

## **Confused Idealist Ideas on Design: A Manifesto of Sorts**

I don't even know what Design is, really, but for some reason, I think it has this tremendous power to direct the future. I can feel it; I believe it. Defining Design seems much too large a task for my ability, but to not do so contains such great potential for even more confusion than I already have. So, for this theology, I accept that everything is Design, and everyone is a designer, but some of us do it for love and compulsion. It is to this designer and this designer's work that I write.

The love of Design is where the power starts. However, it is in my compulsion *to* design that determines the direction this power takes. If everything is a product of design, *how* I design and who I am as designers makes all the difference.

### **HAVE REVERENCE**

My work has a greater context I must choose to acknowledge. I am but one point in a progress, with many points coming before me. I must look to my predecessors, and learn from what they've done. I am nothing without their brilliance and bravery to create. This means I must read books and articles, go to conferences and workshops, seek mentors, study history, look at other designers work, and get involved in the community. It is not all about me.

### **MAKE DECISIONS**

I am a truly confused Idealist. I want whatever is best, but indecision breeds inaction. I can't be afraid to make a choice and run with it. It is good to think things through as long as those thoughts lead to tangible and timely convictions.

### **BE OPINIONATED**

If I don't have an opinion, what is the worth in my work? My skill is in my ability to express opinions. After I have made my decisions, I must believe in them. I need to feel strongly about my work and engage in the world around me. However, being opinionated does not give me liberty to be a jerk. I must be informed, and I must listen to those who are more informed than I am.

### **GET UNCOMFORTABLE**

Comfortable design is boring, and there is not much hope in a boring future. So, I need to be weird. I need to get out of my comfort zone and do things I never thought I would do. Good work is going to come out of the fear that what I make might really suck. Sometimes it will.

### **SPEAK TRUTH**

George Lois said it well in the Glimmer Manifesto: A designer's gotta have the guts to be truthful at all times. [He] must be the one person in the room who is always willing to call BS even when everyone else is nodding their heads.

### **BE OBSESSED**

It's really not as unhealthy as it sounds. I can't turn off being a designer. I must be compelled to think creatively at all times, always be looking for new solutions, never be satisfied with the way things are, and get excited about the things that spark my interest.

Moreover, I must believe that somehow designers are ones tasked, not with making history, with creating the culture of our future. I am obliged to design responsibly.