Why is design education critical to the future of mobility?

How is Art Center positioning to prepare design thinkers for this future?

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Specialized craft, the training of instincts in visuals and proportions

Design training, historically
Good design influences behavior.

Designed systems generate affiliation between users and services.

Design, presently
Vast issues.

Consumer behavior and perception must be changed.

Looming talent shortage.

Designers need new skills... but more critically they need a new mindset.

Designing Future Mobility
Art Center’s strength in automotive design comes largely from existing momentum...

However this momentum is not aligned with the challenge of changing the culture (habits and perceptions) around mobility.

Today's challenge at Art Center
Axis is an organization which unites students with an interest in the opportunities for design in the changing landscape of mobility.

Lunching Axis
Pink: Optimism, Imagination, Risk Tolerance

Black: Knowledge/Credibility, Productivity
Pink: Optimism, Imagination, Risk Tolerance
Black: Knowledge/Credibility, Productivity
Blue: Axis
'Excellence can only come from strength.' - Peter Drucker

Peer influence: we earn within 20% of our five closest acquaintances.
Training risk taking by modeling behaviors
Mentoring relationships
Exposure to the world
Puppies and kittens
Internships and travel
Opportunities to practice leadership
Developing individuals' 'self brand'
Refining communication habits
Planning orchestration and strategy

Organization's Goals
Crafting brands which win mindshare and attract community.

Books: Influencer, Made to Stick & Primal Branding

Community building is a design challenge
We need to design effective change within our own community as a first step towards influencing the larger culture.

Our needs: internship partners, funding partners, exposure partners, scholarship partners..

..but, above all, quality young minds!

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