



Umeå University

Vågar vi tänka innovativt?

Om att utveckla universitetsutbildning med hjälp av design

Anna Valtonen

Rektor, Professor

Designhögskolan, Umeå Universitet

18.10.2012

Moi!

여보세요!

Ciao!

Здравствуйт

Chau!

Hi!

صباح الخير

Bok!

Salut

שלום!

你好!

こんにちは

Hej!

はよう ございます

Salam!

Merhaba!

Γειά σου!

नमस्

¡Hola!

Selamat datang!

Hallo!

Hei!





The McGraw-Hill Companies

BusinessWeek

OCTOBER 9, 2006

www.businessweek.com

BEST
D-SCHOOLS
FOR CREATIVE TALENT

The Top European & Asian Design Programs

NAME	PLACE
Bocconi University	Milan
Central Saint Martins College of Art & Design	London
Delft University of Technology Design Institute	Delft, The Netherlands
Design Academy Eindhoven	Eindhoven, The Netherlands
Domus Academy	Milan
FH Joanneum University of Applied Sciences	Graz, Austria
HKU Utrecht School of the Arts	Utrecht, The Netherlands
Hongik University School of Design	Seoul
Hong Kong Polytechnic	Hong Kong
Hunan University School of Design	Changsha, Hunan Province, China
Indian Institute of Technology Industrial Design Center	Bombay
International Design Business Mgmt. Program (IDBM)	Helsinki
Köln International School of Design	Cologne, Germany
Korea Advanced Inst. of Science & Technology (KAIST)	Daejeon, Korea
Kyoto Institute of Technology	Kyoto, Japan
National Institute of Design	Ahmedabad, India
Northumbria University Design School	Newcastle, England
Polytechnic University of Milan Design School	Milan
Royal College of Art	London
Tama Art University	Tokyo
Tongji University School of Design	Shanghai
Tsinghua University Academy of Arts & Design	Beijing
UMEA Institute of Design	Umea, Sweden
University of Art & Design Lausanne	Lausanne, Switzerland
University of Oxford Said School of Business	Oxford, England
Zollverein School of Management & Design	Essen, Germany

International: 1



reddot design award

10

(2009-2012)

UIDs present ranking:

2011: **2nd** (A&E)

2



INTERNATIONAL DESIGN EXCELLENCE AWARDS

9

(2009-2012)
2nd most wins 2012

2012: **3rd** (Ww)

3



concept award

9

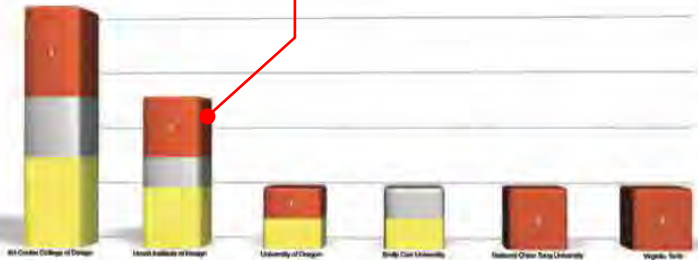
(2007-2012)
11 UID wins in total

2012: **4th** (Ww)

Institution - Americas & Europe

Rank	Institution
1	ENSCI - Les Ateliers
2	Umeå Institute of Design Umeå University
3	Schwäbisch Gmünd University of Applied Sciences
4	Pratt Institute
5	Folkwang University of the Arts
6	Berlin Weissensee School of Art
6	Central Saint Martins College of Art & Design
8	The Oslo School of Architecture and Design
8	Bournemouth University
8	Academy of Art University
11	Hannover University of Applied Sciences
12	Parsons The New School for Design
13	Muthesius Academy of Fine Arts and Design
13	Middle East Technical University (METU)
13	California College of the Arts

Top Winning Schools in 2012



Awards Won: Gold Silver Bronze

Top Winning Schools Over Last 5 Years

Schools	2008-2011	2012	Total Wins
Art Center College of Design	22	8	30
Samsung Design Membership / SADI (Korea)	19	0	19
Umeå Institute of Design	4	5	9
Royal College of Art (United Kingdom)	7	0	7
College of Creative Studies	6	0	6
Seoul National University (Korea)	5	0	5
Auburn University	5	0	5
Purdue	4	1	5
Hong-ik University	3	0	3

Version 2012

Display 25 entries

	Country
Technology	Taiwan
	Korea, South
	China
	Taiwan
	Korea, South
	Sweden
	Germany
Gmünd	Germany
	Korea, South
Uxi	China
	Korea, South
	United Kingdom
	Taiwan
	Germany

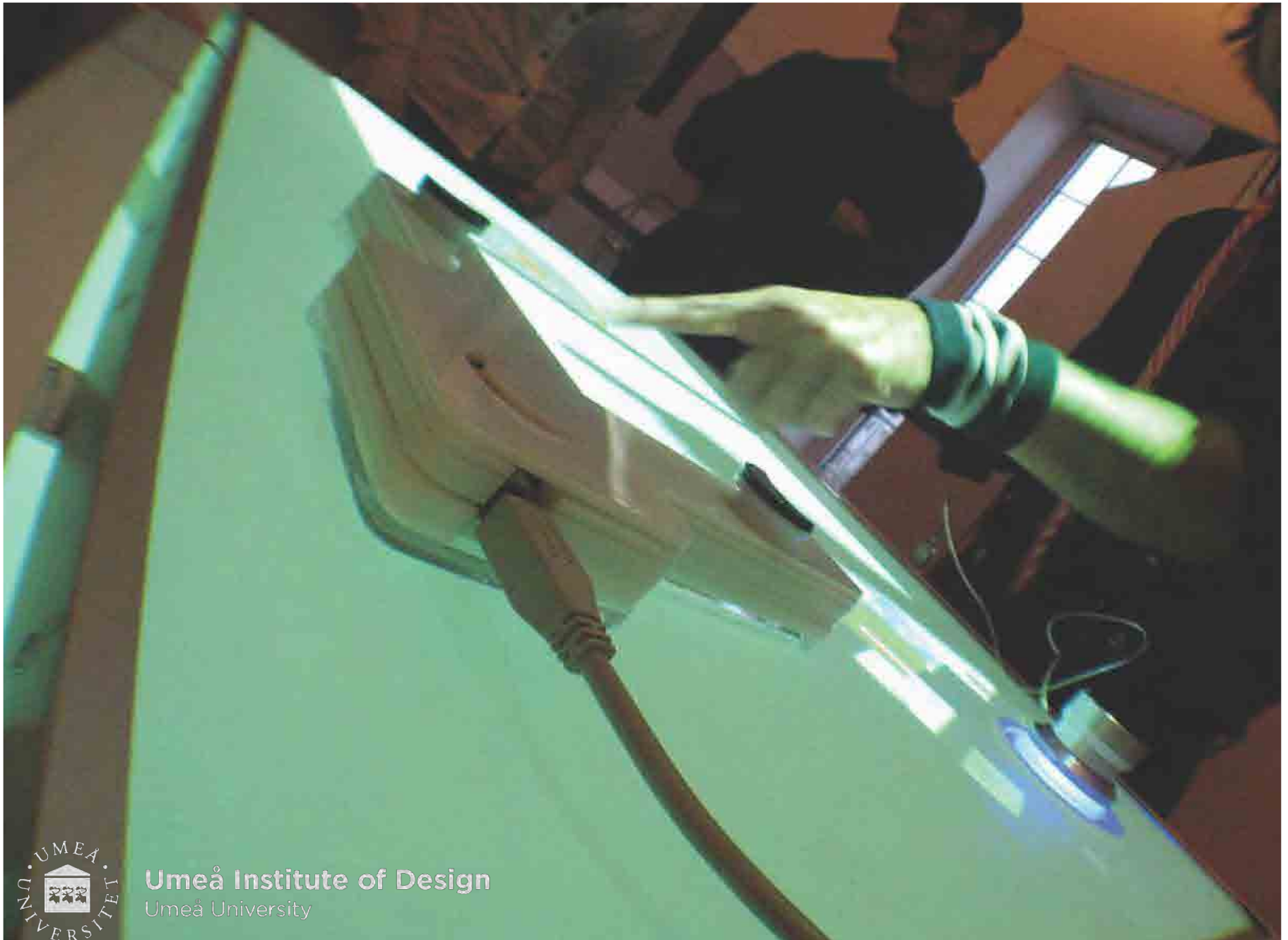


Umeå Institute of Design
Umeå University

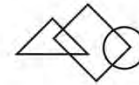
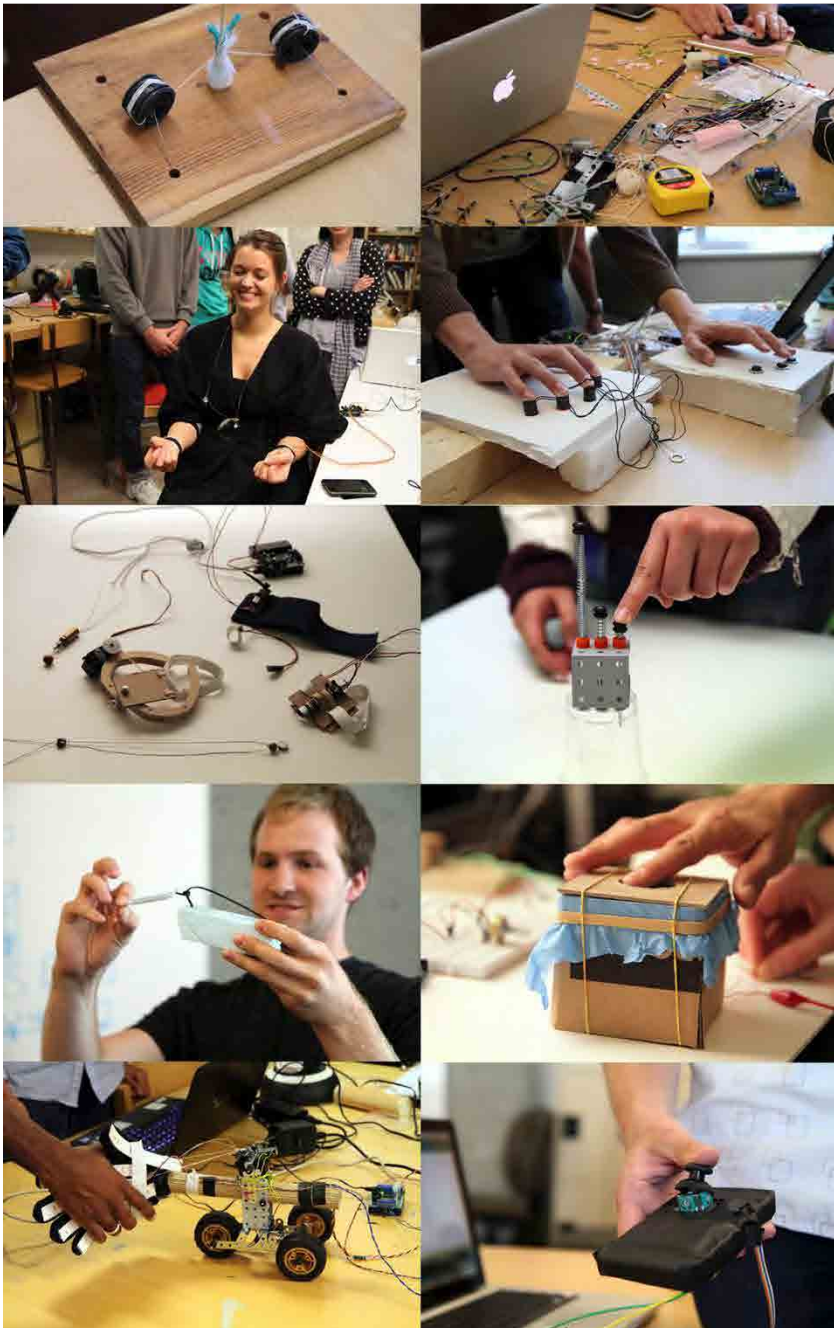


Umeå Institute of Design
Umeå University





Umeå Institute of Design
Umeå University



Simple Haptics

SKETCHING PERSPECTIVES FOR THE DESIGN OF HAPTIC INTERACTIONS

CAMILLE MOUSSETTE



Umeå Institute of Design
Umeå University

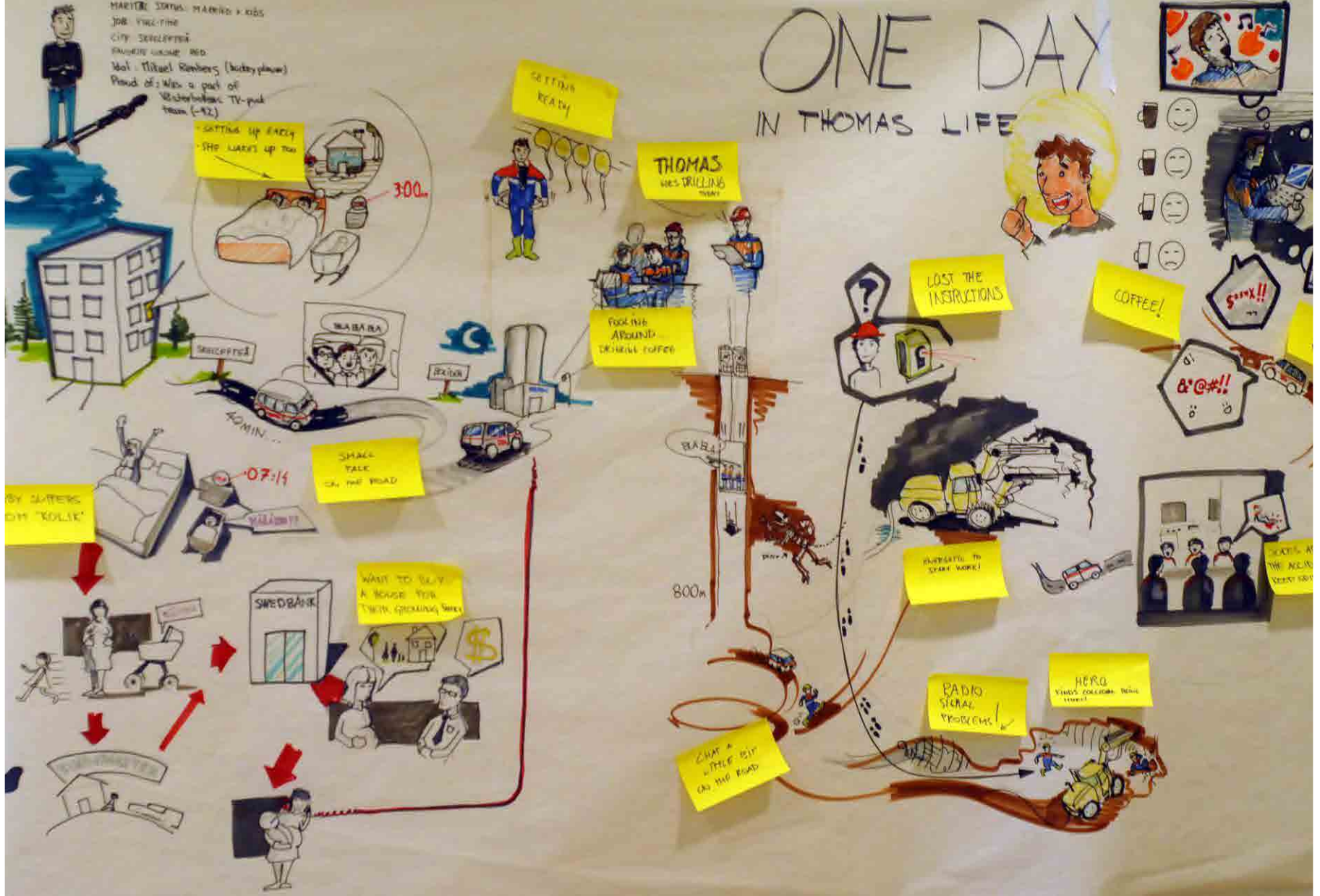


Umeå Institute of Design
Umeå University



THOMAS
 AGE: 34
 MARITAL STATUS: MARRIED + KIDS
 JOB: FULL-TIME
 CITY: SEPELLÄMMÄ
 FAVORITE MUSIC: R&B
 Idol: Michael Rombert (basketball player)
 Proud of: Also a part of
 Waterbury TV-pool
 team (-92)

ONE DAY IN THOMAS LIFE



SEARCHING
 THE NEWS
 EVERY DAY

CHAT A
 WHILE BIT
 ON THE ROAD

RADIO
 SIGNAL
 PROBLEMS!

HERO
 VIDEO COLLECTION BEING
 SHOWN!

PREPARED TO
 START WORK!

FOOTING
 AROUND
 DRINKING COFFEE

GETTING
 READY

THOMAS
 HAS DRILLING
 TODAY

GETTING UP EARLY
 SHE WAKES UP TOO

SMALL TALK
 ON THE ROAD

WANT TO BUY
 A HOUSE FOR
 MY FUTURE CHILDREN

BY LATELY
 ON 'KOLIK'

RECEIVED



STATION

ADMIN...

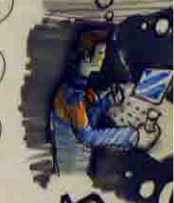
07:14

VALMISTO

BABA

800m

POSTOFFICE



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SEARCHING
 THE NEWS
 EVERY DAY



reddot design award
communication design 2010





Umeå Institute of Design
Umeå University



Umeå Institute of Design
Umeå University

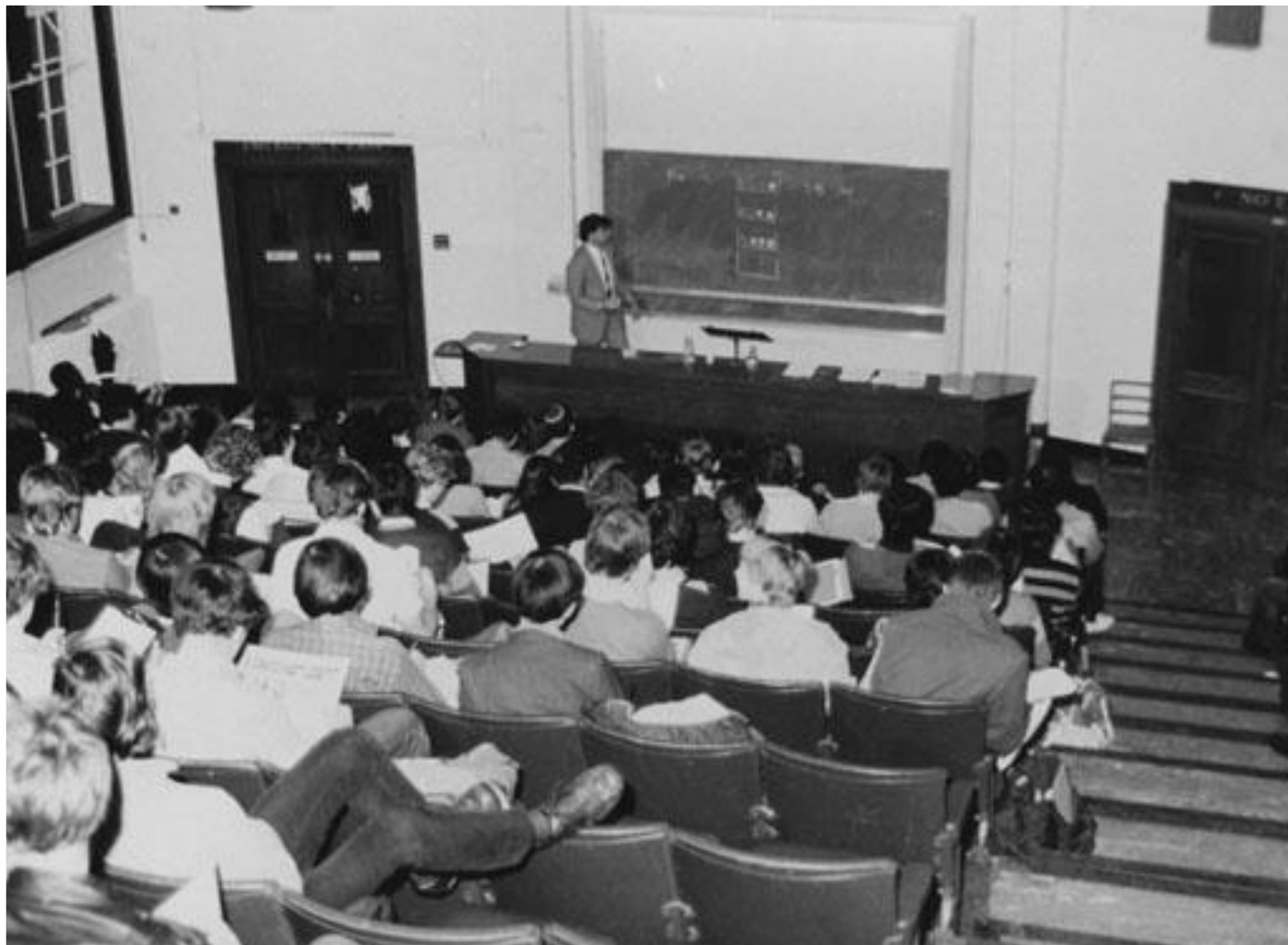


Students' **home countries**
Fall 2012





Umeå Institute of Design
Umeå University



WHAT I WANT TO DEVELOP AS A PERSON

GET EVALUATING SKILLS
METHODS

GET UNDERSTANDING OF GROUP
DYNAMICS

GET STAY OPEN Minded. CREATE
MORE FREELY

HOW TO GET INTO MY
STRETCH ZONE
FIND OUT WHAT MY STRETCH ZONE
IS. (FEEL IT)

ERIC



Prototyping the Future



TAKE OFF YOUR SHOES!

ARCHITECTURE
 FINE ARTS
 CURATORSHIP
 TV/LAB
 TRANSPORTATION +
 PRODUCT DESIGN +
 IxD +
 CRADLE 2 CRADLE
 "NEW" MATERIALS
 INFO GRAPHICS

- free lance negotiator entrepreneurship ^{Mike}
- porcelain slip cast (art)
- carbon fibre & materials
- grasshopper / Rh
- life cycle analysis
- motion design
- custom painting/air
- graphic design / screen
- design direction/dm w/ teams, hire etc.
- 3d modelling in natural mat.
- stone sculpture
- drawing comics
- light & shadow sculpture

Full offering of courses announced

Final selection of courses

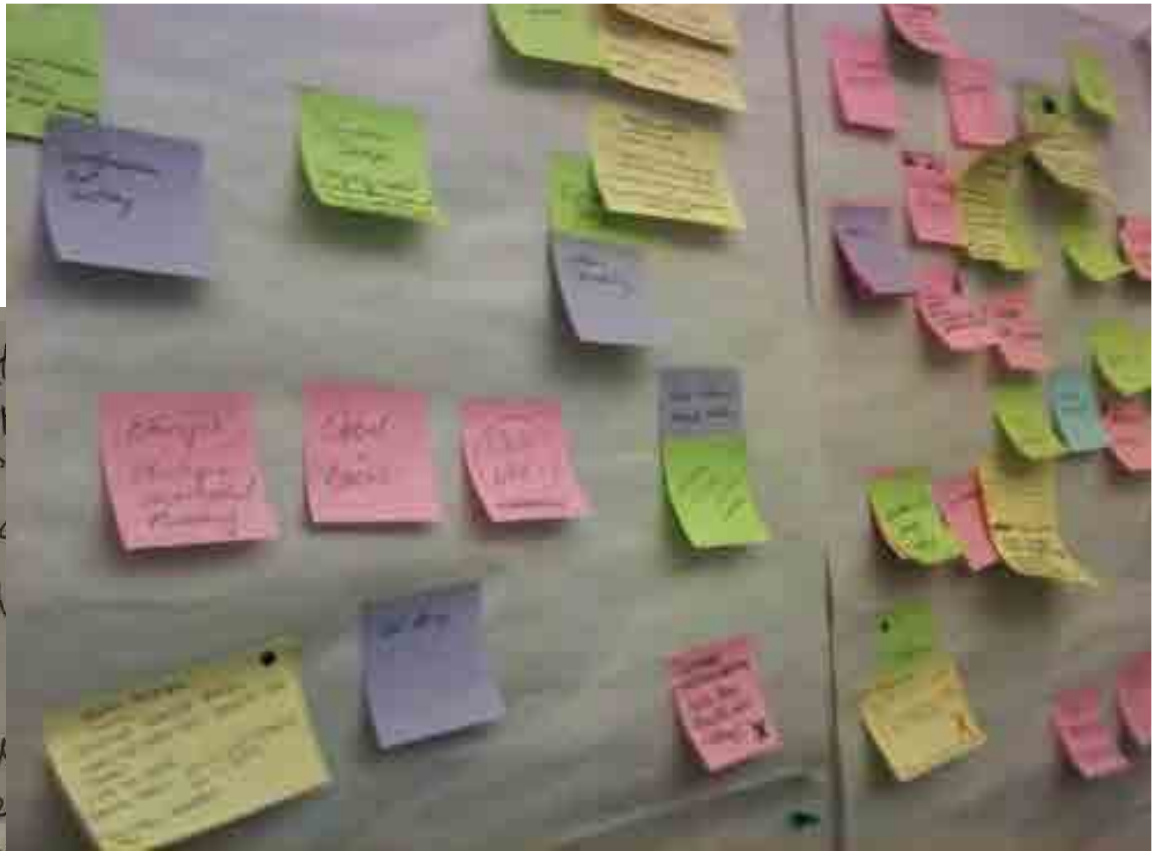
Course wish-list done

Nov

Dec

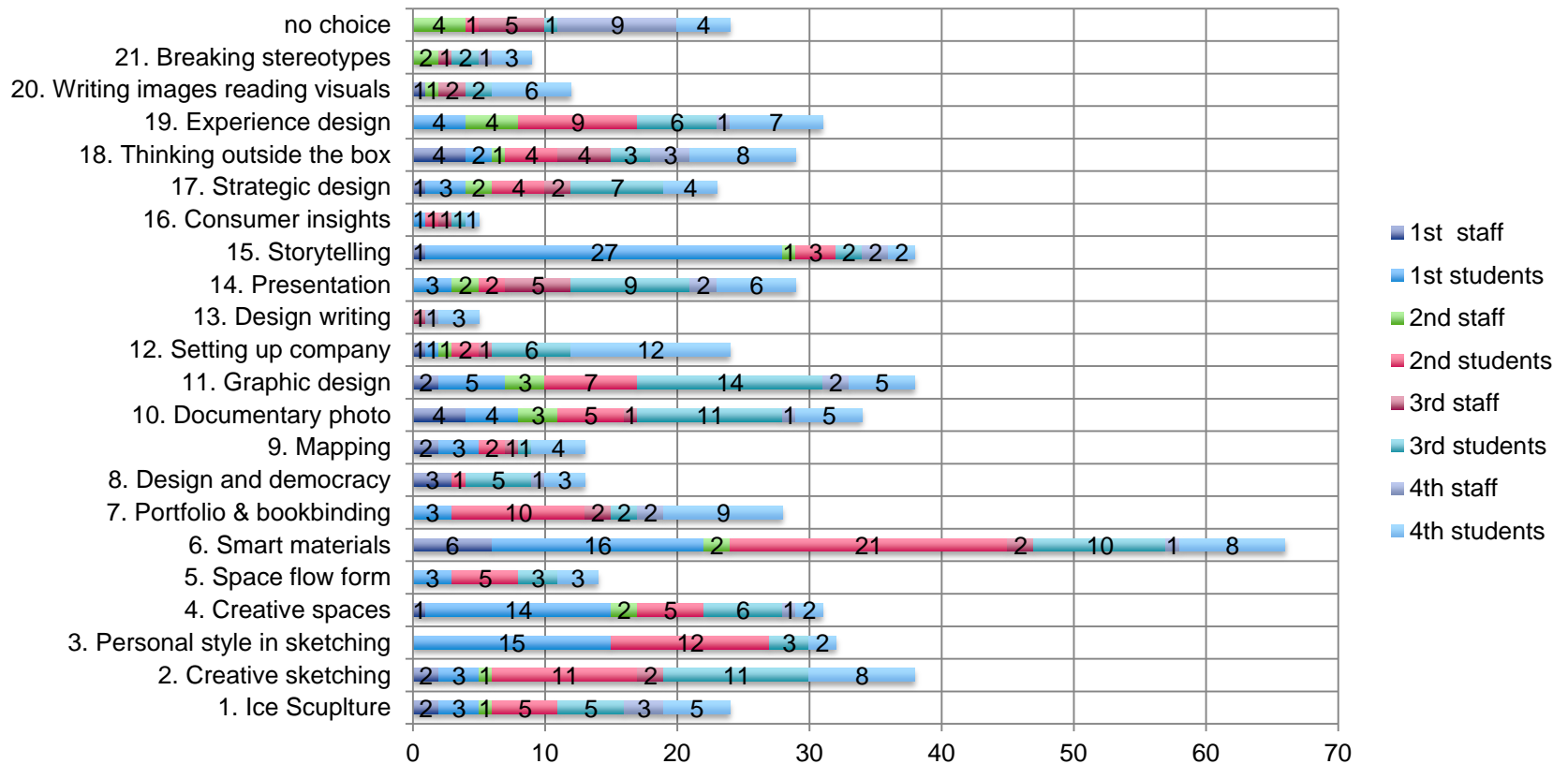
Jan

week 5



- blacksmithing
- transdisciplinary design ^{James Hunt}
- images for web
- snow and ice — with leads
- Bionimicry
- dance and movement in mod for design
- philosophy, tech & design
- p.s. new media, urbanism, mobile phone
- wearable tech
- installations in space





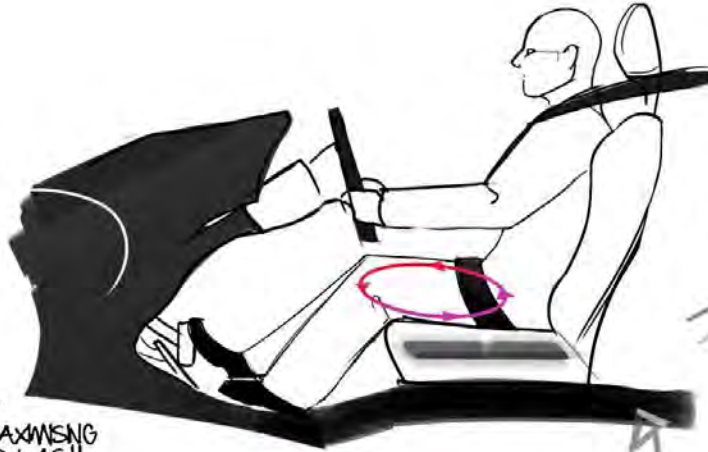
Nya färdigheter



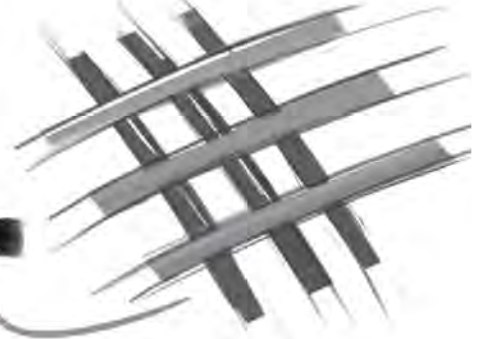
The understanding of the next generation of smart materials would be an invaluable asset to have as a designer. The potential of harnessing these materials properties could revolutionize consumer products, creating a new paradigm in terms of usability. These smart materials are still relatively new regarding market penetration, as conventional plastics and raw materials still **dominate today's consumer products** – it is a perfect chance to jump onboard and capitalize on these new materials



USING SMART VELCROS, RACING DRIVES CAN BE INTEGRATED INTO THE SEAT WITHOUT USING A HARNESS, MAXIMIZING SAFETY AND ELIMINATING WHIP-LASH



PIEZON WOVEN INTO FABRIC. VIBRATION MESSAGES AND CIRCULATES BLOOD, PREVENTS CLOTS



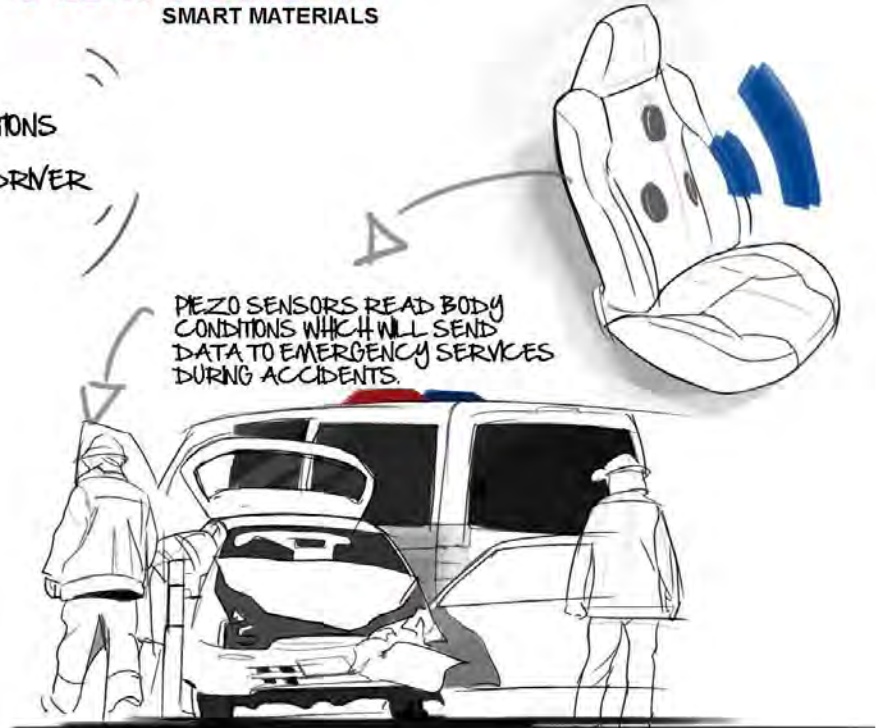
DYNAMIC SEAT CONCEPTS

SMART MATERIALS

PIEZO ELECTRIC PANELS RESONATE, NEGATING VIBRATIONS FROM CABIN. PREVENTING STRESS & STRAINS TO THE DRIVER

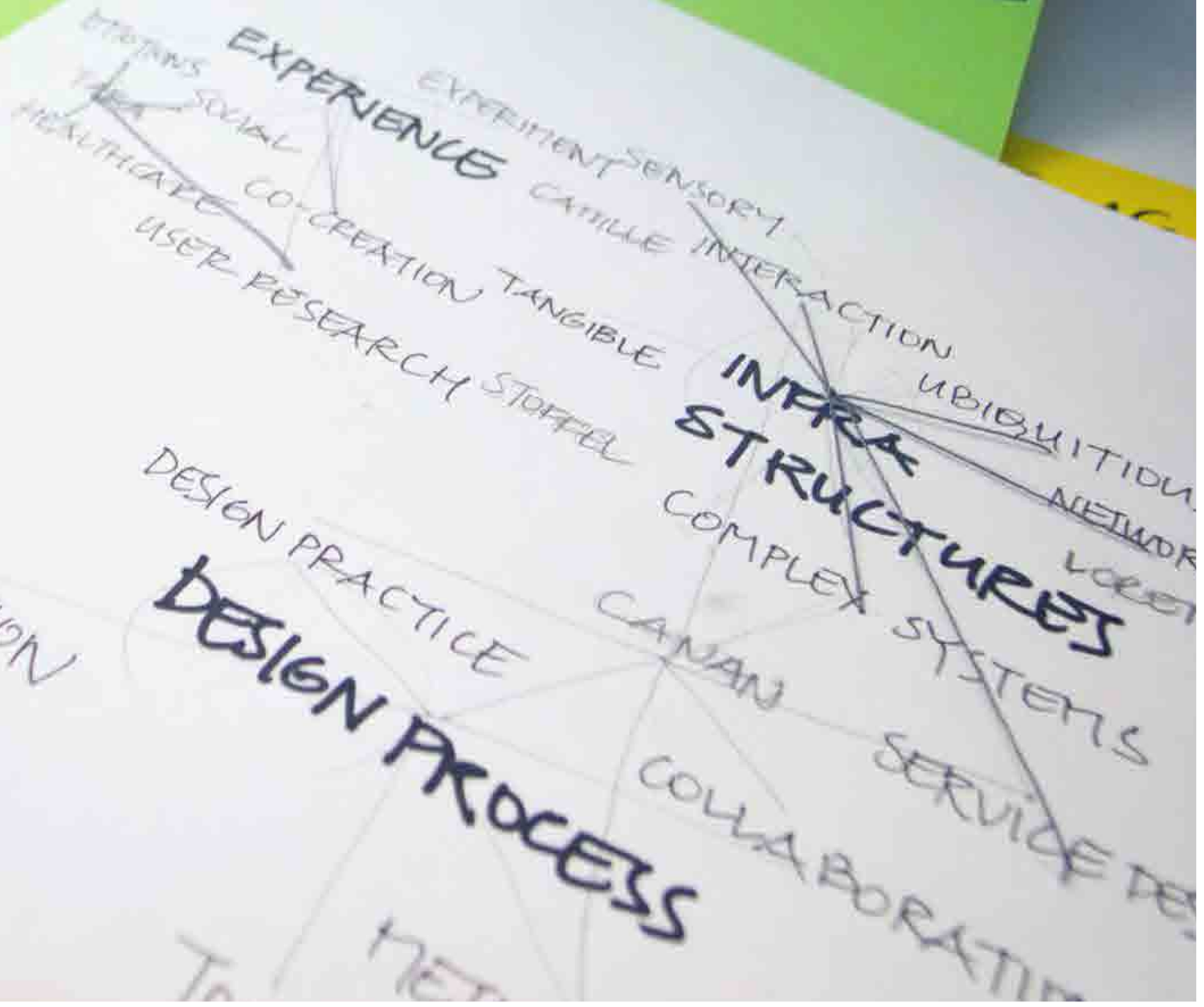


PIEZO SENSORS READ BODY CONDITIONS WHICH WILL SEND DATA TO EMERGENCY SERVICES DURING ACCIDENTS.





Ny kunskap




“ Instead of dissecting the empirical and obvious causation of problems they try to see what seemingly non-related pressures are actually having bigger influences than one would assume. After identifying these influences they try not to use standard methods or models to apply to them but invent new models that are more specific to the dilemma ”



Kreativitet?







What I think was particularly interesting and valuable about this workshop was that it stretches or ideas of what design is and can be, it emphasizes the importance of form to the emotional state of the person or people interacting with it, and it puts to practice the importance of prototyping.

DESIGN + DEMOCRACY

HOW CAN WE USE DESIGN
TO RE-THINK OUR RELATIONSHIP
WITH THE ENVIRONMENT?



FAST
OR
SLOW?

Your
Choice?

SEQUENCE

CONSEQUENCES

FAST
OR
SLOW?

Your
Choice?

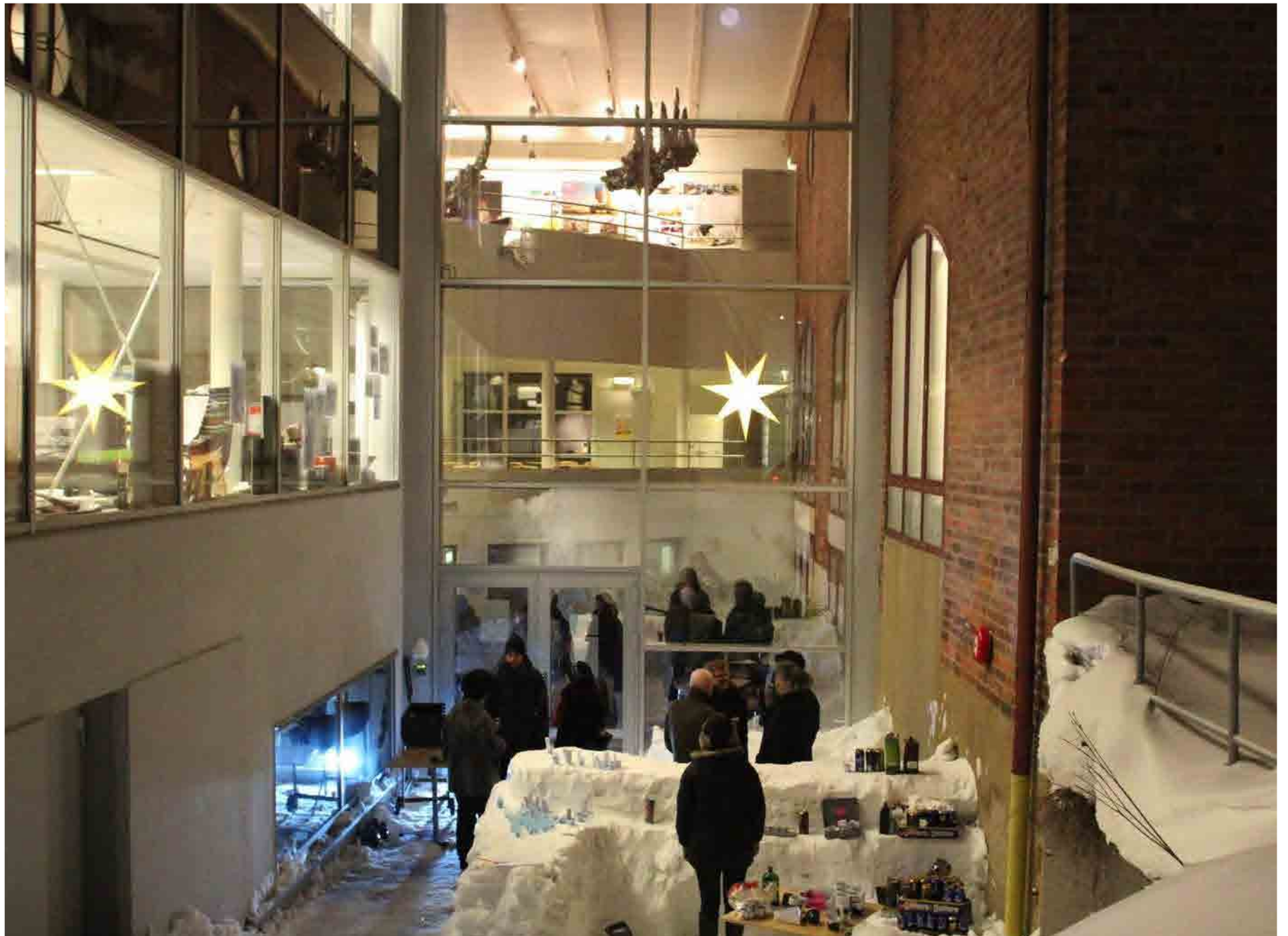
DRINK — BIG C
is your choice

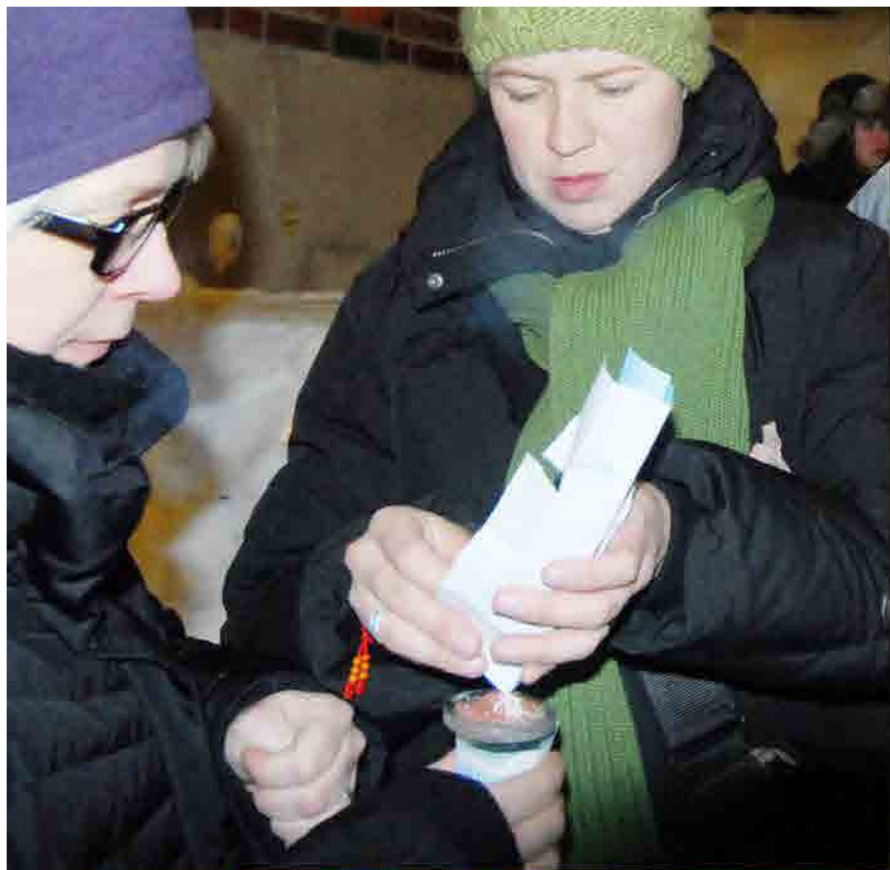
FAST
OR
SLOW?

Your
Choice?

CONSEQUENCES







“ Many see design as a visual artistic profession about shapes. But it is an artistic view of multidisciplinary approach to problem solving process. These problems are generally from the industry or marketing areas. But these are always connected to the overall big picture, which is human & politics. So this workshop gave me basic outlines of, how I can use my profession on solving problems of society and earth. ”



Tack!

anna.valtonen@dh.umu.se