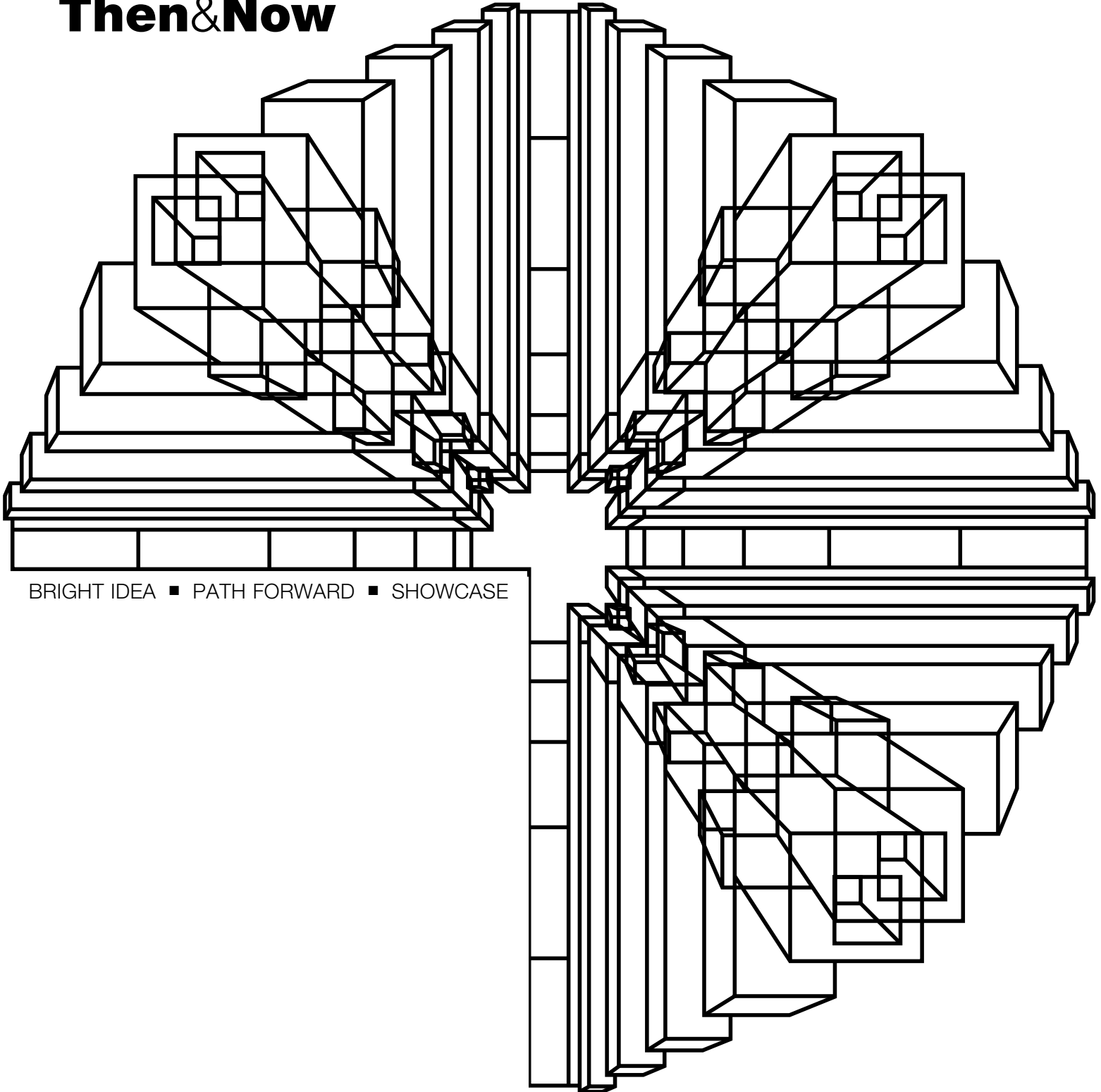


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**Publisher**

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555 Grove St., Suite 200  
Herndon, VA 20170  
P: 703.707.6000  
F: 703.787.8501  
[www.innovationjournal.org](http://www.innovationjournal.org)  
[www.idsa.org](http://www.idsa.org)

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**Annual Subscriptions**

Within the US	\$70
Canada & Mexico	\$85
International	\$125

**Single Copies**

Fall/Yearbook	\$40+ S&H
All others	\$20+ S&H

The quarterly publication of the Industrial Designers Society of America (IDSA), INNOVATION provides in-depth coverage of design issues and long-term trends while communicating the value of design to business and society at large.

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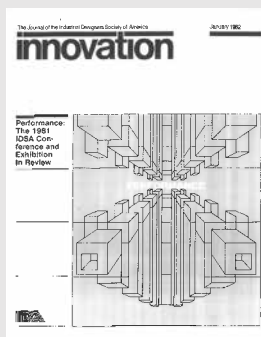
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# OUR CONSTANT SELVES

I had the great good fortune to revisit my college art school a few weeks ago and to be reunited with my first design professor and a number of students from my class and the class before me. It was a reunion honoring our professor and all the lessons he taught us and all that we learned from him. For me it was extremely interesting to see that even though we had all progressed dramatically in our careers since college, as people, we all remained our constant selves.

As we learn, we embrace concepts and ideas, and are formed by them. As designers, we are very fortunate to be formed by the truths that reflect our mission—to improve the world and people’s lives through our work. Much of this learning comes from doing, but much also comes through reading and accessing thought leadership. Words have meaning. Words teach us and build the foundation of who we are. In this way the words we read help us become our constant selves.

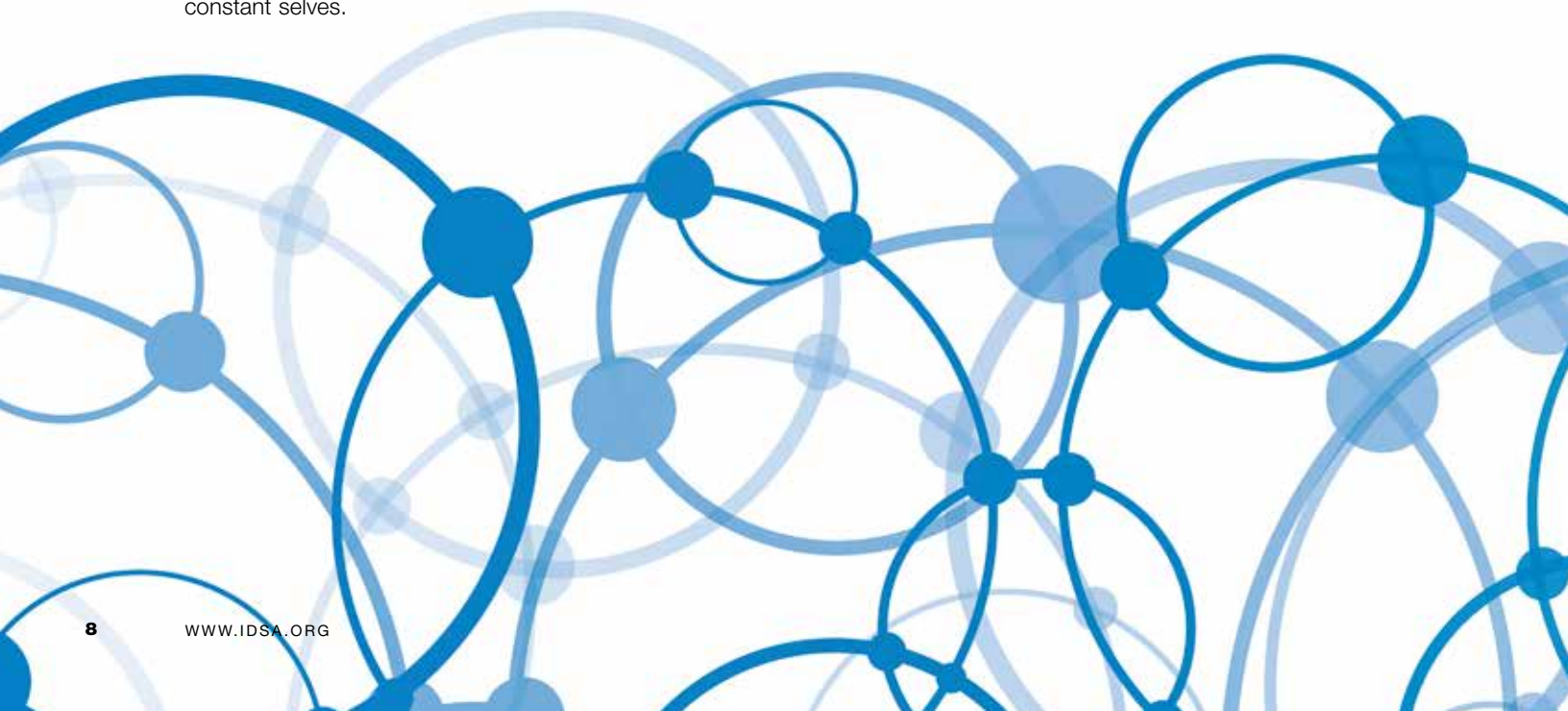
It is the mission of INNOVATION to provide thought leadership through words and imagery to help form the collective conversation in the design world. In this issue acknowledging IDSA’s 50-year anniversary, we travel back in time to look at some of the words that have been shared by numerous talented authors. These words reflect on at least eight timeless truths and the impact they have had on the profession that has helped to form our collective constant selves.

The articles and topics we have selected are varied and meaningful. Each represents an important area of design concern, and taken together they create a roadmap of constant truths for design’s future. We also asked the authors to reflect on their original articles from the vantage point of today. Looking back often illuminates the path forward.

So here are eight principles laid out in previous INNOVATION articles for your contemplation:

**1 Designer as the orchestra leader, a mix of respect and leadership.** The idea of design as respectful of other disciplines while serving the user and using talents outside of drawing and modeling to include interdisciplinary partners to achieve goals. “The Dynamics of Interdisciplinary Design” by Allen Samuels, IDSA

**2 The immense impact of good or bad design, which is often found in the very simplest of things.** Said another way, ordinary objects have great power to frustrate people or make them happy every day as a reflection of the success or failure of a designer to make it right. “Design Crimes, Case 12:30: The Alarm/Clock/Radio” by Budd Steinhilber, FIDSA



“You can’t connect the dots looking forward;  
you can only connect them looking backward.”

—Steve Jobs

**3 Questioning the status quo in the idea of a product or a service or even an organization or purpose.** The understanding of design thinking’s ability to influence the way people interact with the world and the way that companies interact with people. “How Design Is Changing Organizations” by Michael Westcott, IDSA, with a reflection by Carole Bilson

**4 Design as a steward of the enterprise.** Today corporations are changing dramatically. Issues like sustainability and altruism are driving millennials to want to be part of new enterprises. Design will play a big role in a company’s ability to achieve this new perspective, just as design has always played a huge role in achieving its own objectives. “Designing with Corporate Goals in Mind” by Cooper Woodring, FIDSA

**5 Design’s power to influence beyond the object.** Service design touchpoints—think of the “geniuses” at Apple reading from a playbook that is designed to deliver the very best experience every time, which is made possible in the first place by the products being superior. While other stores have copied its model, they are frequently empty with lots of service people standing around, while the Apple store is elbow to elbow with people every day. “Market Value Innovation: Designing the Experience” by Ron Sears, IDSA

**6 The expanding diversity and reach of design and designers.** The idea of new tools and education encouraging designers to be as diverse and interesting as the topic they are addressing and the ability of design to reach across borders, cultures, cliques and tribes with products and experiences that matter. “Contexts of Achievement” by Nancy J. Perkins, FIDSA

**7 Design’s responsibility to our environment.** The impact of considered sustainability in the initial design of a product, after which products are by definition duplicated en masse, providing great positive or negative impact for everybody. “Design & Environmental Action” by Victor Papanek, IDSA, FSIAD, with a reflection by Philip White, IDSA

**8 Design creating ownership rights.** A look at the intellectual property boundaries that define the practice and the rights of inventors and companies to make and manufacture products and services. “Anatomy of a Design Patent” by Terry M. Gernstein

Thank you once again to all the contributing authors—past and present. We hope you enjoy taking this step back to read about what came before and contemplate what lies ahead as IDSA and INNOVATION celebrate together with you 50 years of our collective constant selves.

—Mark Dziarsk, FIDSA, INNOVATION Executive Editor  
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