

Education in the Era of Choice

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Peopledesign

**“Every two days, we create
as much information as we did
from the dawn of civilization
until 2003.”**

Eric Schmidt, Google
2010

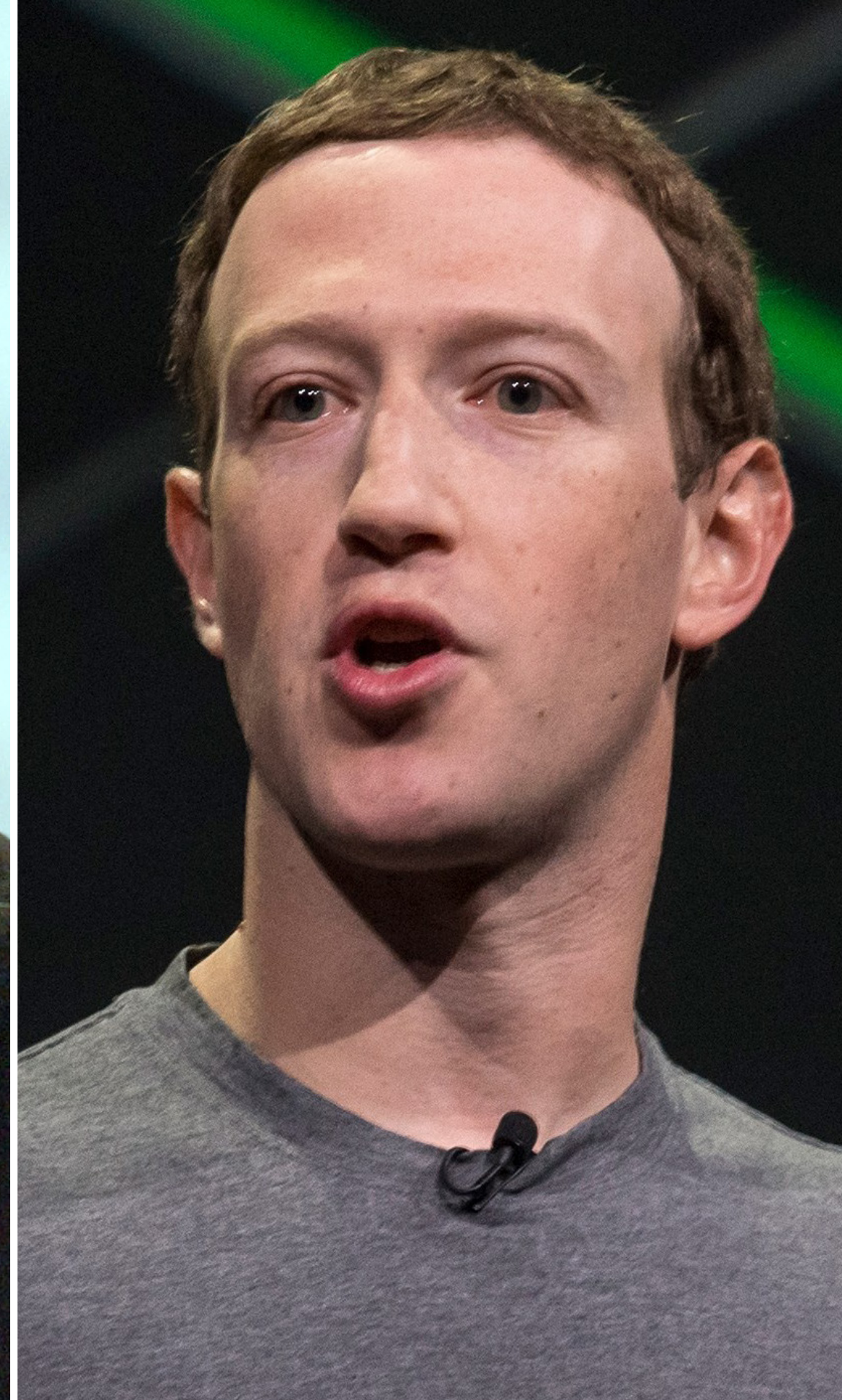
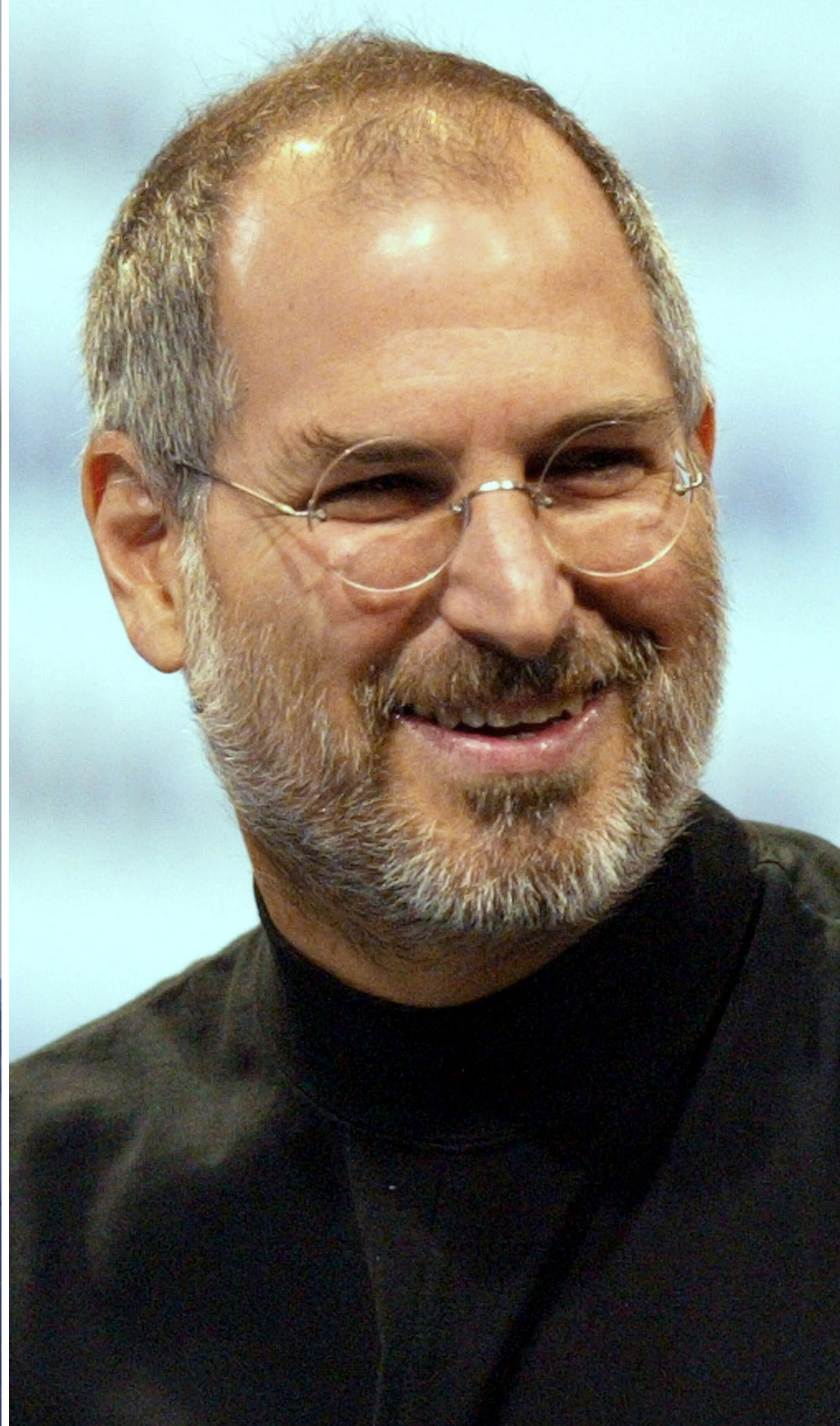
Change



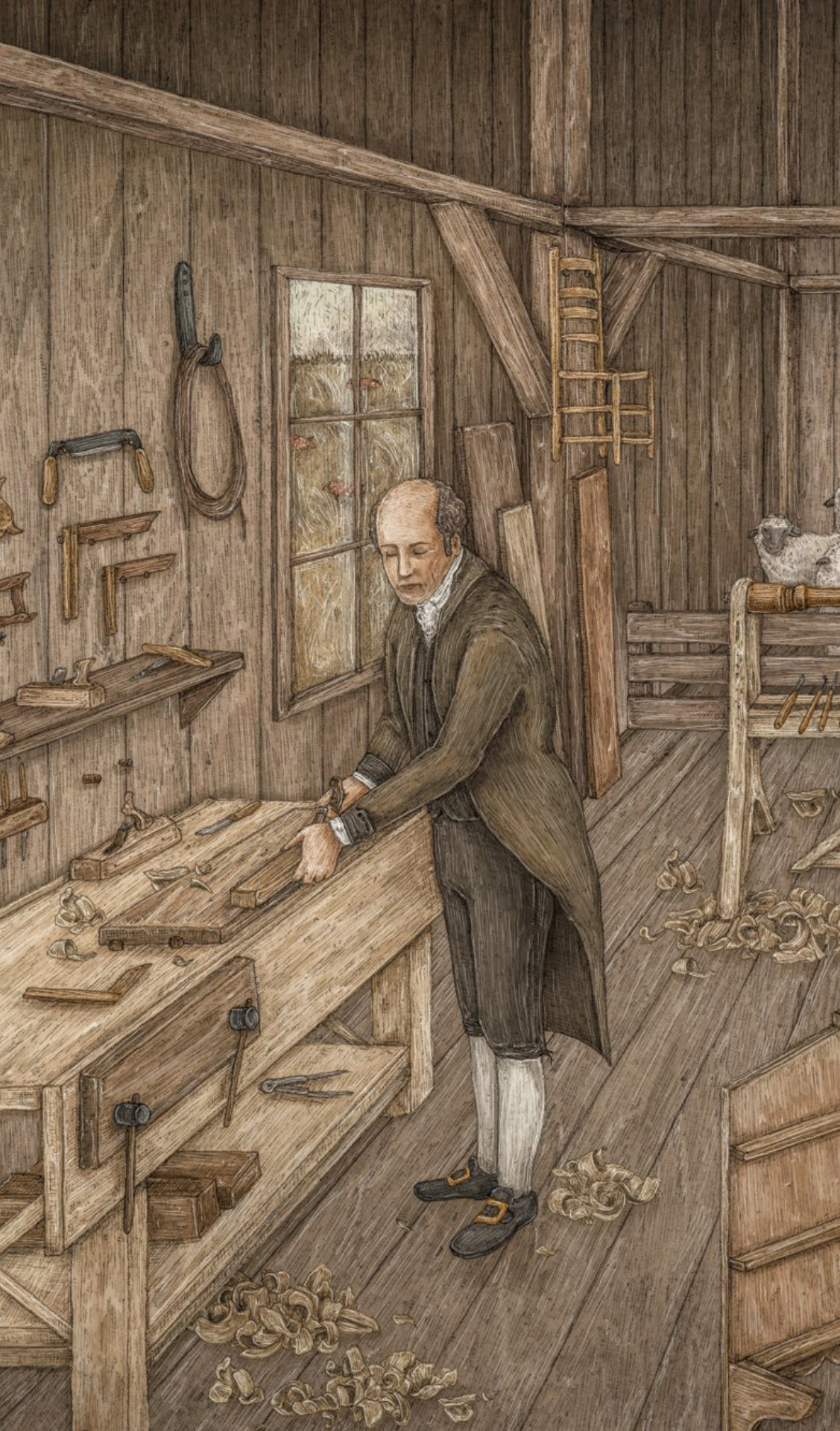
Choice

The background of the image is a dark, almost black, space filled with numerous out-of-focus, circular light spots. These spots, known as bokeh, are scattered across the frame. The colors of the bokeh are diverse, including bright yellows, warm oranges, vibrant reds, cool teals, and soft blues. Some spots are sharp and bright, while others are more diffused and dim. The overall effect is a dreamy, ethereal, and multi-colored glow.





Design



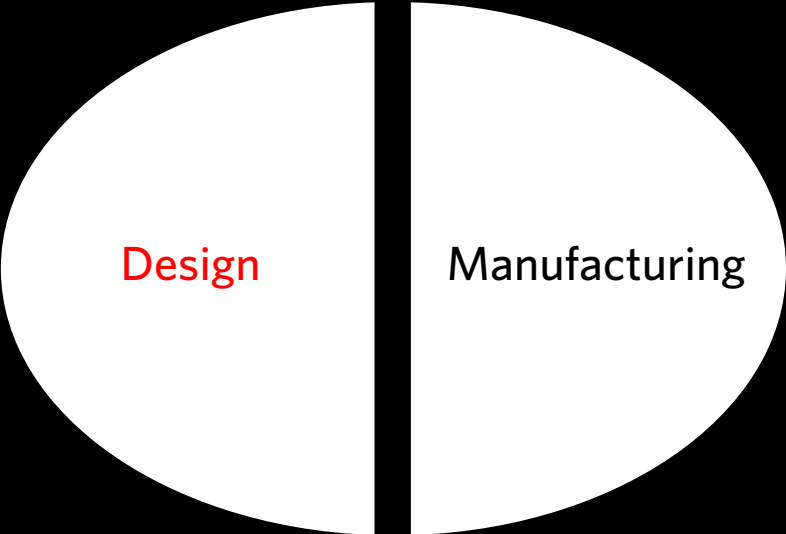
Craft Era

1800s



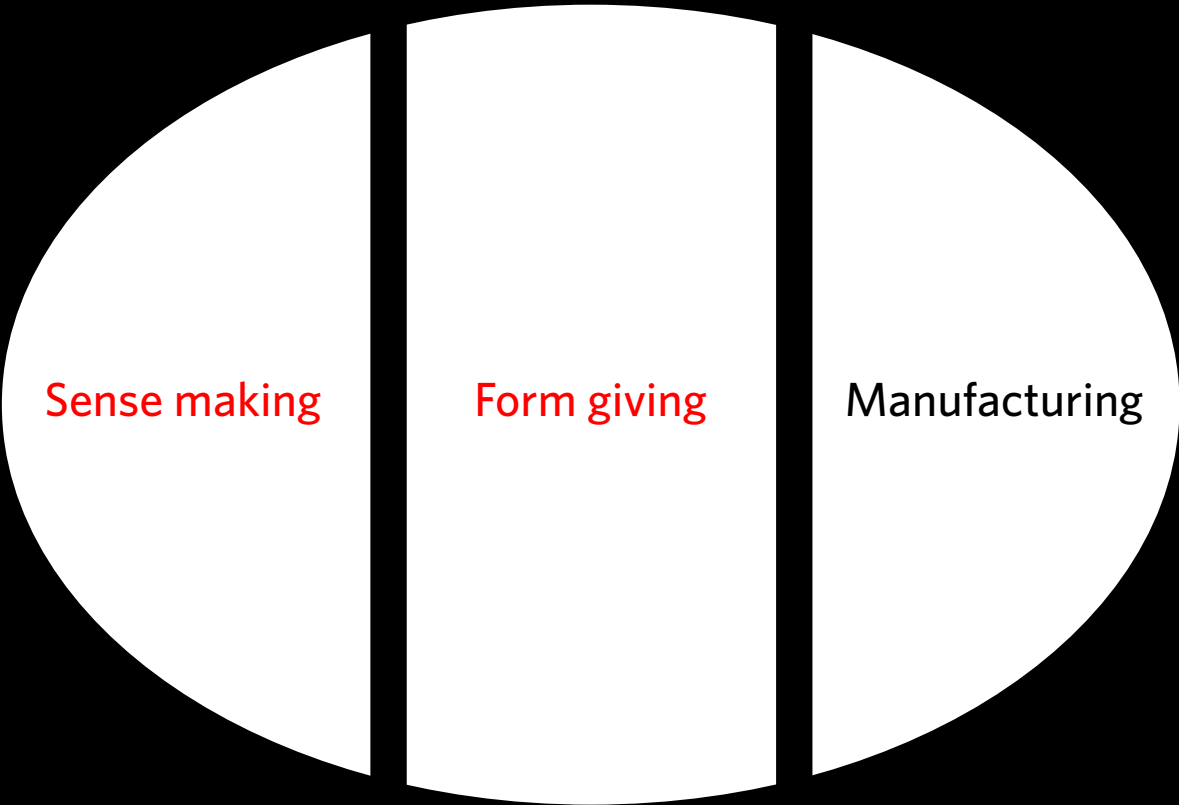
Industrial Era

1900s



Knowledge Era

2000s



Frame

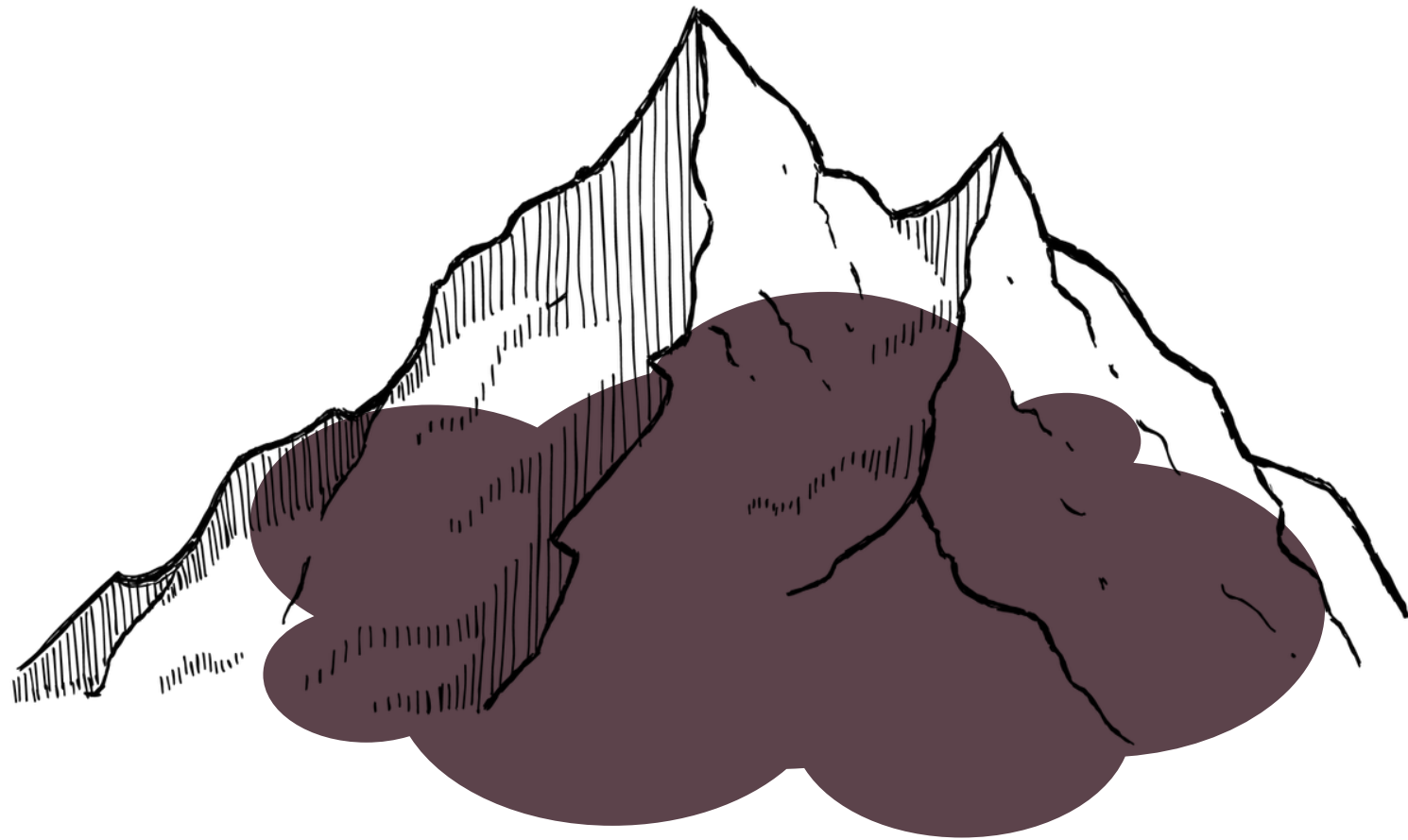
Prototype

Frame

(Think to make)

Prototype

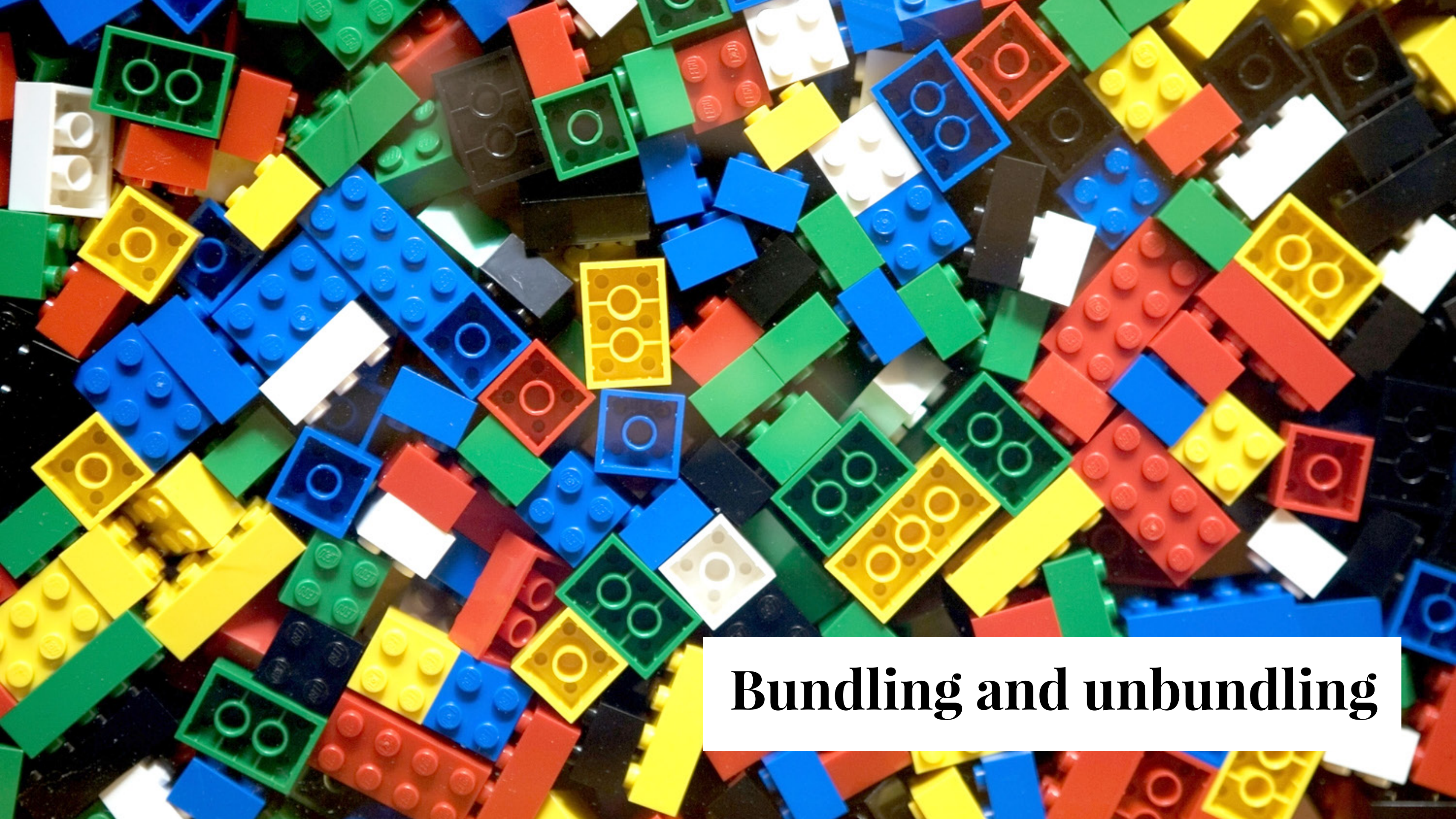
Asking the right questions



Bad



Good



Bundling and unbundling

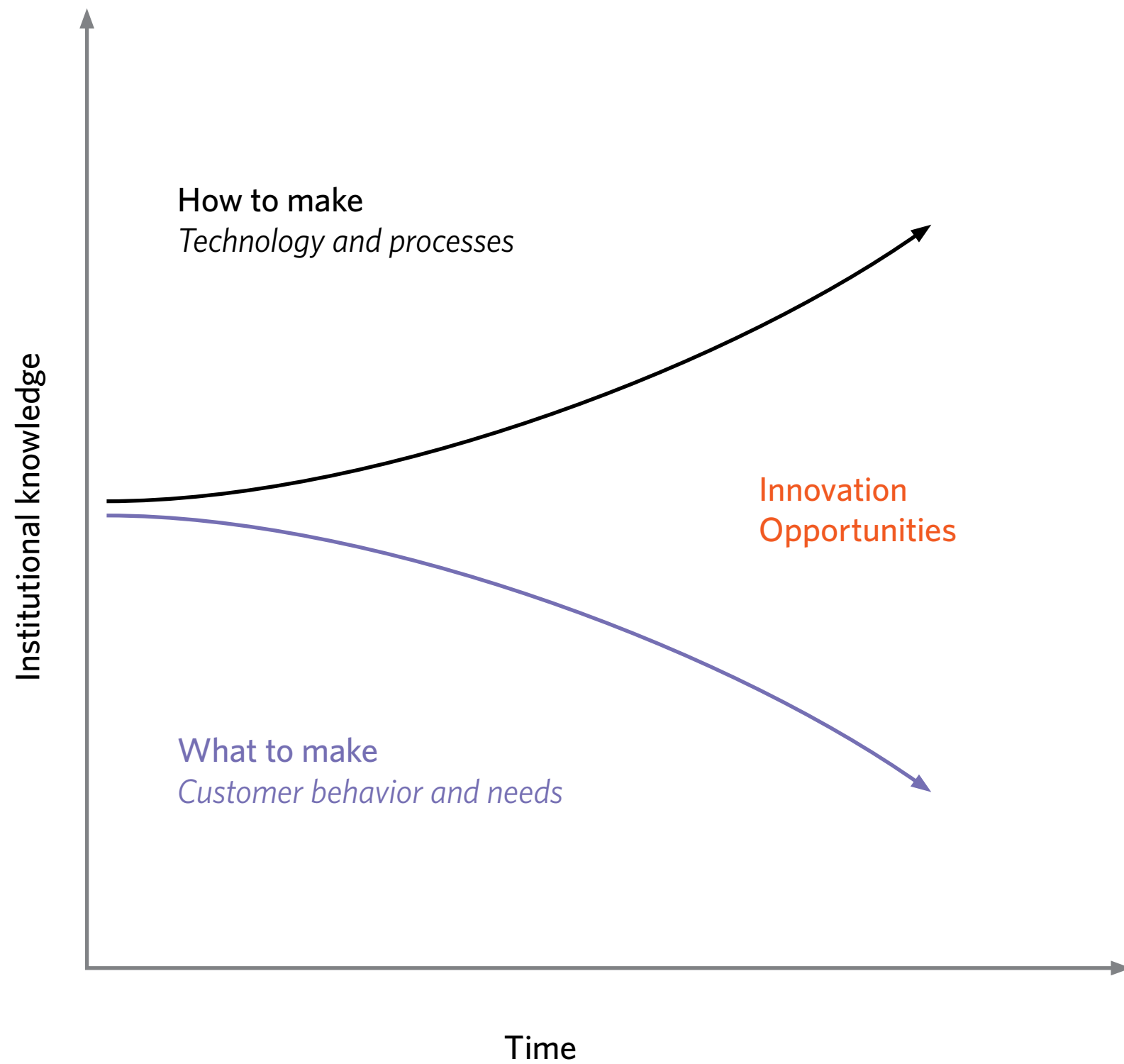
A pink, cat-like character with a black visor is looking up at a red and white warning sign that reads "DANGER KEEP OUT!". The sign is mounted on a piece of machinery with black and white diagonal hazard stripes. The character is wearing a dark grey jacket. The background shows more of the industrial machine.

DANGER
KEEP OUT!

Abstraction as a skill

Empathy

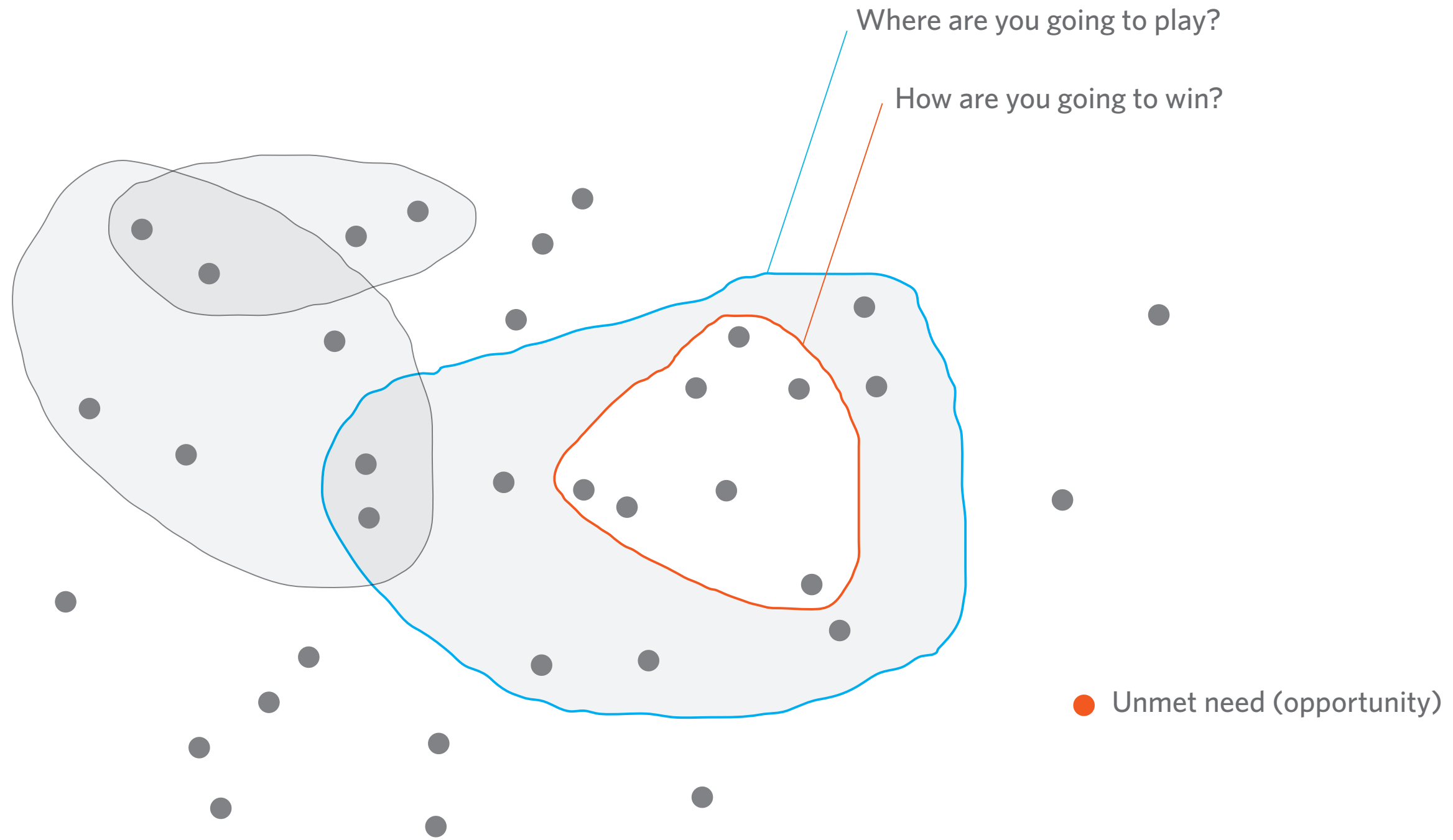




Empathy gap



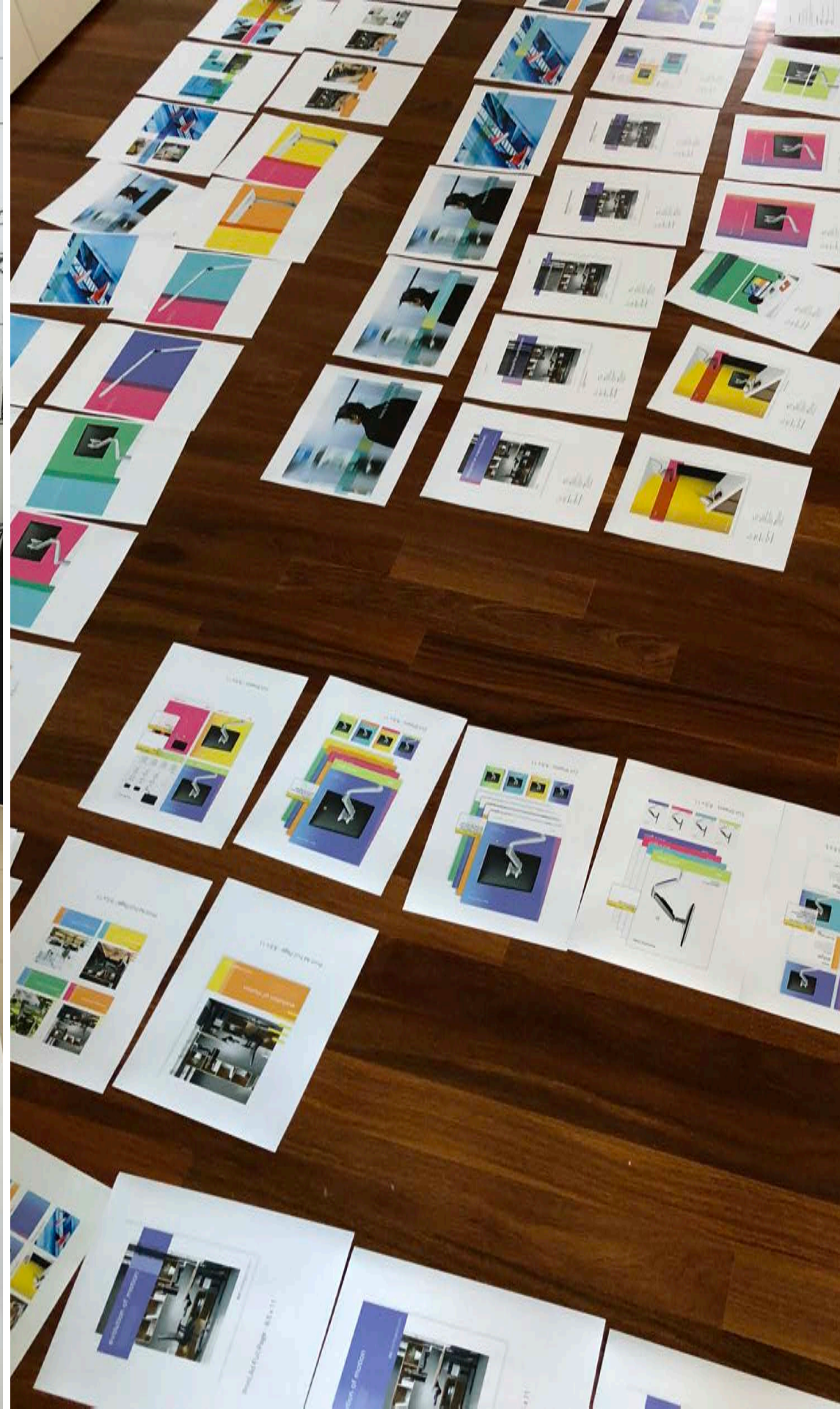
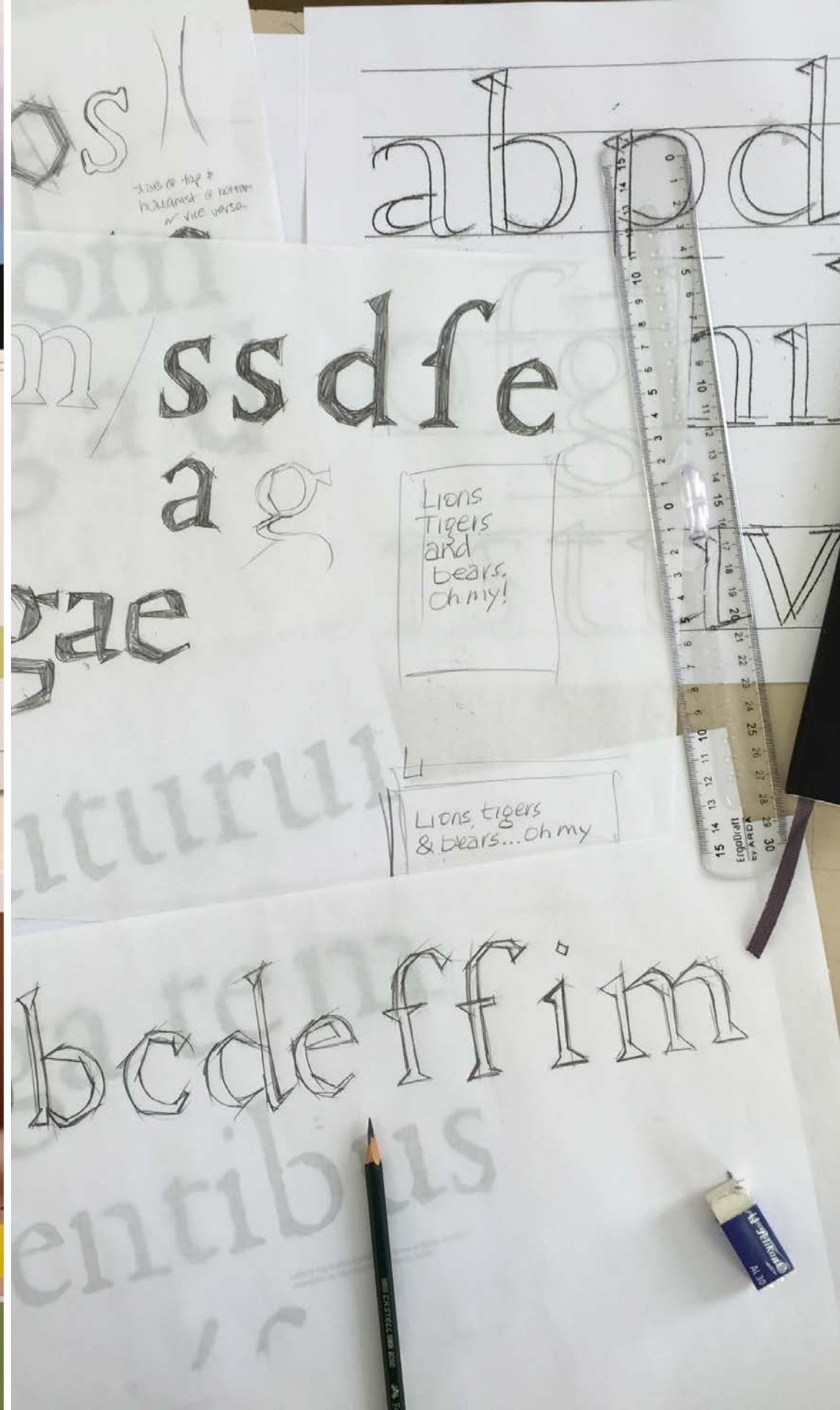
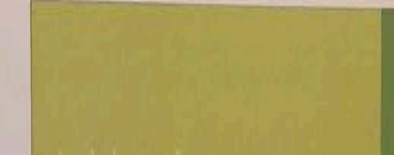
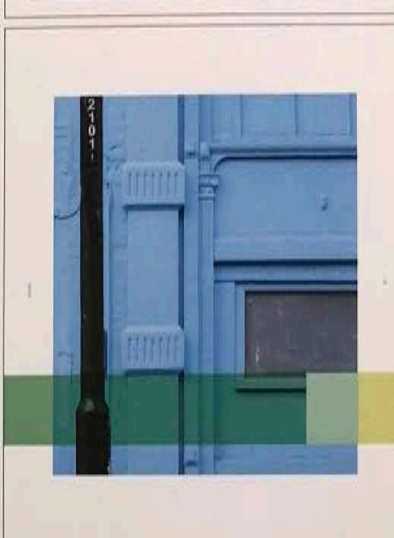
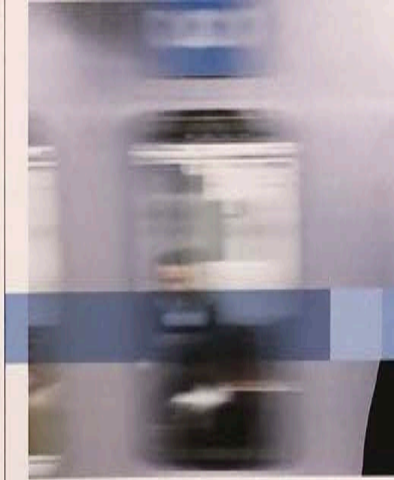
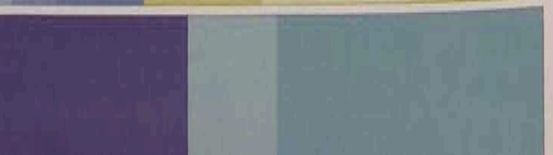
Finding new patterns



Frame

(Make to think)

Prototype

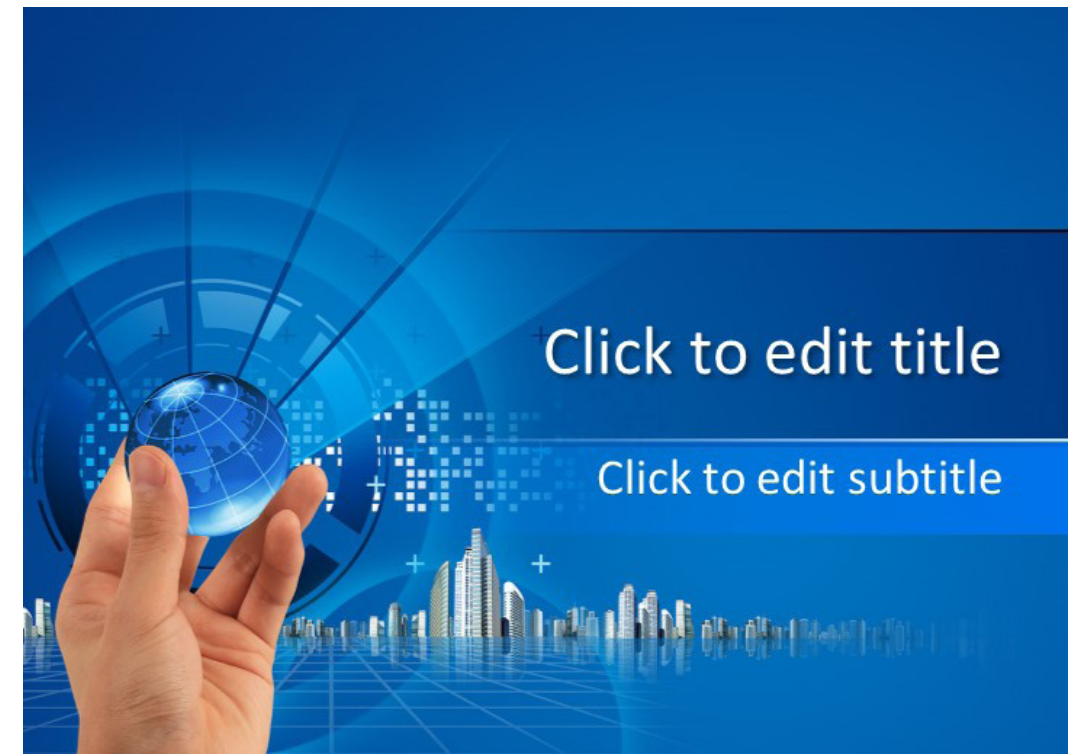


Resolution

Good idea
Rough format

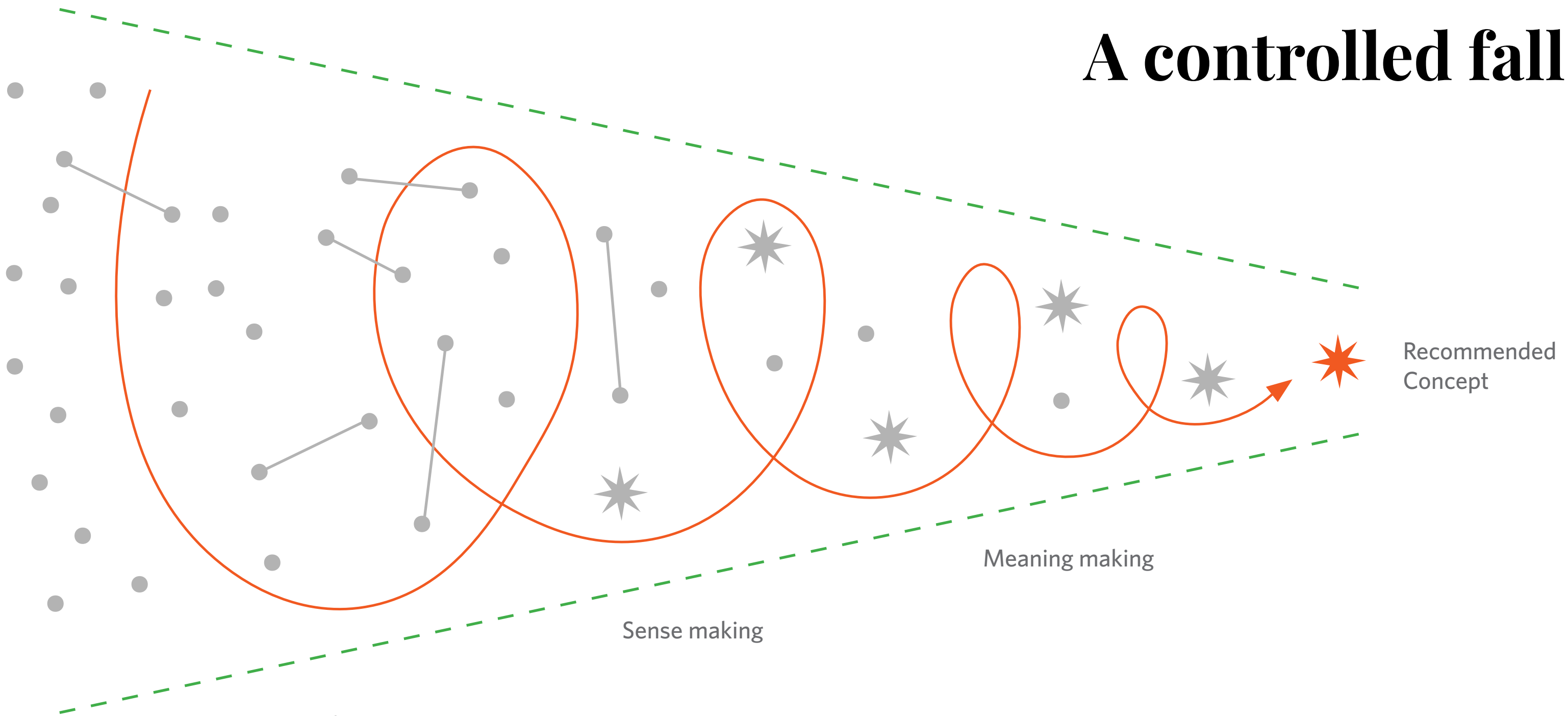


Fancy format
No idea



A controlled fall

Filters

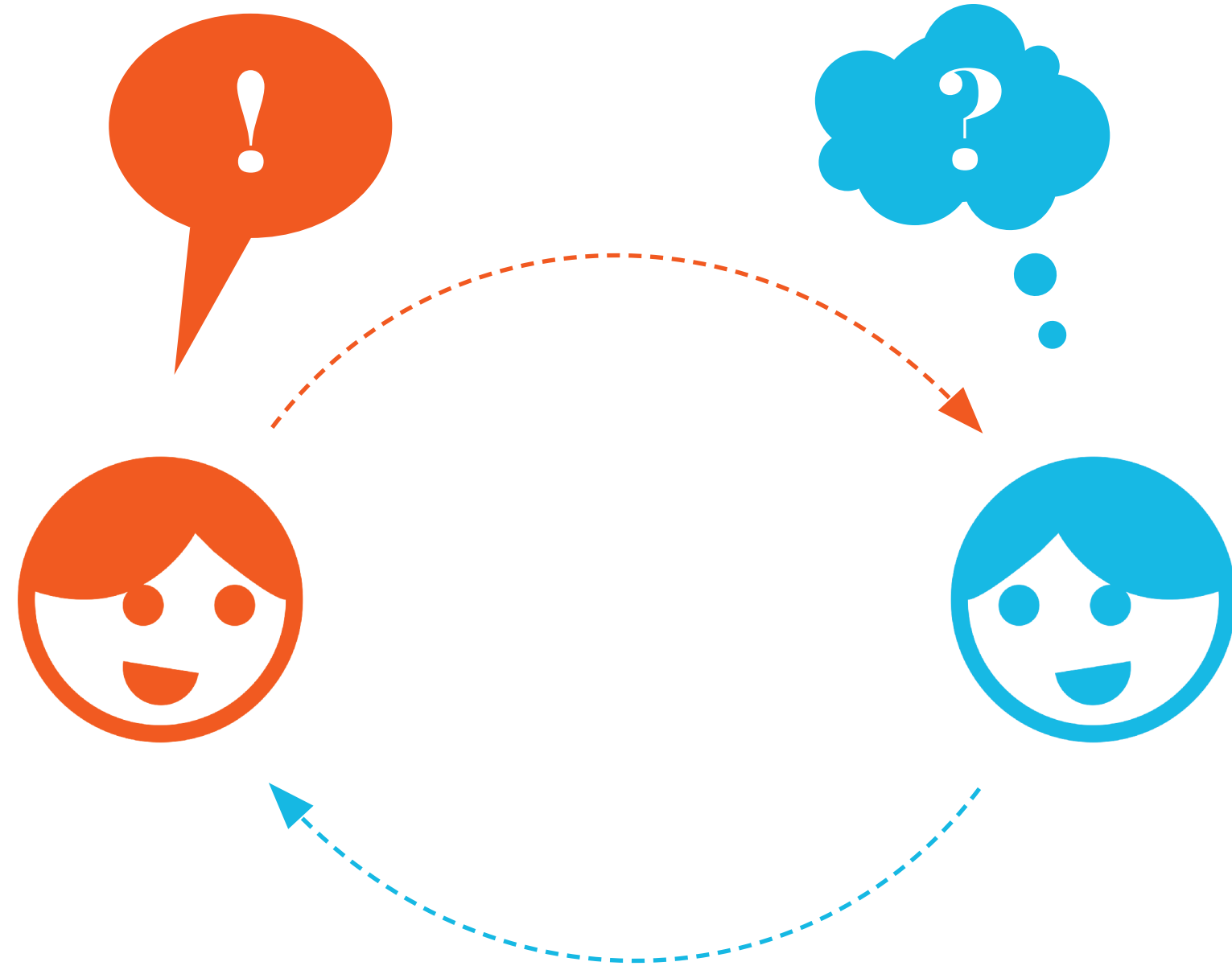


Recommended
Concept

Mess making

Sense making

Meaning making



Communication

Systems

Office Space

Apartment For Rent

25,776 cubic meters

Construction

19.8 meters

Advertisement

Bar

Coffee Shop

Entrance

Water Line

Fire Hydrant

Bike Lane

Bike Rack

No Parking

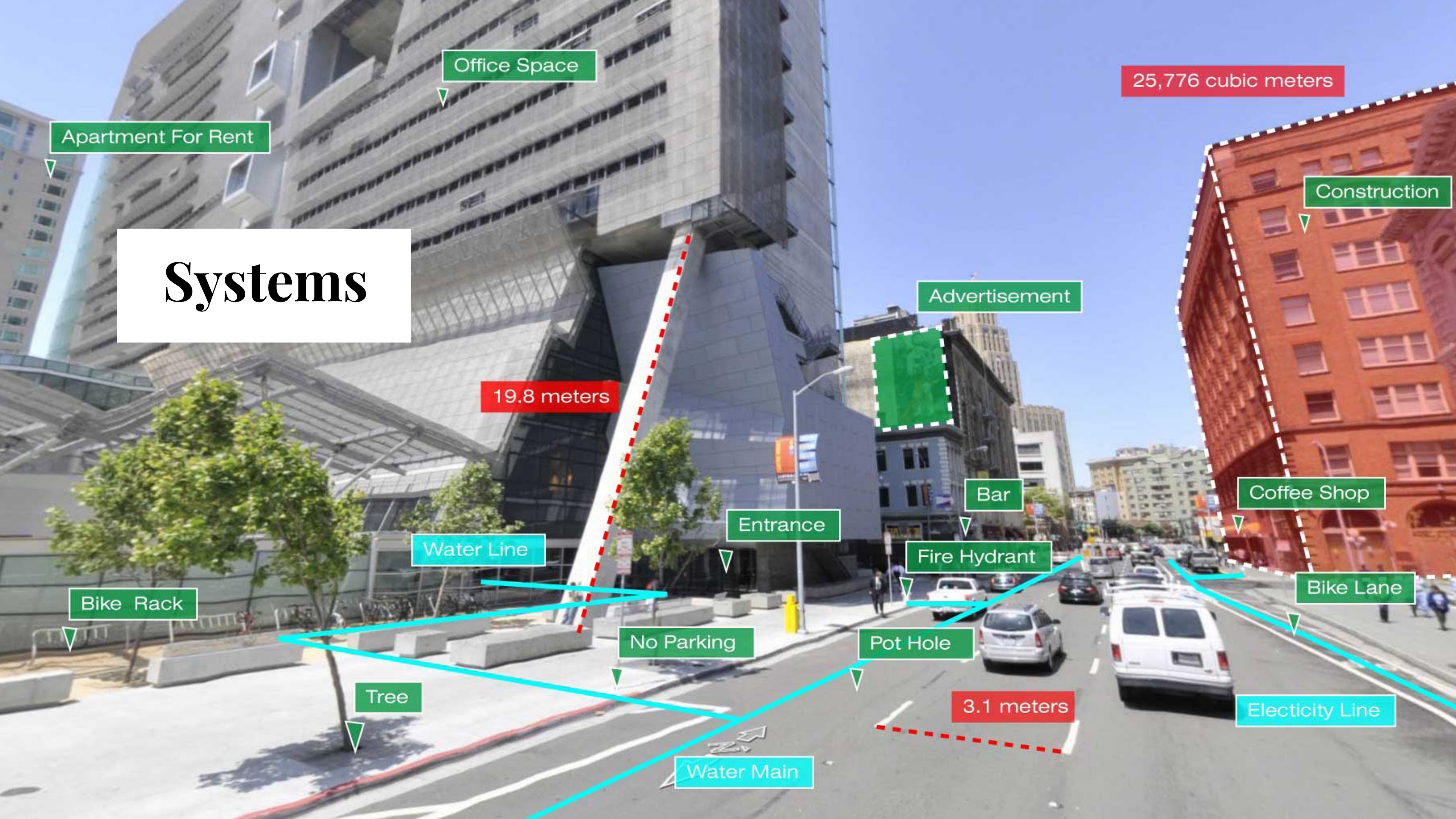
Pot Hole

3.1 meters

Electricity Line

Tree

Water Main





Making decisions

Frame

1

2

3

4

5

6

7

8

Prototype

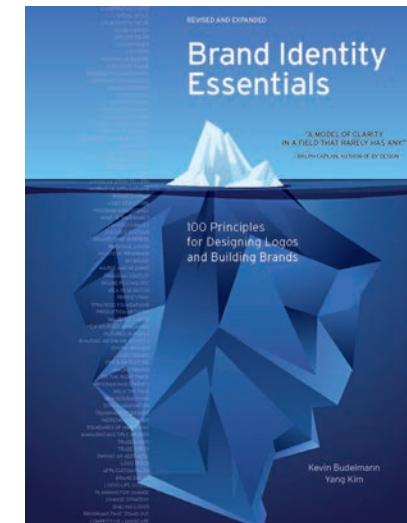
Data vs knowledge



Thank you!

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