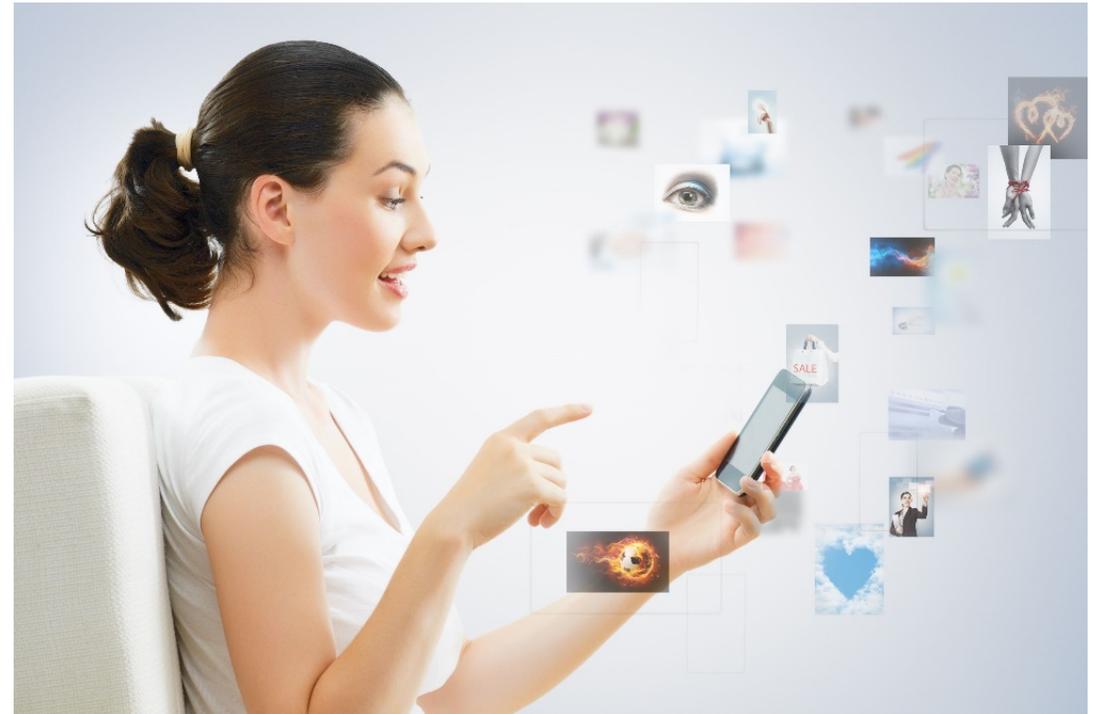
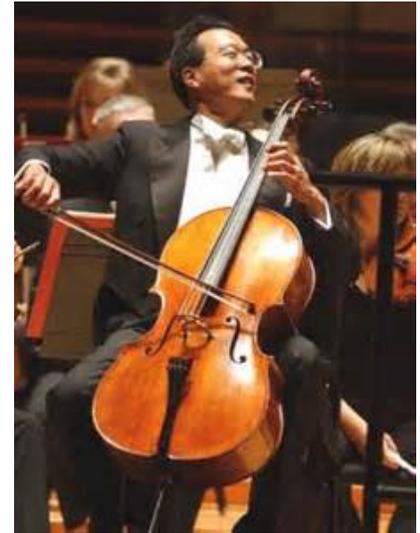
- **Design thinking** is a **human-centered approach** to **innovation** that draws from the designer's toolkit to integrate the **needs of people**, the possibilities of **technology**, and the requirements for **business** success. — **TIM BROWN, EXECUTIVE CHAIR OF IDEO**
- **Design Thinking** is a **practical problem solving process** to produce creative solution to **fulfil the needs of people**



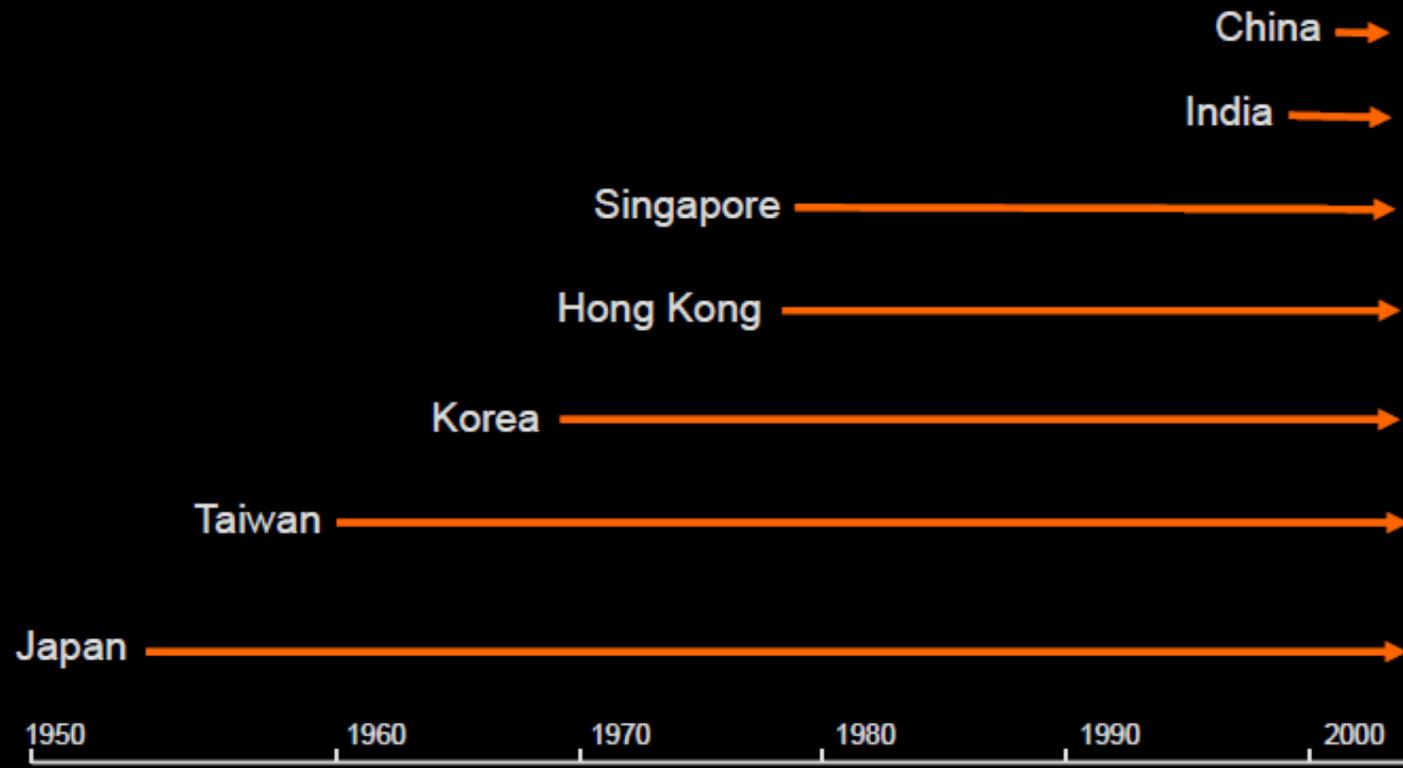
We are living in Design World

- Design is powerful and everywhere
- People need Design more than ever
- Wake up...travel...work...communication exchange...eat...entertainment...live...sleep...etc.
- Asian Countries are enjoying the outcomes of Design Thinking and Innovation: e.g. Japan (started from 60s) and S. Korea (started from late 90s)





Asian Design Policy Timeline



Heskett, J. (2009, September). Creating values by design. *MDes. unpublished lecture notes. Hong Kong: School of Design, Hong Kong Polytechnic University.*



TOSHIBA



Canon



Panasonic



Samsung
GALAXY



DEPARTMENT STORE
LOTTE





KOREAN FOOD

 <i>Kimchi Cabbage</i>	 <i>Ddukbokki</i>	 <i>Haemul Pajeon</i>	 <i>Hoeddeok</i>
 <i>Bibimbap</i>	 <i>Bulgogi</i>	 <i>Kimbap</i>	 <i>Jajangmyeon</i>



突破創新思維 迎接未來挑戰

The Challenge of the youngsters in applying design thinking



- Social Factor
- Professional Factor
- Design Education Factor
- Cultural Factor
- Personal Factor

突破創新思維 迎接未來挑戰

The Challenge of the youngsters in applying design thinking

A person is sitting on the edge of a wooden pier, looking out over a vast body of water. The scene is set during sunset or sunrise, with a warm, golden glow on the horizon. In the background, there are silhouettes of mountains. The pier has several white buoys hanging from its edge.

Social, Design Education Factors.....

The difference and similarity of Art vs. Design Disciplines

– But Design is NOT Art...

Art

- Self expression
- Visual drawing
- Form and structure
- Aesthetic
- Style
- Art historical development

Design

- Form
- Aesthetic
- Style
- Fulfil user's functional purpose and problem solving
- Use drawing as a thinking process
- Design Historical development

The difference and similarity of **Art** vs. **Design**

Art

- Self expression
- Visual drawing
- Form and structure
- Aesthetic
- Style

Design (Client & Users!!!)

- Business factor
- Marketing factor
- User factor
- Gender factor
- Demographic factor
- Psychological factor
- Communication factor
- Creativity factor
- Aesthetic factor
- Technological factor

Body of Knowledge
(Discipline knowledge)

The Image Hong Kong 'Star' Designers to the youngsters (Hybrid Image = Artist + Designer → Ambiguity)

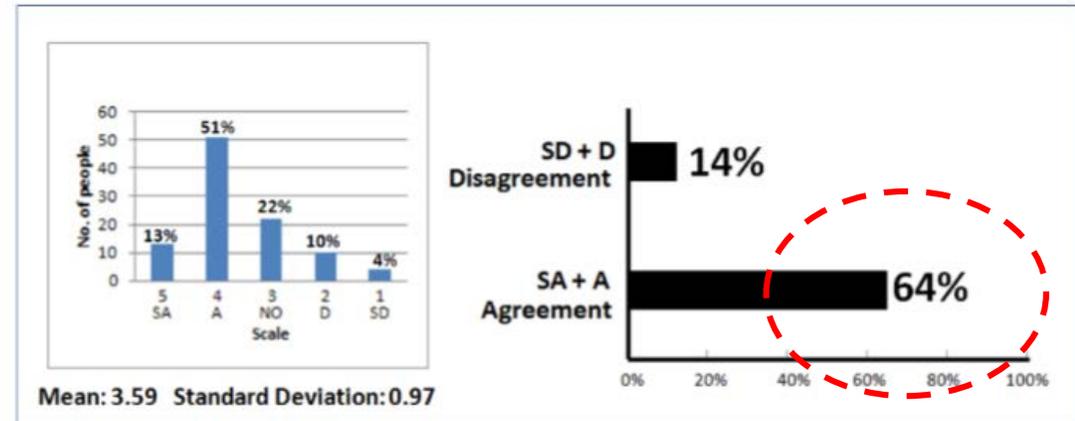
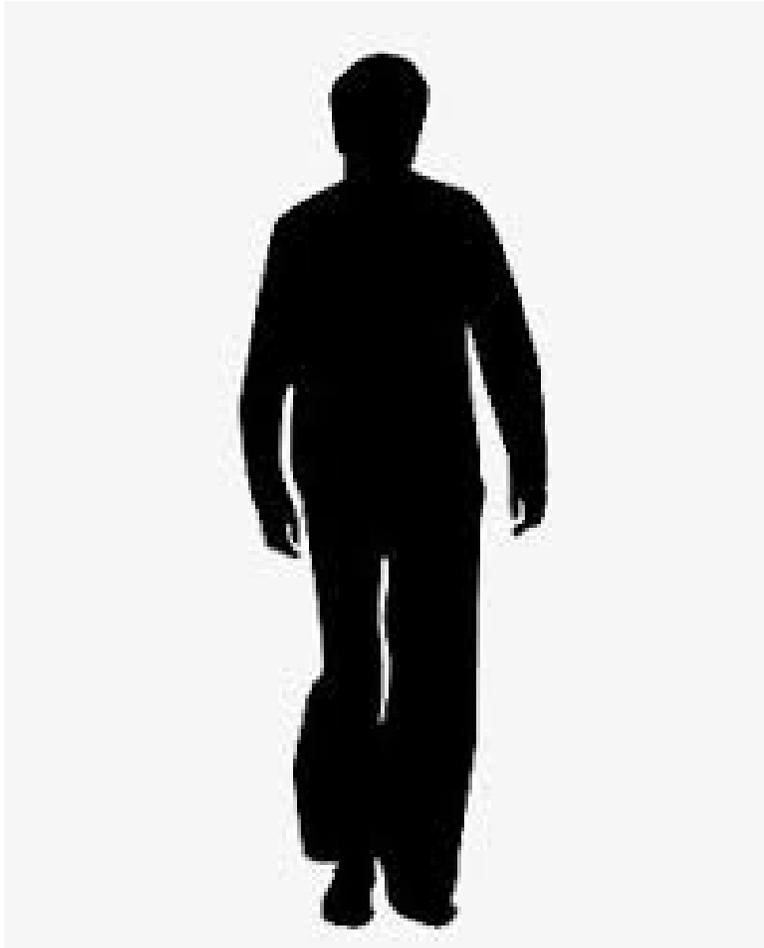


Fig.Q.8 Hong Kong's famous graphic designers have a distinctive artistic style and image like an artist

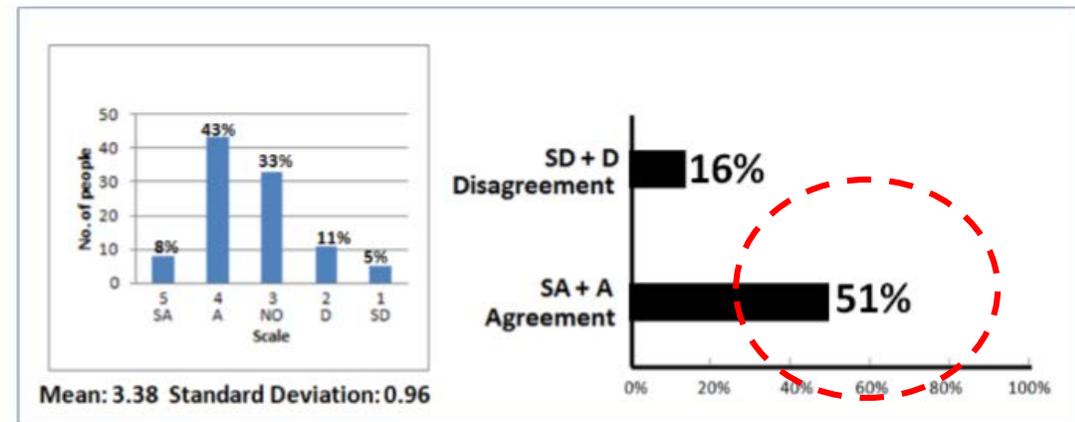


Fig.Q.9 Hong Kong's famous graphic designers have projected a professional designer image

Cheung B. P. S. (2015). The making of competent graphic designers in Hong Kong: the transitional period from academia to professional practice. (Ph.D thesis, The Hong Kong Polytechnic University, HK. 2015).

突破創新思維 迎接未來挑戰

The Challenge of the youngsters in applying design thinking

7/15/2018

A person is sitting on the edge of a wooden pier, looking out over a vast body of water. The scene is set during sunset or sunrise, with a warm, golden glow on the horizon. In the background, there are silhouettes of mountains. The pier has several white buoys hanging from its edge. The overall mood is contemplative and serene.

Professional Factor

Designer has **Not** gained respectable Professional Status in HK

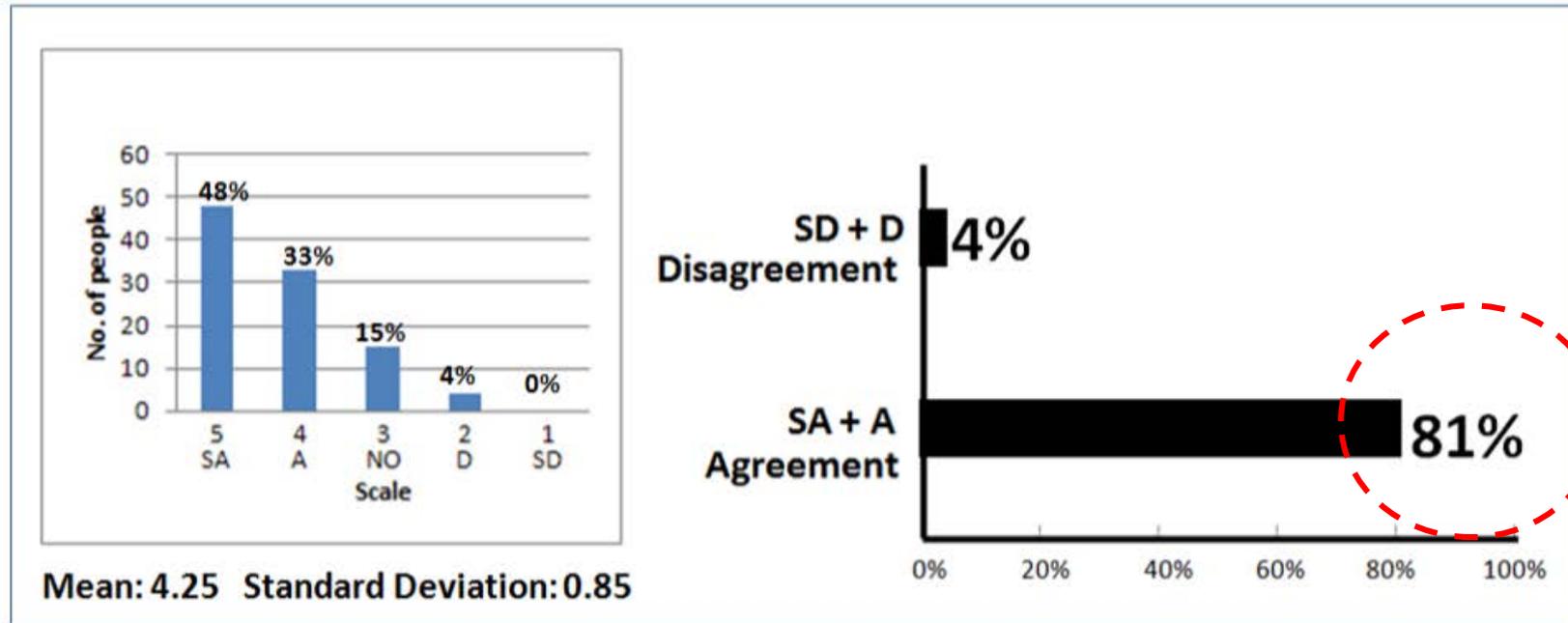


Fig.Q.27 Graphic design has NOT gained respectable professional status in Hong Kong

- Because **Design Professionalism** has **NOT** established...e.g. hourly rate of Architect, Accountant, Engineer or Teacher. **Artist** image could project a **higher/flexible** design fee
- Why this **Hybrid Image** = **Artist** + **Designer**

Research and Observations from my 33 years experiences as External Examiner, Academic and Design Entrepreneur

- “I cannot develop my **style** with this client” (young designers)
- “The designers don’t follow the design brief to come out with design solutions” (client, design entrepreneurs)
- “We do not like working with designers because they do not understand/see our views” (clients)
- “Designers are hard to work with because they have **artist personality**” (general views)
- “Why do you always look at **visual images** merely for reference instead of doing research to tackle the client’s problem” (design entrepreneur)

突破創新思維 迎接未來挑戰

The Challenge of the youngsters in applying design thinking

A person is sitting on the edge of a wooden pier, looking out over a calm body of water. The sky is a mix of orange and blue, suggesting sunset or sunrise. In the distance, there are mountains. The pier has several white buoys hanging from it.

Cultural Factors – the differences
between Western and Chinese Creativity

Cultural Thinking Difference between Western and Chinese on Creativity

Chinese

- Characteristic of the East, artistic creativity, consistent with Confucianism, is expressed in form of **reinterpretation of the past**, as artists fully respect the tradition in striving to **established their own style** (Averill, Chon, & Hahn, 2001; Li, 1997 cited in Leung, Au and Leung, 2004)
- Throughout the history of Chinese philosophy, creativity was perceived as the **'Way'** to discover nature **without the need to create something new** (Rudowicz, 2004)
- In Taoist and Buddhist theory, creativity is viewed as inspired **imitation** of the power of nature (Rudowicz, 2004)
- Chinese focuses on **personal fulfillment** and authenticity of the discovery of the process (Rudowicz, 2004)

Western

- Western views of creativity point to the ability to produce works which is novel and appropriate **without making reference to creation of the past**
- It is a **'product-centered'** concept of creativity (Rudowicz, 2004)
- **User-centered'** approach on creativity (IDEO)
- Creativity -> Design -> Innovation

Cultural Thinking Difference between Western and Chinese on Creativity

Chinese	Western
Reinterpretation of the past	Novel and appropriateness
Established their own style	Without making reference to creation of the past
'Way' to discover nature without the need to create something new	Product-centered
Imitation of the power of nature	User-centered
Focuses on personal fulfillment	Functionality for the users

突破創新思維 迎接未來挑戰

The Challenge of the youngsters in applying design thinking

A person is sitting on the edge of a wooden pier, looking out over a vast body of water. The scene is set during sunset or sunrise, with a warm, golden glow on the horizon. In the background, there are silhouettes of mountains. The pier has several white buoys hanging from its edge.

Social and Personal Factor.....

Obstacles to Hong Kong young designer being a **competent design thinker**

Category	Academic	Employer	Designer
1) Arduous workplace environment makes it hard to foster competence in designers	100% ████	86% ████	94% ████
2) Design graduates have to take self-initiative to expand their professional knowledge	71% ████	86% ████	75% ████
3) Continuing professional learning is needed for graduate designers in the workplace	71% ████	71% ████	63% ████
4) A competent designer is knowledgeable and performs well in both internal and external environment	57% ████	100% ████	75% ████
5) Certified competence measure for professional standard should be formed for the graphic design industry	57% ████	57% ████	50% ████
6) Employers have the training responsibility but do not fulfill it and mistreat graduates	86% ████		100% ████

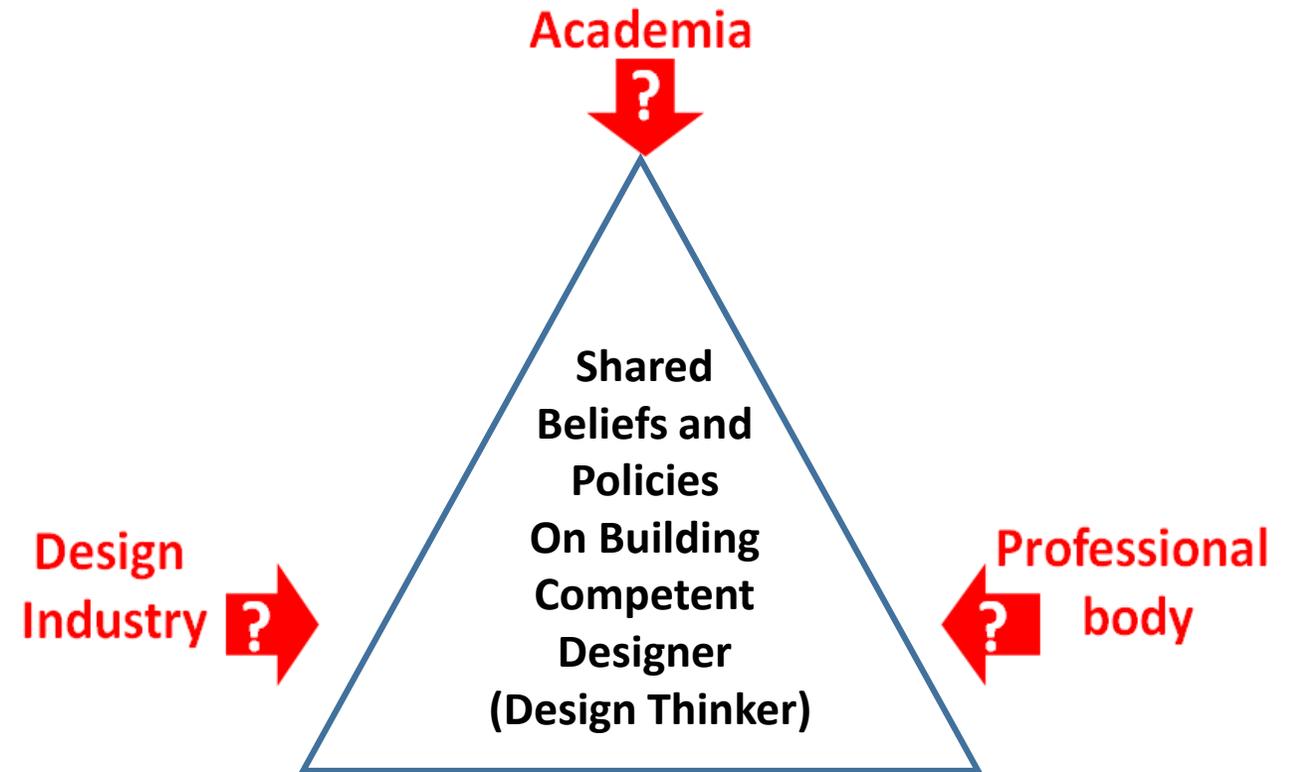
Obstacles to Hong Kong young designer being a **competent design thinker**

Category	Academic	Employer	Designer
7) Hong Kong's famous graphic designers project a mixed image (an artist with style and a professional designer) and have influenced the graduates	71% ████		88% ████
8) Graphic designer has not been respected and recognized as professional in general		71% ████	75% ████
9) No external or internal training program is offered, mainly on-the-job training		100% ████	
10) The majority of employers think they do not have responsibilities in training graduates for professional practice		71% ████	
11) The concepts of art and design being together are ambiguous in design institutes			75% ████
12) There is useful professional knowledge which is not well taught at institutes, but which could help us to understand the professional world better			63% ████

Cheung B. P. S. (2015). The making of competent graphic designers in Hong Kong: the transitional period from academia to professional practice. (Ph.D thesis, The Hong Kong Polytechnic University, HK. 2015).

突破創新思維 迎接未來挑戰

The Challenge of the youngsters for applying design thinking



Cheung B. P. S. (2015). The making of competent graphic designers in Hong Kong: the transitional period from academia to professional practice. (Ph.D thesis, The Hong Kong Polytechnic University, HK. 2015).

突破創新思維 迎接未來挑戰

The Challenge of the youngsters in applying design thinking

A person is sitting on the edge of a wooden pier, looking out over a vast body of water towards a sunset. The sky is a mix of orange and blue, and the water reflects the light. In the distance, there are silhouettes of mountains. The pier has several white buoys hanging from its edge.

How to Help the Hong Kong Youngsters.....

突破創新思維 迎接未來挑戰

The Challenge of the youngsters in applying design thinking

Stakeholders

- Teachers **be aware of** the creative potential of youngster
- The differences between **Visual Art and Design**
- Bring in Creative Culture at schools
- Help built the self-esteem of young design talented students
- Challenge the **traditional norm and perception on Design**
- Engage in design and creative activities in HK
- Stakeholders need to understand almost **every professional needs Design Thinking**, including businessman, engineer, academia, social worker, banker...etc., and many organization leaders are and should be Design Thinker
- Stakeholders need to understand almost every company/organization needs design thinkers to identify and resolve problems and see products/services creatively

突破創新思維 迎接未來挑戰

The Challenge of the youngsters in applying design thinking



Think global, act local. Go to see the world and broaden your horizon

突破創新思維 迎接未來挑戰

The Challenge of the youngsters in applying design thinking

A person is sitting on the edge of a wooden pier, looking out over a vast, calm body of water. The sky is a soft, warm orange and yellow, suggesting a sunset or sunrise. In the distance, there are silhouettes of mountains. The pier has several white buoys hanging from its edge. The overall mood is peaceful and contemplative.

Thank You!