

# Introduction

The articles in this issue are bound by our sense of editorial and intellectual plurality. Not the plurality of inflections within a given orthodoxy but the questions raised, or sparks that may fly, when intellectual worlds collide and rub shoulders. Through such encounters, we hope that unimagined possibilities that help to solve seemingly intractable social dilemmas or envision new futures may emerge.

In “The Intersection of Place and Game Design: The Case of Two Classic African Board Games,” Rebecca Bayeck and Joseph Bayeck seek to reinvest contemporary notions of gaming with a more traditional sense that board games can shape both the learning process and what is learned. Through examples of ancient African board games Bayeck explains how their designers engaged with humanistic themes and values—and how, through ways of knowing that were location-specific, they interacted with the experiences and perceptions of the game players.

Ozge Merzali Celikoglu and Klaus Krippendorff continue with an exploration of the relationships between ethnography and design. In “Ethnographies of Unimagined Possibilities: Toward a Conversational Paradigm for Human-Centered Design Research,” they challenge anthropology’s noninterventionist approach along with design’s focus on product. Based on the principle that human aspirations and imaginings are best communicated through narratives they illuminate the centrality of conversation. Whereas ethnography tends to stay with its own version of empiricism, Celikoglu and Krippendorff’s proposed ethnography of unimagined possibilities does not dismiss attention to how people live at present but explores how they could possibly live and what could propel them to live different, currently unimagined, futures.

It is regularly claimed that design has the capacity to respond to the grand social challenges of our age. In “Design and Making Things Better: Relating the Pragmatism of John Dewey and Richard McKeown in Design Inquiry,” Brian Dixon and Patrycja Kaszynska compare Dewey’s pragmatic vision for social inquiry with Mckeon’s view that all problems, social or otherwise, are ultimately problems of communication. In this respect they consider the challenges of engaging with publics shaped by social pluralism and how, by exchanging opposing perspectives, each can be persuaded of a position’s intrinsic value. Attention is given to Dewey’s special vision for social inquiry and its evaluative aspects,

alongside his underexplored concept of meliorism (which refers to the commitment to making things better). The authors also address McKeon's distinct approach to communication and plurality.

Referencing Mary Douglas's classic work on pollution and taboos (in which "waste" is famously described as matter out of place), Jeong Hye Kim looks at ways in which modern design has played a role in separating the appropriate from the inappropriate—so relegating some things to the conceptual realm of "waste." In his article "Value Deactivated: Waste as an Act of Sweeping" Kim considers "waste" as things existing in a state of latent [re]usability—so presenting opportunities to move beyond a binary understanding of things as either having value or being valuelessness. Kim then looks at ancient Korean and Mayan conceptualizations of "waste" as created by the ritual acts of sweeping stuff away.

In "Breaching-through-Service: Accounting and Shaping Social Order with Service Design," Yiyi Wu and Karthikeya Acharya propose a novel approach that combines the micro-sociological methods of ethnomethodology with field-based design experimentation. Through this approach they provide an operational and analytical framework for researchers to breach a social situation, which entails designing and delivering a service by taking account of what occurs in that context and then responding to the subsequent interactions. This enables inquiry and service delivery to work simultaneously and advances the investigative and transformational capacity of service design.

In "Revisiting Metaphor as an Analytical Tool for Design Research," Elif Sen Himaki, Ozge Merzali Celikoglu, and Klaus Krippendorff discuss the advantages and challenges of adopting metaphor analysis as a method for design research. They also provide recommendations for designers seeking to instrumentalize metaphors in their design processes. The authors envision that metaphor analysis can serve particularly well in cases where designers may deal with target groups that constitute a community—sharing common characteristics, conditions, interests, backgrounds, and/or purposes, along with shared narratives and a common language. They conclude that Metaphor analysis can offer designers a versatile approach to empathetically engage with diverse communities to foster meaningful design interventions.

Cal Swann's colorful career at the heart of graphic design education and practice has spanned fifty decades, two continents (at least), and several affairs of the heart. In his account of this odyssey, *The Book of Cal's*, Swann observes that "most art history books tell us about the heroes ... the big narrative from up high... but mine," he says, "is a curate's egg that might be good in parts" but will hopefully carve out a place "for the average bloke to be recorded along the way." In his review of Swann's book, Bruce

Brown observes that it was written by someone who was there—someone in the middle of profound technological changes that were reshaping human communication and how we educated ourselves, along with the purposes of arts schools and political pressures to change their management.

By asking ourselves, says Dori Tunstall, “Who are the indigenous peoples of [our] lands?” we are taking the first steps to decolonizing design. In his review of Tunstall’s book, *Decolonizing Design: A Cultural Justice Guidebook*, Ricardo Lopez-Leon observes that Tunstall presents different conceptual frameworks that may help readers more deeply understand her reflections on the processes of colonization. She also highlights two myths that have come to underpin design—first, that a better life can be achieved through technology, and second, that abandoning ethnic roots and cultural differences will enable humanity to coexist in a better society. Tunstall proposes several strategies to increase the percentage of diversity, equity, and inclusiveness in organizations that aim for real culture change.

In his review of *The Disobedience of Design* by Gui Bonsiepe, Fernando Secomandi offers a balanced perspective on this remarkable collection of works on Bonsiepe’s lifelong contribution to the field of design. Bonsiepe’s ideas have remained poorly discussed in many anglophone academic circles but, as Secomandi suggests, this publication may make it inexcusable for any researchers not to cite or forget to cite Bonsiepe. The book’s four sections are titled, “Thinking Design,” “Design in the ‘Periphery,’” “Design, Visuality, Cognition,” and “Design and Development/Projects.” One leitmotif is Bonsiepe’s cautions against the romanticization of poverty and the alienation of workers. For the unresolved question of how the periphery should develop autonomously through design, he favors “European Modernism” in contrast to “American Consumerism” and “Appropriate Technology.”

In her review of Dietmar Offenhuber’s *Autographic Design: The Matter of Data in a Self-Inscribing World*, Tania Allen observes that it offers a relevant and novel approach to thinking about how we understand, interact with, and ultimately communicate the significance of data-driven phenomena. As Offenhuber defines it, autographic design is broken down into two parts—*auto*, as both the self and automatic, and *graphic*, as in visual display. His premise, that data is material and, as such, should be treated materially and understood in a material context, is what distinguishes autographic design.

In recent months the Mexican 3<sup>rd</sup> edition of *Design Issues* has been published as was a recent Chinese edition. Changes to the editorship of *Design Issues* are also underway. Over the last eight years, Ramia Mazé has made important contributions to the work of *Design Issues*—helping to maintain rigorous standards of reviewing

and seeking out original contributions. Just as all our submitting authors have benefitted from Ramia's expertise so are we thankful for her commitment to our editorial work. Accordingly, a public announcement has now been made for the recruitment of a new *Design Issues* co-editor.

Bruce Brown

Richard Buchanan

Carl DiSalvo

Kipum Lee

Teal Triggs

Xin Xiangyang