

*I recently found this old takeaways doc from years ago and many of the points still resonate.*

## **Introduction to Industrial Design Methods // Notes and Takeaways**

### **On 'seeing'**

- The most important foundational skill in this field is your ability to see the world in a specific and different way, not mechanics or technique; progress can be incredibly slow if you don't understand this
  - Before you can draw a shadow, you have to notice that it's even there; before you can draw in 3D, you have to see how a line's angle may change from different perspectives
- Once you do begin to see the world from this new lens, it's both exciting and overwhelming
  - Exciting in that you begin to see new and wondrous things in the old and mundane
  - Overwhelming in that you begin to develop a taste gap / mechanics gap; you can see all the ways in which your work is lacking

### **On 'quality work'**

- This, like almost everything else, is not an innate skill; it must be developed and worked at
  - It's particularly hard to remember this within 'creative' domains because it is easy to see your work as a reflection of your identity or worth
- Looking at how talented the professor / TA were, it is not their mechanics or vision that were the main driver, it is the speed with which they iterated
  - Really talented designers don't come to better work and ideas through epiphany, they come to better work and ideas through extremely effective iteration
  - In 30 minutes, I go through 5 ideas and it is pure luck if one turns out well; in 30 minutes, they go through literally 100 ideas and it is inevitable that at least 1 is great

### **On 'teammates and teachers'**

- Assuming you have already embraced a growth mindset and a positive outlook, the three most valuable things a teacher can provide are: confidence / swagger, generative-ness, and 'unknown-unknown' type tips
  - To make good work, you need to initially push well-beyond what exists; a great teacher helps you develop the confidence and swagger needed to shoot for this
  - A great teacher doesn't give you THE idea, they give you the questions and tangential ideas needed to let you come up with the next 100 ideas that will lead to THE idea
  - When you're first learning, you sometimes don't even have the words to ask the right questions; a great teacher sees when you are in these ruts and gives you those simple, mechanical tips, e.g., how to shade

### **On 'learning'**

- The farther you go from your core field and skill set, the more you learn, grow, and have fun
- In general, most people seem paralyzed by too broad of a prompt; they need constraint and detail (even if they explicitly say otherwise)