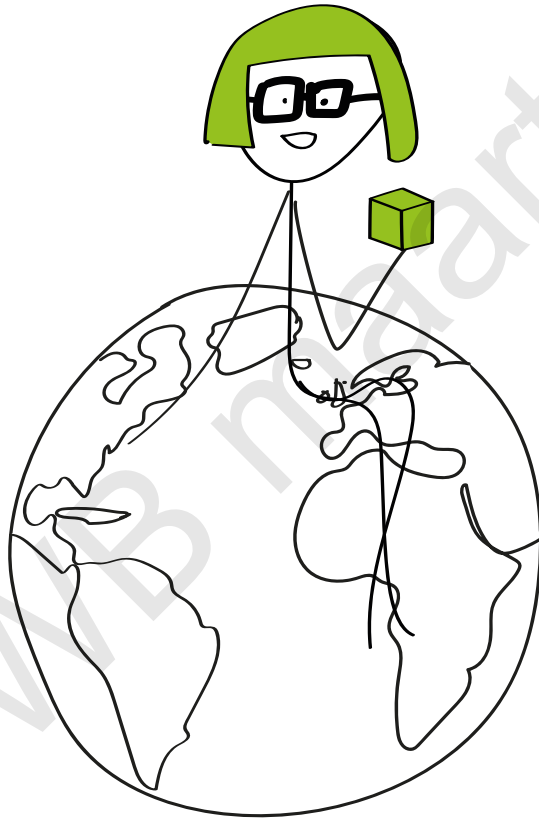


# The Secret Stories behind Social Design



For designers working on social challenges and for the  
civil servants working with designers

Willemijn Brouwer

## Your backstage pass towards social design

Social design is as hot as a jalapeño in a sauna. An increasing number of designers have ethical issues with creating more products to feed into mass consumptions. They want to create impact, not products. These designers use their design principles to work on societal challenges. But they are not creating the impact they want to create.

Social designers love plunging into the chaotic complexity of new situations. They want to understand the context and the mechanisms at work.

Ironically, social designers don't understand their own professional situation and struggle to articulate their value. "It's like, we use a Design Approach," or they say, "It's kind of like Design Thinking, you know?" But let's face it, those explanations are about as clear as mud in a foggy swamp.

Designers lost track of their roots or their bubble made them forget not everybody is like them. Besides, designers missed the social studies class on how governments work.

So, we're telling the stories that shed light on the roots of this new profession and peel back the layers of assumption. Let's reveal the secrets of social design and find out how designers working in the social domain can create impact.

Yours truly,

Willemijn Brouwer  
*Strategic Product Design Engineer*  
*Lecturer in Creativity*  
*Creativity facilitator & trainer*  
*Hobbyist philosopher*  
*Dutch world-citizen*  
*Mother, Wife, Sister, Daughter, Friend*  
*Human being (not resource, thank you)*  
*Author of this book*

## About the author



Willemijn Brouwer studied Industrial Design Engineering at Delft University of Technology, gaining expertise in technical and creative realms. She holds a Masterdegree in Strategic Product Design.

As lecturer in creativity, with a deep interest in the public domain, she inspires students to explore all facets of creativity and design in the public sector. Brouwer has over fifteen years of experience as facilitator and trainer of creative processes.

## General set up of the book

### Introduction

**Part 1:**  
**Understanding Design; getting the implicit abilities and assumption of designers above the surface.**

**Part 2: tackling noob assumptions**  
**Understanding non-designers assumptions about design.**

**Part 3:**  
**Understanding the societal part of social design: the context and traditions of governments in which social design emerged**

**OK, so now what?**

PS: I write this book with the notion: 'take serious things playfully and take playful things serious'. I'm dead playful about social design.

## Introduction

### What are we getting ourselves into?

- What is social design?
- The status quo on social design

## Part I: Stories of your design inheritance

As designer you carry the implicit backpack of the history of design in yourselves. In this part we open the backpack.

### Introduction

1. The schizophrenic character of Design
2. Industrial Product Design Engineering
3. Design principles from Service Design
4. Management versions of Design

### Conclusions

## Part II: Stories behind the beliefs you face

In Western professional settings, assumptions about design and creativity can pose challenges. In this part we address these assumptions.

### Introduction

5. Comparing Design and Creativity
6. Mythbusting Creativity
7. Mythbusting Design (Thinking)
8. The ins and outs of the Double Diamond design process

### Conclusions

## Part III: Stories of your design context

Designing for the public domain differs from designing for private companies. In this part we navigate through the characteristics of the public domain.

### Introduction

9. The historic context in which Social Design emerged
10. What makes problems wicked
11. Governmental traditions and their implications
12. Public Administration about Design

### Conclusions

## Part IV The plot of the stories

As we unfold the stories of the 'Social' and 'Design' parts, we can put them together. In part four we synthesize the first three parts.

13. Comparing designing in a company with designing in a government
14. Potential value of social designers

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## 1. The schizophrenic character of design

### Introduction

- Etymology of Design
- The artificial nature of design
- Analytical and Synthetic
- The discipline of Interdisciplinarity
- Ars vs. Techne

### Conclusion

## 2. Industrial Product Design Engineering

### Introduction

- How Industrial Product Design Engineering emerged as profession
- The role of the consumer in Industrial Product Design Engineering
- Balancing the stakes
- The distinctive role of the tangible product
- How Design became the equivalent of Industrial Product Design Engineering.

### Conclusions

## 3. Design principles from Service design

### Introduction

- How Service Design emerged as 2.0 design profession
- The shift from hands to head and heart
- Service Design creates a new form of Interaction
- Methods emerging from Service Design
- The consequences of tangibility loss for Design abilities

### Conclusions

## 4. Management versions of Design

### Introduction

- Strategic Product Design: client, customer, user, buyer, consumer
- The strategic position of designers in companies
- The emergence of the business/management views on design
- Design as part of management theory
- Design as approach to organizational change

### Conclusions

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6. Mythbusting creativity
7. Mythbusting Design Thinking
8. The ins and outs of the Double Diamond design process

### Conclusions

## 5. Comparing Design and Creativity

### Introduction

- Your bag is sooooo Design!
- Creativity is not professional
- Creativity is for idea generation in the design process
- Design is a specific form of creativity
- Design is Creativity

### Conclusions

## 6. Mythbusting Creativity

### Introduction

- From the Genius to the toddler
- The real deal about brainstorming
- The real deal about outside the box thinking
- 3 principles behind all creativity techniques
- What is needed for creative input and output

### Conclusions

## 7. Mythbusting Design (Thinking)

### Introduction

- Design Thinking is not a 5 steps process
- Calling Design Thinking a process is wrong in essence
- Design thinking as abductive reasoning
- Design Thinking as Reframing
- Design Thinking vs Design Doing

### Conclusions

## 8. The ins & outs of the Double Diamond

### Introduction

- The foundation of the UK Design Council & the DD
- Revealing the 100 year old history behind the Double Diamond
- Revealing the history of the diamond shape
- The diamond 2.0 from the UK Design Council
- What diamond 3.0 should contain

### Conclusions

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### Conclusions

## 9. The historic context in which social design emerged

### Introduction

- When WOII ended and USA flourished & money became a commodity
- When Thatcher & Reagan came to power
- When Public Services became money making businesses
- When technology made us inflexible
- When banks became too big to fail

### Conclusions

## 10. Wicked problems

### Introduction

- What are wicked problems
- How two urban planners change the course of design research
- Design and Wicked Problems
- Design principles evolving from wicked problems
- About complexity, transitions and systems

### Conclusions

## 11. Governmental traditions and their implications (focus on NL)

### Introduction

- Basics of democracy as a system
- Characteristics of the bureaucratic/constitutional tradition
- Characteristics of the discretionary tradition (NPM)
- Characteristics of the collaborative tradition
- Power at play

### Conclusions

## 12. Public administration about design

### Introduction

- The rational approach in public administration
- Three views on design by public administration
- Six views on creativity by public administration
- Policy design vs design for policy
- ?

### Conclusions

## Part IV The plot of the stories

As we unfold the stories of the 'Social' and 'Design' parts, we can put them together. In part four we synthesize the first three parts.

[Under construction]

### 13. Comparing designing in a company with designing in a government

- Different reason for being
- Different client characteristics
- Different users characteristics
- The difference between a consumer and a civilian
- The difference in value chains
- Differences in measure of succes
- The difference between starting and changing
- The difference in being the designer and being part of the design

### 14. Potential value of social designers

- Everybody is a designer: What makes you special?
- 4 roles of social designers and remember where they come from.
- Other types of social designers (5 types)
- Job positions of social designers (beyond the project and consultancy)
- What do you design (productsolution vs systems resolution interventions, short vs longrun)?
- What is your content knowledge?
- What are the futures for social designers?