

# THE RESPONSIBLE DESIGNER



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**INDEPENDENT**  
**DESIGN**  
**CONSULTANT**



WELCOME TO THE ERA OF

DESIGN

**WITH GREAT POWERS  
COME GREAT  
RESPONSIBILITY**

# de·sign

verb | di-'zīn

**TO CREATE THE PLANS, DRAWINGS, ETC., THAT SHOW HOW SOMETHING WILL BE MADE**

# de·sign

verb | di-'zīn

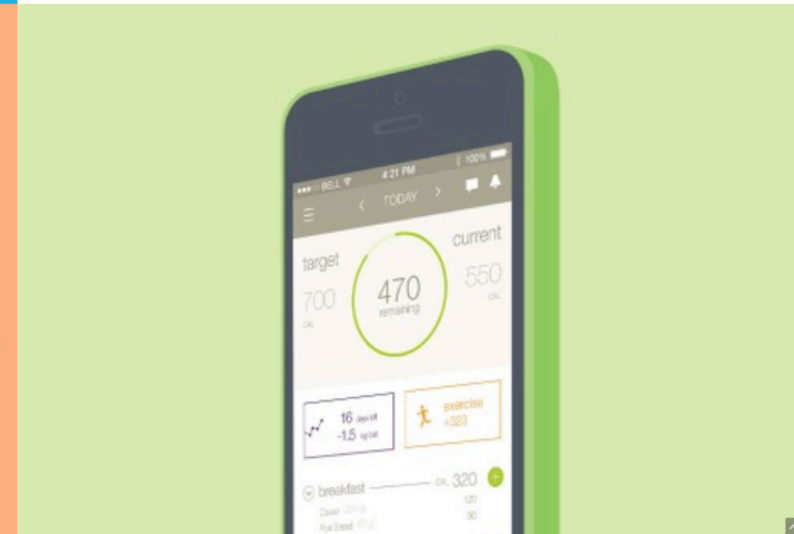
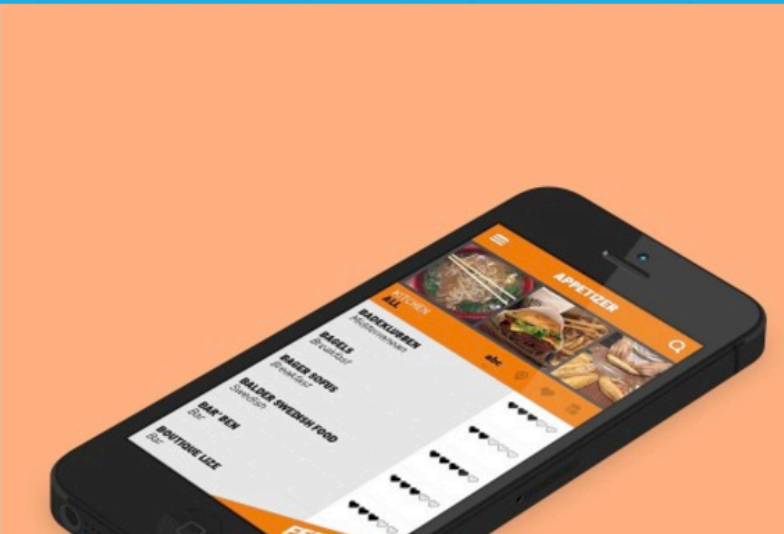
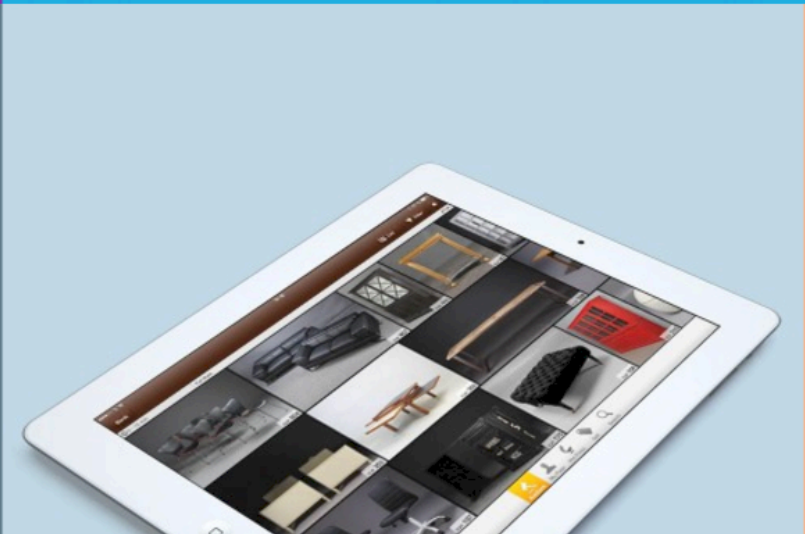
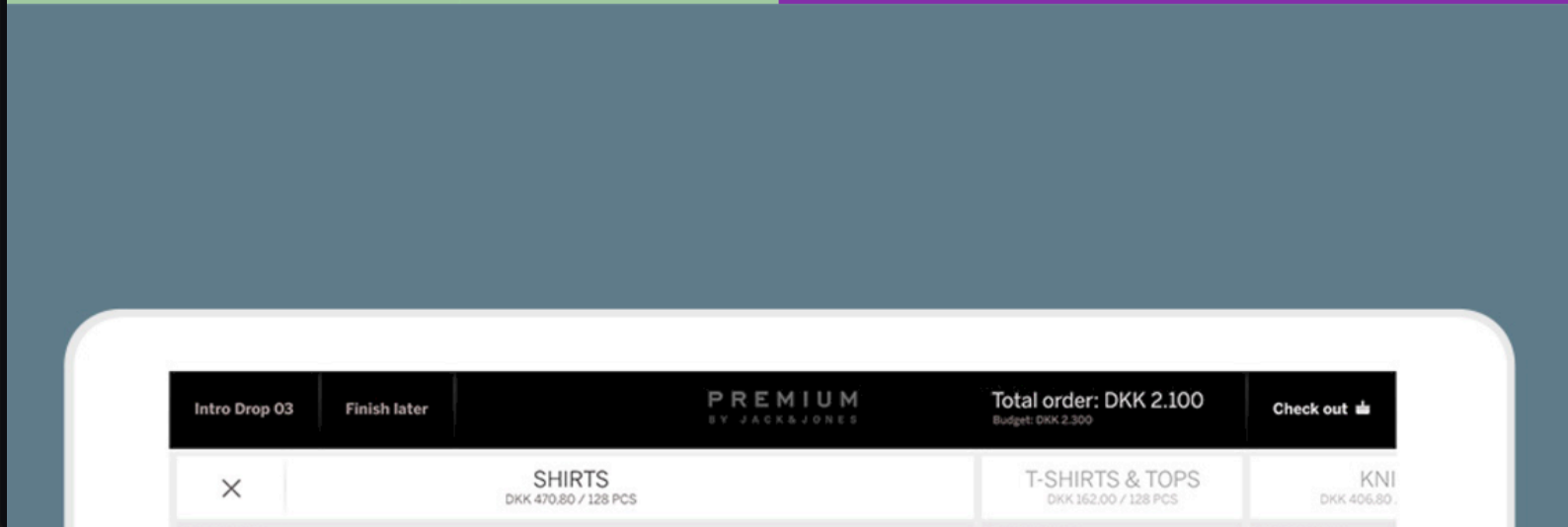
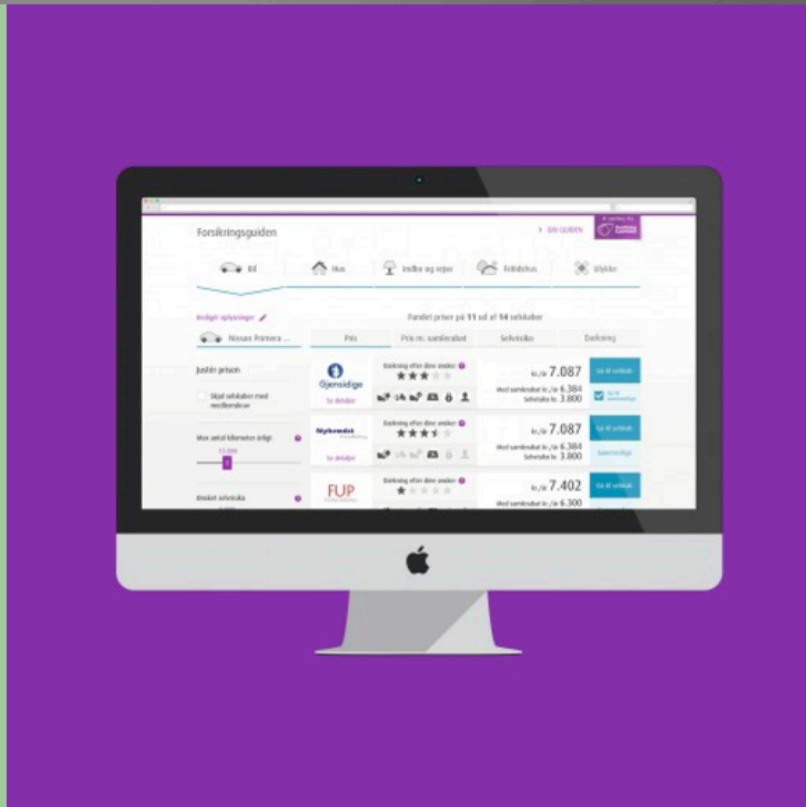
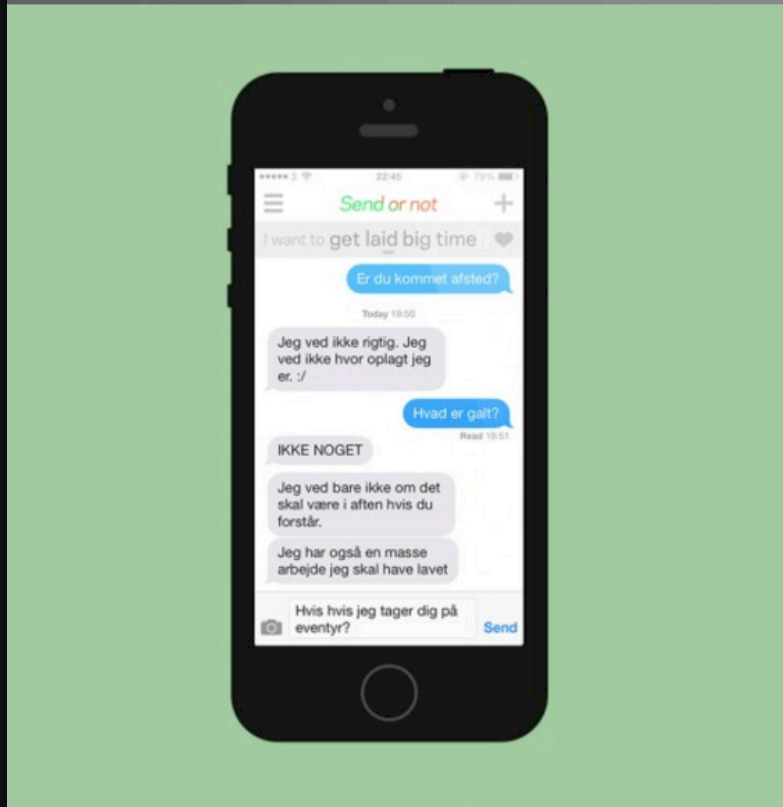
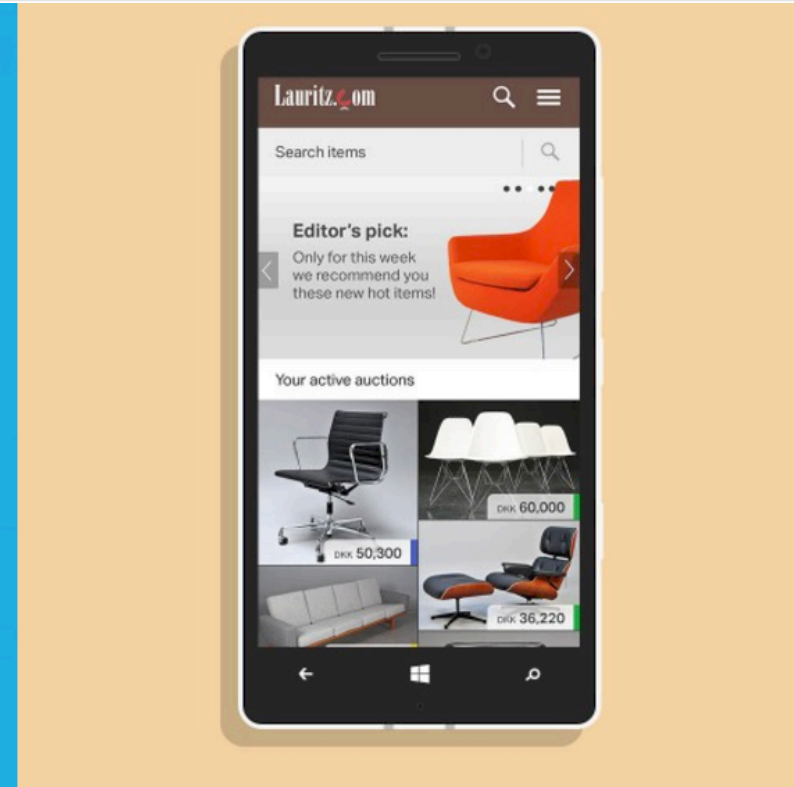
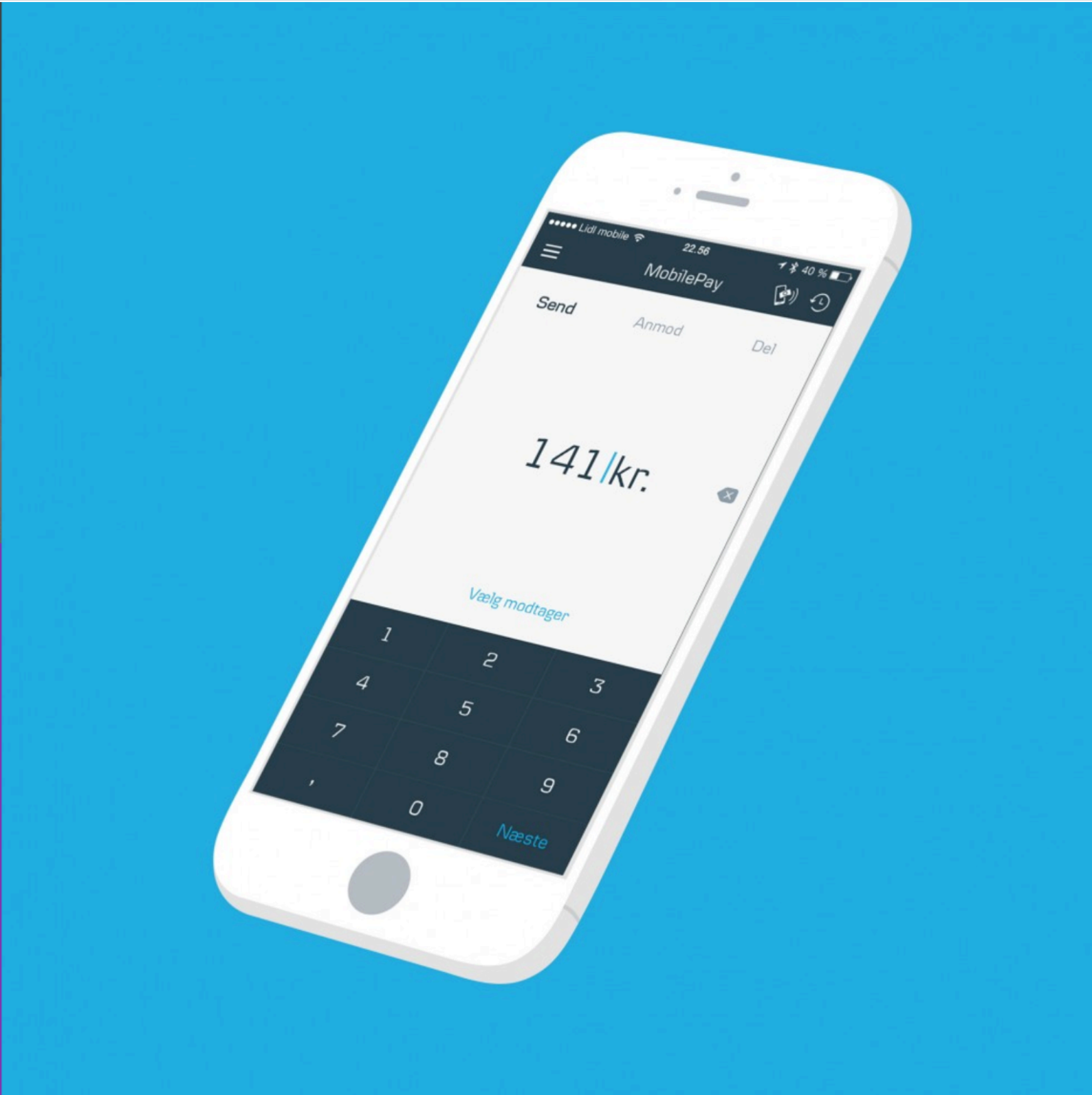
**TO CREATE THE PLANS, DRAWINGS, ETC., THAT SHOW **HOW**  
SOMETHING WILL BE MADE**

# de-sign

verb | di-'zīn

**DESIGN IS THE ACT OF MAKING SHIT REAL**







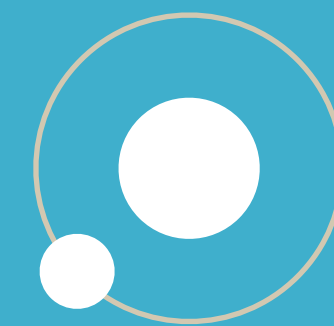
# THE DISCREET PRODUCT

TRANSACTION

ECO-SYSTEMS

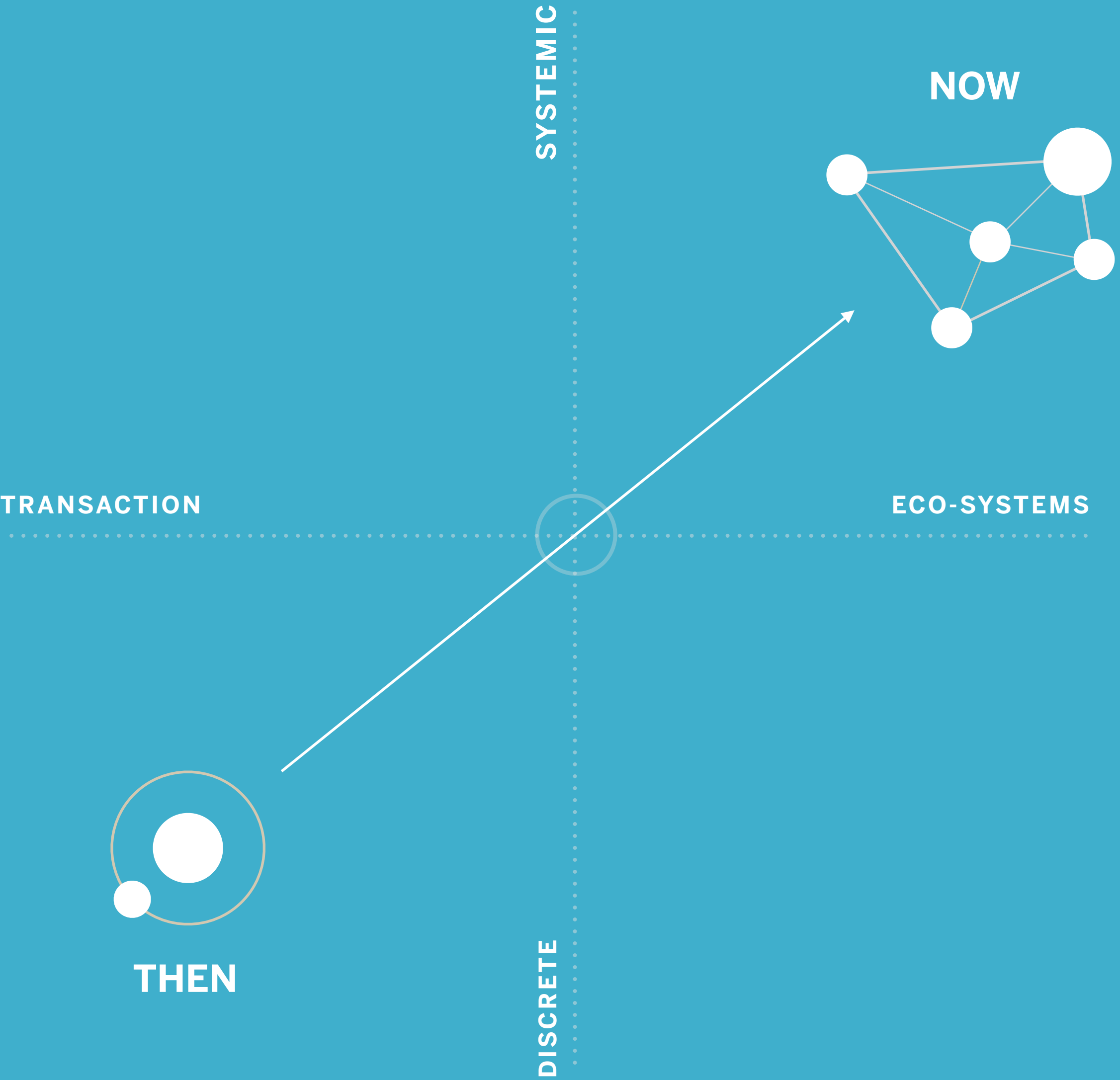
SYSTEMIC

DISCRETE



THEN

# THE INCREASED COMPLEXITY





WILL THE USERS LOVE IT?

IS IT TECHNICALLY POSSIBLE?





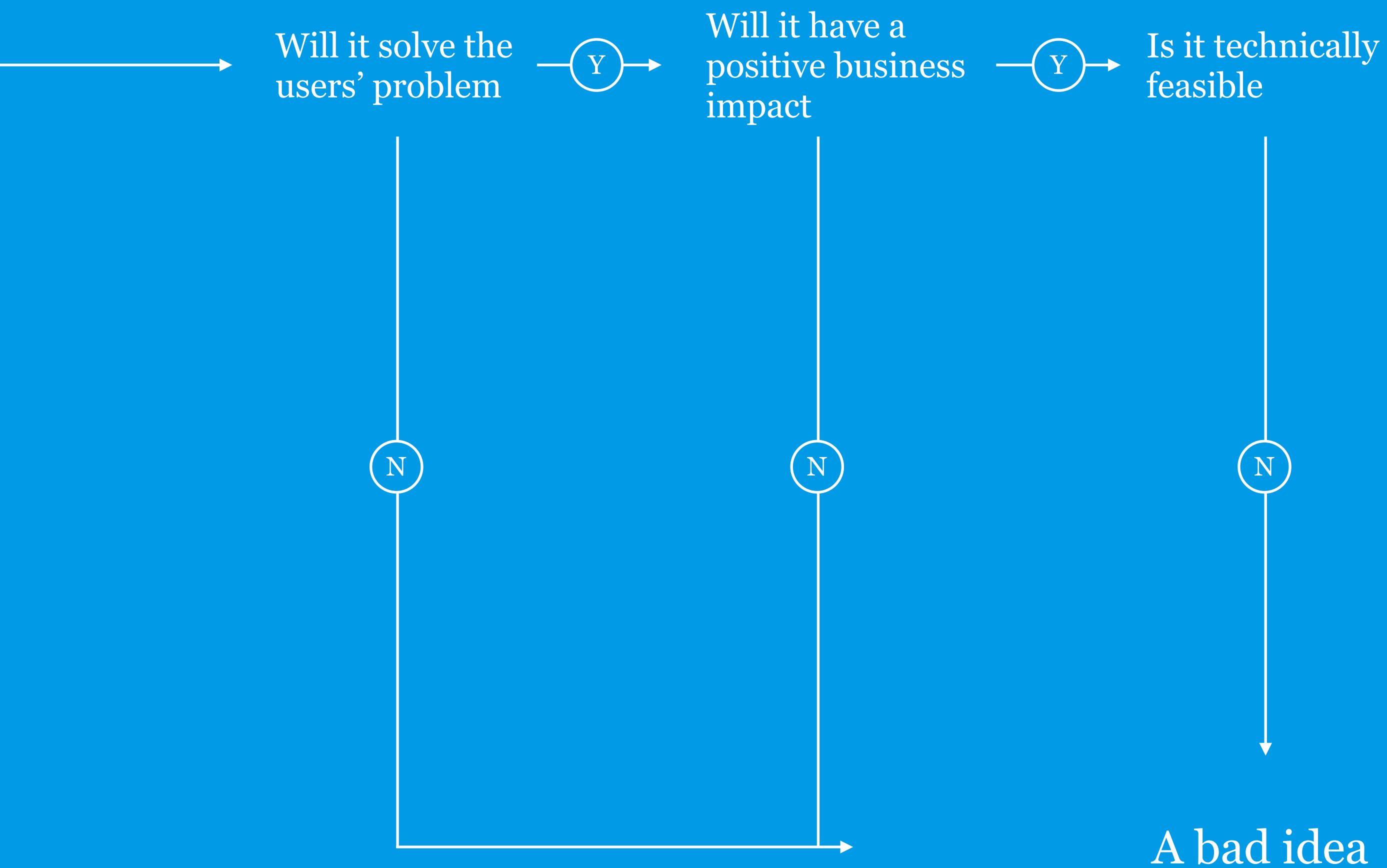


Good Ideas

Good ideas you  
should't do

Bad Ideas

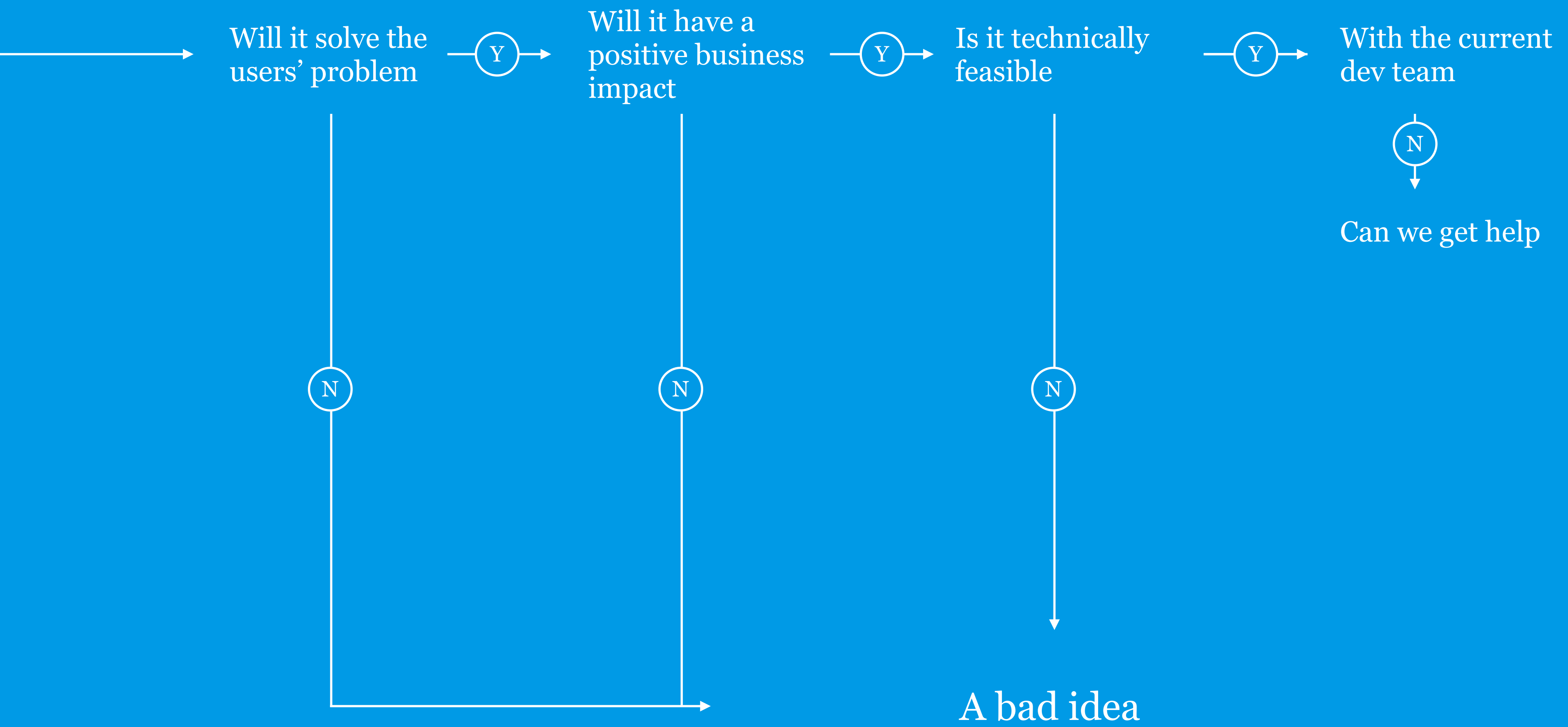
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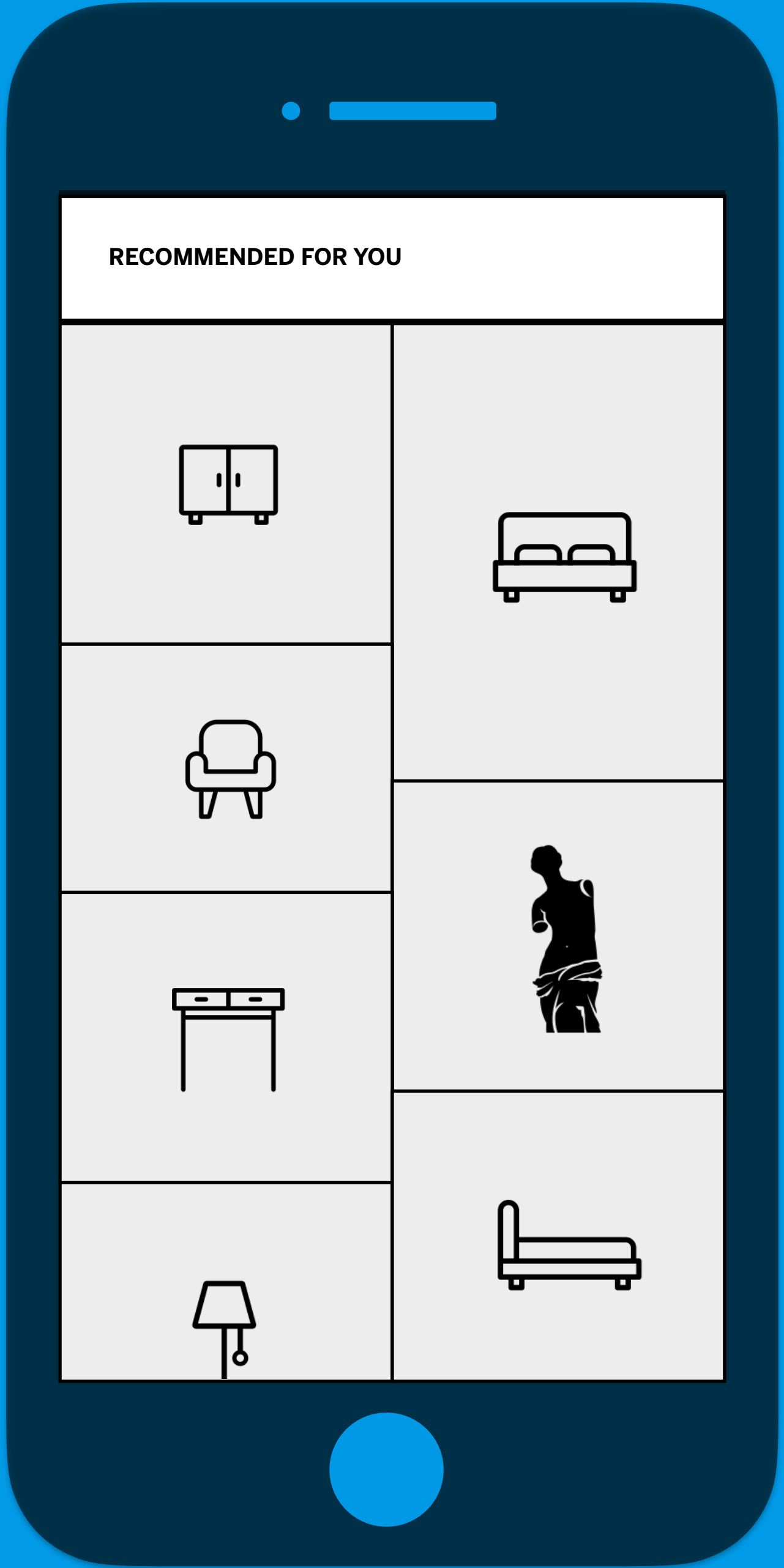


**THERE IS NOT ALWAYS A GOOD  
BUSINESS CASE FOR DESIGN**

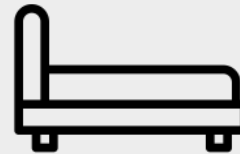


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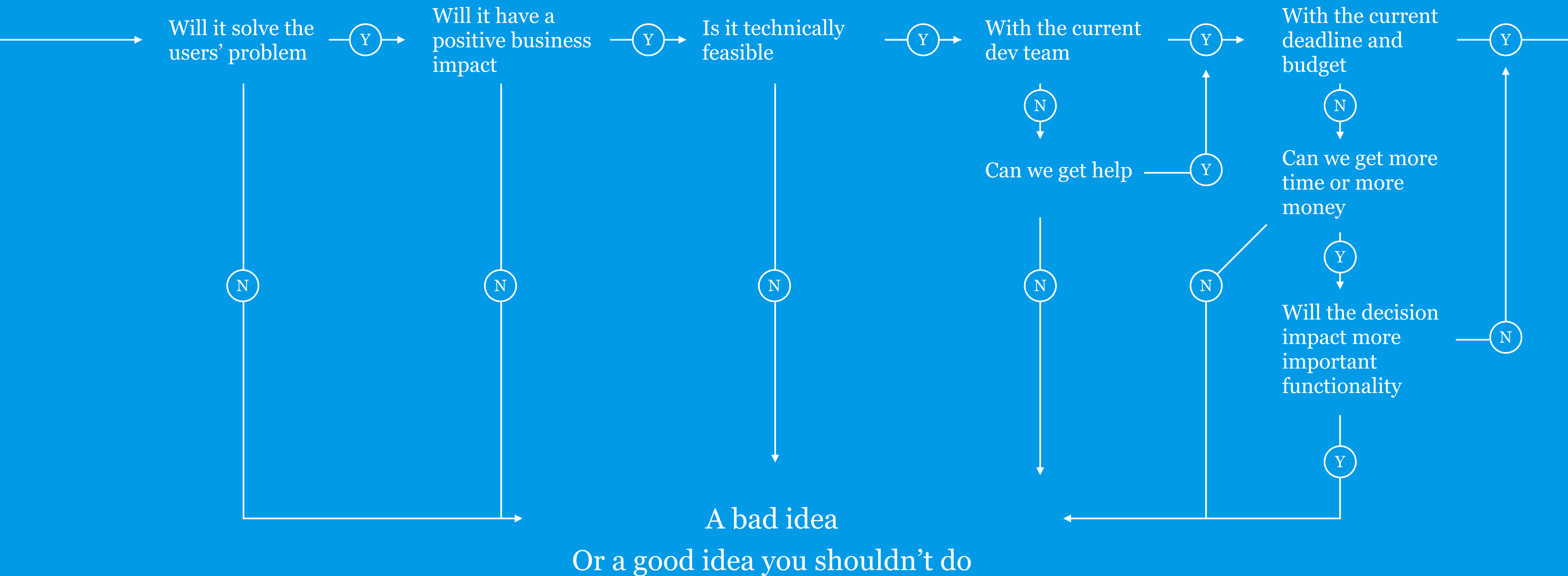




RECOMMENDED FOR YOU

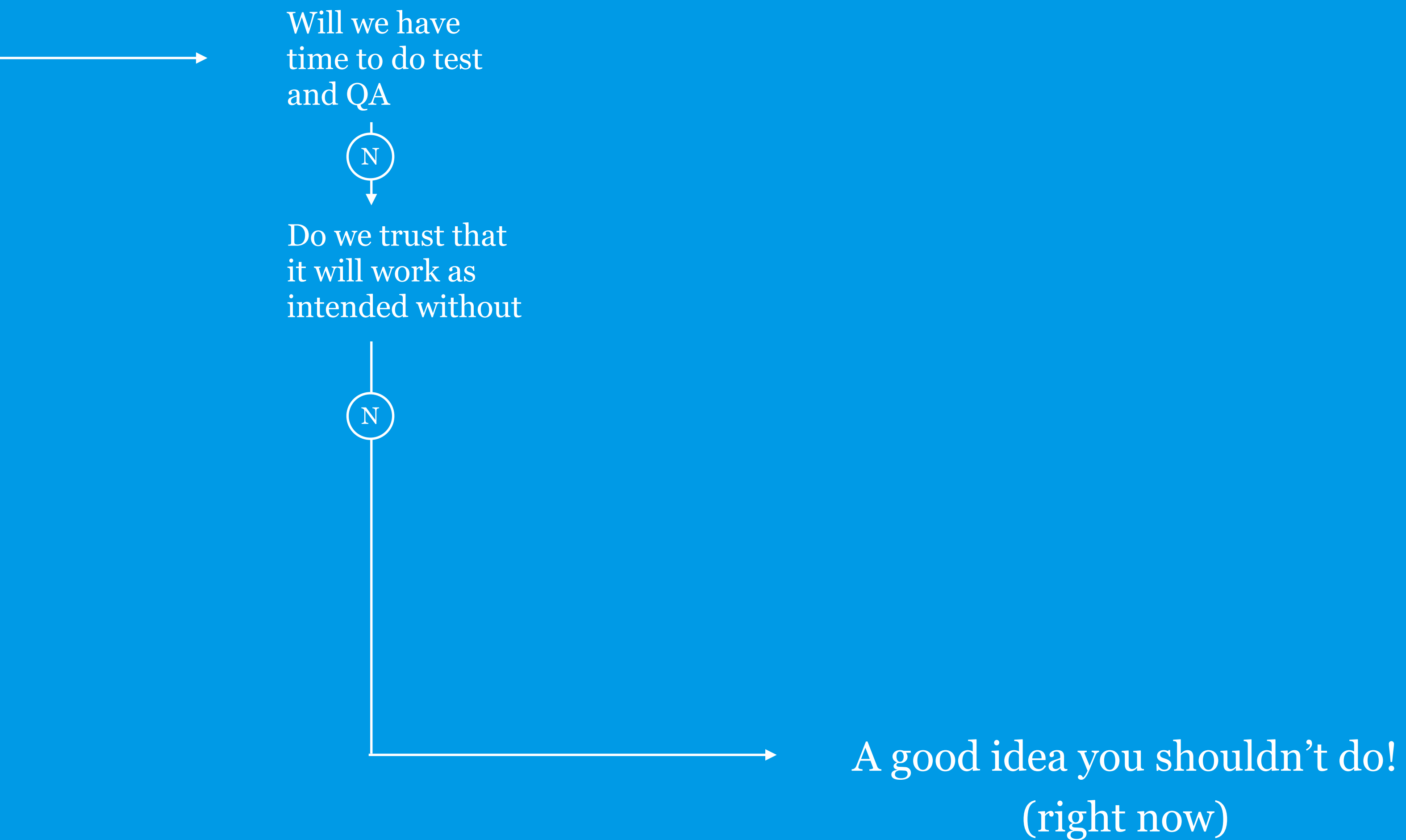


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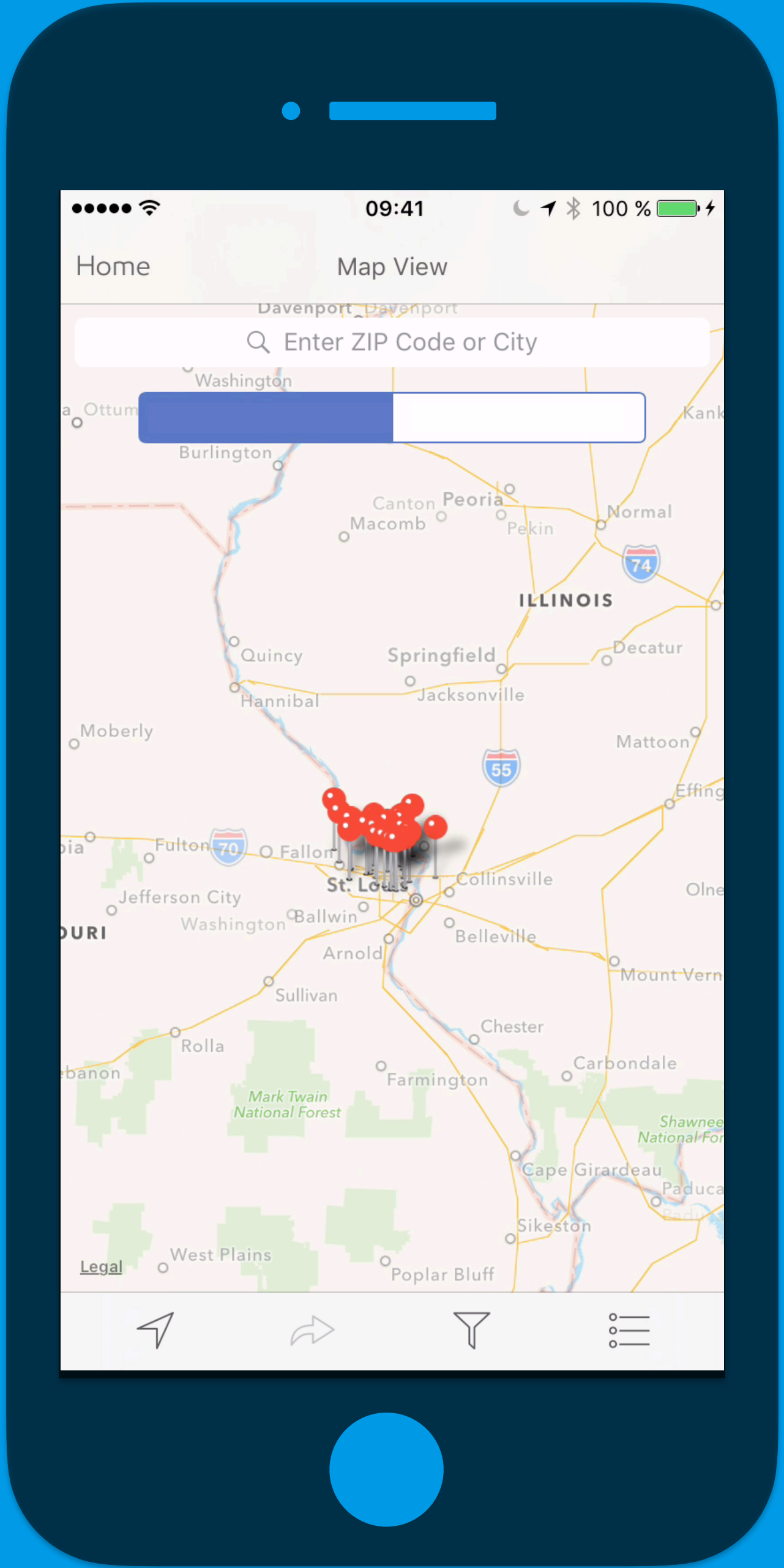


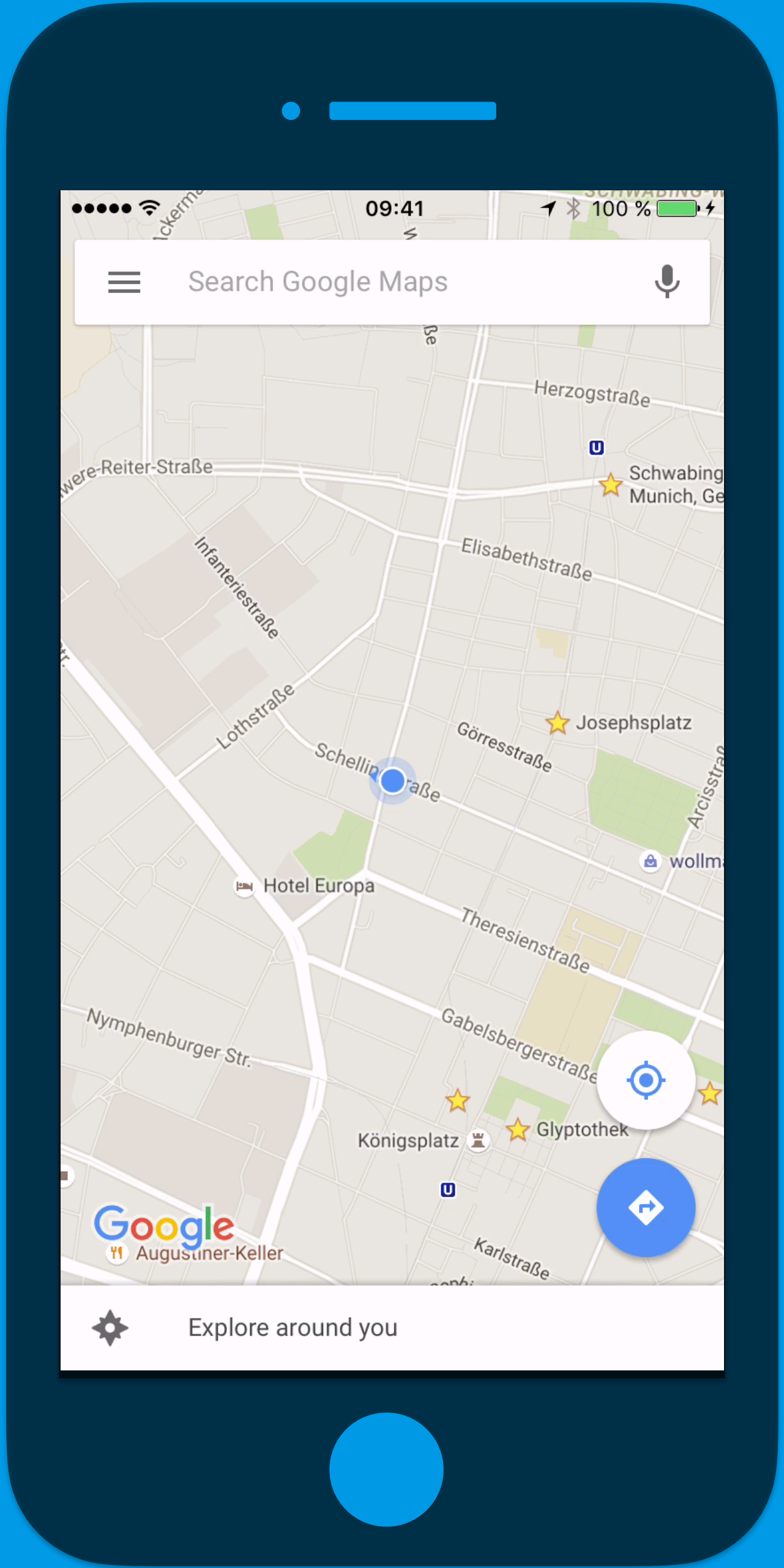


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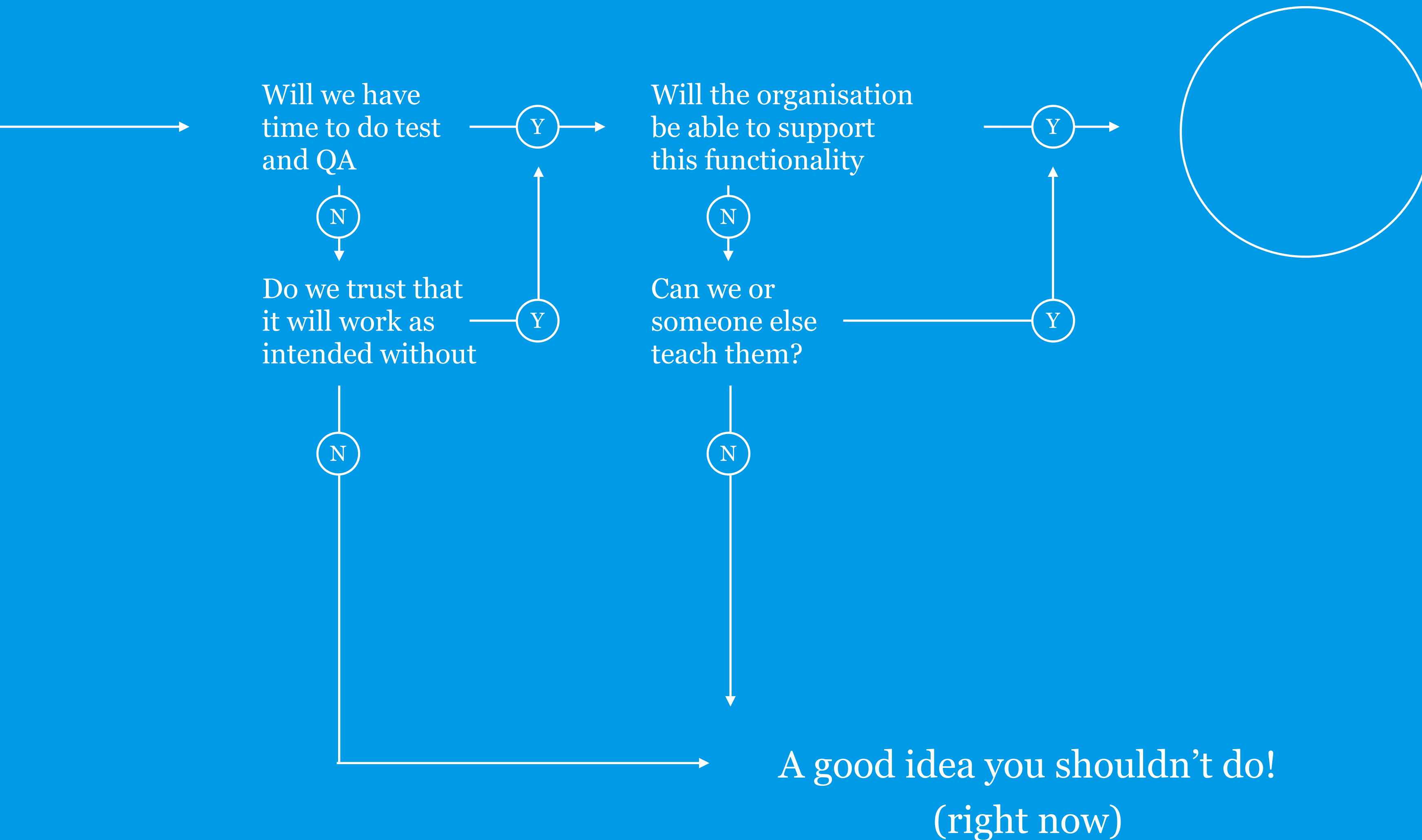








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