

New Design Economies: Assignment 1 (4 hrs) undertaken in pairs or individually
MUO-E3011 Design Strategy and Leadership: Macro-economic stories and design

Task outline	Presentation	Tips
<p>Undertake an analysis of an article from a business newspaper or magazine in terms of its implications for design.</p>	<p>Summary on one side of A3 printed and available as a digital file (we may drop these into PowerPoint slides).</p> <p>Be prepared to talk about it in a group session. Presentations end of week 1 or beginning of week 2.</p>	<p>Business newspapers you might look at might be <i>Financial Times</i> (UK), <i>The Wall Street Journal</i> (USA), <i>The Economic Times</i> (India), <i>Handesblatt</i> (Germany), <i>The Australian Financial Review</i> (Australia).</p>
<p>Consider:</p> <p>1) how is design active in the constitution of that situation?</p>	<p>Give a short summary of the article.</p> <p>Represent this diagrammatically, if you can.</p>	<p>Make sure you fully understand the article, including the specific jargon used. You may need to read similar articles to do this but also research the field a bit.</p>
<p>2) how might design objects that relate to it change in the future -- based on what the article is saying?</p>	<p>Try to identify these within the diagram and comment on these within it, if you can.</p>	<p>For 2) and 3) in the outline, you can allow yourself to be speculative.</p>
<p>3) how might design be used to intervene on the situation under discussion?</p>	<p>Write about a 200 words on this.</p>	