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Project methodology

Introduction Design Methodology, by Munari



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Design is easy if you know how to do it

everything is easy if you know how to proceed to get the solution to the problem

The way to proceed is the project methodology

The project methodology is the **path** to be followed to design

A complex path to design complex objects  
A simple path to design simple objects

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Bruno Munari  
1907 - 1998

Da cosa nasce cosa  
"Stuff comes from stuff"  
Artist and Designer  
Fantasy



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"the project method is a sequence of **necessary steps**, organized in a **logical order**  
dettato dall'esperienza

The **goal** is to reach the best result with minimum effort

Design a "risotto" or a saucepan to cook rice require a method which will help to solve the problem

All the steps must be done in the order suggested by te experience  
If you have to prepare a "risotto" you can't put the rice in the saucepan before the water ; or you cannot brown the onions after the rice cooking.  
The "risotto design" is going to fail.

In design field as well is not good to project without a method; it's not good to think in "artistic way" looking for a quick idea without a previous research.  
The research allows to obtain informations about similar projects

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**creativity is not "improvisation without a method":**

In this way we obtain only confusion and young people will be under the illusion that they are free and independent



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**The project method is not definitive; it's modifiable** if the designer finds new objective values to improve the process.

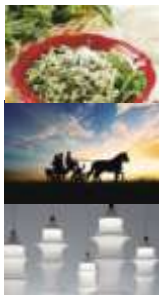
>> "to invent hot water"



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To explain the method, we keep in consideration three projects:

- 1 - realize a recipe
- 2 - to organize a travel
- 3 - design a lamp



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P Problem  
S Solution

"design problem comes from a need"  
(... today we could say from a desire...)

a cheaper car  
new spaces for children  
a more practical jug  
a remot control for all the electrical appliances

the **designer** could point out the problem and proposes it to the company  
or  
the **company** propose to designer to solve the problem

"the problem **solution** (sometimes) **make** a better quality of life"



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P Problem  
DP Problem Definition  
S Solution

Problem definition is the **brief**, what we have to design

GREEN RICE  
Spinaches green rice for 4 people



TRAVEL  
A 15 days abroad travel for 2 adults and 2 children



LAMP  
Table lamp for home desk



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P Problema  
DP Problem definition  
IDEA  
S Solution

"a lot of designer think that, as they receive a brief, **it's sufficient to find an idea** to solve the problem  
We need the idea...  
but **not now!**"



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P Problema  
DP Problem definition  
CP Components of the Problem  
S Solution

Problem must be **dismantled in subproblems** (ergonomical, functional, technological, etnical etc) to be analyzed one by one

GREEN RICE  
ingredients:  
rice  
spinaches  
onion  
aromatic herbs  
(what kind of) soucepan



TRAVEL  
abroad travel  
european capital  
cultural trip  
transport  
acomodation typology



LAMP  
study table lamp  
kind of light  
kind of lamp  
mechanism typology  
functionality - shape



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P Problem  
DP Problem Definition  
CP Components of the Problem  
RD Data Collection  
S Solution

research on what is on the market, **what has been done** in this field all over the world

GREEN RICE  
ha anybody already done it?  
research on kitchens manual  
research between friends  
internet research  
research on the ingredients



TRAVEL  
research of the travel agency  
tour operator brochure collection  
interview to friends who have already done this kind of travel  
internet research



LAMP  
competitor analysis  
visit to showrooms and shop  
internet research  
research on lamp components: switch, bulb, bulbholder



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**P Problem**  
 Analysis of collected datas, identify **negative and positive aspects** of the existence, clever solution, interesting shapes, expressive language to be interpreted

**DP Problem Definition**

**CP Components of the Problem**

**RD Data Collection**




**AD Datas Analysys**

**S Solution**

**GREEN RICE**  
 analysys of the found receipts and acquisition of interesting cues  
 put salt before spinaches  
 brown onion with white wine  
 take away garlic before to put spinaches  
 cook rice in the spinaches cooking water

**TRAVEL**  
 analysys of the found proposals  
 not only plane but also car  
 fly and drive  
 find alternative in some places  
 discount for children in some period  
 avoid July because of crowding

**LAMP**  
 lamps that burn you when you adjust the light  
 hidden switch  
 lamps not easily adjustable  
 interesting lamps [Tizio](#), [Tolomeo](#), [Naska](#), [Loris](#)  
 interesting solution: [Zao](#), [Arco di Castiglioni](#)

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**P Problem**  
**Creativity replaces the intuitive idea** and goes on in accordance with the method and stays in problems limits, the limits come from the datas analysys

**DP Problem Definition**

**CP Components of the Problem**

**RD Data Collection**

**AD Datas Analysys**




**C Creativity**

**S Solution**

**GREEN RICE**  
 I cook rice in the spinaches cooking water, so it will be more tasty  
 I could put garlic or soup cube to give more taste  
 if I use a steam pan to cook spinaches the aroma will be maintained  
 I could put some ginger as it's done in Mexico

**TRAVEL**  
 I take the plane to go to the tour starting point  
 I rent a car  
 in order to not stay too much in the car I visit only cities not so far one from each other  
 I use B&B to save money  
 in Berlin friends give e hospitality

**LAMP**  
 I try to design a mechanism to adjust the arm  
 Cable must be hidden in the arm so drive socomparire net braccio  
 I clap the hands an I switch on the light  
 I draw a hat to allow direct light on the table and indirect light on the ceiling  
 packaging becomes display

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**P Problem**  
**Data collection** connected with materials and technologies that the designer has at disposal to realize his project

**DP Problem Definition**

**CP Components of the Problem**

**RD Data Collection**

**AD Datas Analysys**

**C Creativity**




**MT Materials and Technology**

**S Solution**

**GREEN RICE**  
 pressure cooker or traditional pot  
 low or high flame  
 with or without the top  
 fresh or fridged spinaches  
 type of rice

**TRAVEL**  
 I choose Alitalia because of the timetable  
 I choose Avis because they offer a space wagon, so I can bring bicycles to visit the city  
 I bring a sleeping bag in order to save up one night in hotel in Amsterdam

**LAMP**  
 arm could be made with fiberglass plastic in order to take advantage of elasticity  
 use low tension to eliminate the cable  
 I don't cover the materials: it will be more ecological and I take advantage of materials expressivity  
 I insert a filter to improve the light fluxus

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**P Problem**  
 Project development allows the **focusing**, verification and project of all the elements of the project.

**DP Problem Definition**

**CP Components of the Problem**

**RD Data Collection**

**AD Datas Analysys**

**C Creativity**

**MT Materials and Technology**




**SP Project development**

**S Solution**

**GREEN RICE**  
 we start to cook and we try all the different concept  
 hypothesis, ingredients, techniques, pots, the order of the ingredients, cooking time, aroma, salt.

**TRAVEL**  
 I leave on 26th, park the car at Malpensa, I arrive at 23 in Paris  
 I pick up the car in the airport  
 I go to Bruxelles 23:00 KM night in B&B  
 motorway until Liège stop at restaurant Le Retais  
 good wine  
 night at Hotel Napoleon di Amiens  
 flight from Amiens to Amsterdam

**LAMP**  
 I start to draw the shape of the lamp  
 I develop the arm regulation system  
 draw the hat for the lamp  
 draw the base, the pillars for the table, the wall base  
 project the packaging to be used as display in the shop

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**P Problem**  
 Model is the best way to **try** the formal, functional, ergonomical choices done in the project

**DP Problem Definition**

**CP Components of the Problem**

**RD Data Collection**

**AD Datas Analysys**

**C Creativity**

**MT Materials and Technology**

**SP Project development**




**M Model**

**S Solution**

**GREEN RICE**  
 finally my warm rice!  
 I try to serve it on a round or oval plate with parsley and two leaves of lettuce

**TRAVEL**  
 the detailed agency written program with costs and timetable

**LAMP**  
 model of my lamp

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**P Problem**  
 Through the model it's possible to **Verify** all the choices done, it's possible to show the project to the client who will decide if put the project in production or not

**DP Problem Definition**

**CP Components of the Problem**

**RD Data Collection**

**AD Datas Analysys**

**C Creativity**

**MT Materials and Technology**

**SP Project development**

**M Model**




**V Verification**

**S Solution**

**GREEN RICE**  
 try!  
 salt's ok, we could add garlic, rice has to be cooked more, we could add pamesan

**TRAVEL**  
 let's go!  
 you enjoy the program? Let's skip a museum and go to Disneyland!

**LAMP**  
 it's better to move the switch higher, reduce of 50 mm the ray of the base, increase the lamp power

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**P** Problem

**DP** Problem Definition

**CP** Components of the Problem

**RD** Data Collection

**AD** Datas Analysys

**C** Creativity

**MT** Materials and Technology

**SP** Project Development

**M** Model

**V** Verification

**DC** Technical Drawing

**S** Solution

Technical drawing are used to make the prototype and to memorize and to **certificates** all the design choices to be handed to the company. In his way the supplier during the years will not modify the design values

**GREEN RICE**




since the recipe is defined, I write the ingredients, the quantity the order of the different ingredients, cooking time, used pot, kind of flame, aromas, plate

**TRAVEL**

After the request of the last changes to the travel agency, I sign the estimate and I wait for my voucher

**LAMP**

I draw all the details, views, I indicate materials, finishings, colours, type of lamp, type of switch

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**S** Solution

**GREEN RICE**




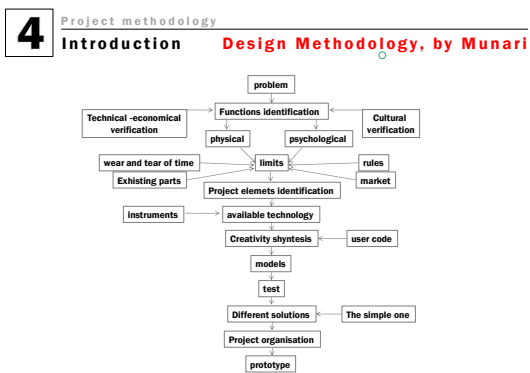
dinner is served!!

**TRAVEL**

let's go!

**LAMP**

company accept the project!  
Production is starting!  
Let become famous!

Lamp Tizio  
Richard Sapper for Artemide, 1972



Lam Tolomeo  
Michele De Lucchi for Artemide, 1981



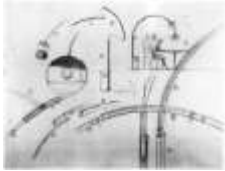
Lampada Naska Loris  
Jac Jacobsen, 1937

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**Lamp ARCO**  
**Achille Castiglioni for Flos, 1962**