



STEVEN WEIGH FINAL PROJECT

My Experience in Design (so far)



ABOUT DESIGN

My biggest take away from this course was the **Five Orders of Design**

How the purpose and meaning of design has evolved

**FIRST
ORDER**

Graphic &
Visual Design

**SECOND
ORDER**

Design of
Products

**THIRD
ORDER**

Interaction
Design

**FOURTH
ORDER**

Systems
Design

**FIFTH
ORDER**

Awareness
Design



ABOUT DESIGN

**Systems design is not just
rolling out design at scale.**



ABOUT DESIGN

Rather, it's an intentional intervention to influence **any** system: cultural, political, or economic.

Design is a way of intervening with intention.



ABOUT ME

I never went to a **good** design school, but I interned and mostly learned on the job

I did go, it just wasn't that helpful.



ABOUT ME

I did go to business school
and majored in economics
and marketing.

I found this very helpful.



ABOUT ME

No one understood why.
This seemed obvious to me
because **design isn't art**, it
has a goal.

Both business and design are a way of creating and planning for the future.



ABOUT ME

Designers weren't thinking about context or the system they were designing in at all.

Nor was I, but it still felt very small and I felt something was missing.



ABOUT ME

Even after graduation, most designers saw a business degree as either **neutral or negative**.

Where do I fit? How do I tell my story? Should I be designing?



ABOUT ME

**I left the design world
frustrated,** to work as an
analyst at a hedge fund where
I built investment models.



ABOUT FINANCE

I soon realized finance wasn't for me, but **I loved this macro thinking** about how one part of an economic system affects another.

Something totally missing in design at the time.



ABOUT ECONOMICS

Economics is divided and taught as **two sub-disciplines**:
macroeconomics and
microeconomics.

Each has its own models and frameworks.



JUST LIKE ECONOMICS

Microeconomics: small picture,
individuals, and companies

Macroeconomics: big picture,
national economy, global economy



ABOUT CONTEXT

Thinking about the context
in which we design, made
me see design in a new way:
micro and macro.



ABOUT CONTEXT

Microdesign: form (furniture, an app, a website)

Macrodesign: systems (culture, economics, politics)



SO TOO IN PHYSICS

Micro: atoms and the tiny particles
that make them

Macro: Planets, stars, galaxies,
and gravity



REDEFINING DESIGN

Might this distinction in design education **serve to teach all orders of design?**

And help designers take a wider view of the world?



WHAT IF... MICRODESIGN

First Order: Graphic Design and
Visual Communication

Second Order: Product Design

Third Order: Interaction Design



WHAT IF... MACRODESIGN

Fourth Order: Systems Design

Fifth Order: Awareness Design



HOW MIGHT WE...

What if our thinking about design was structured the way economics or physics is?

Focused on both micro and macro.



LAST ONE

It's only now through these orders and frameworks that **I can finally articulate my story** as a designer in a perfectly logical way.



Thank you!