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## **DESIGN RESEARCH PHILOSOPHY**

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Who am I? What am I here for? My goal of life is not to find the right answers but to understand who I really am because my sense of self is deeply rooted in the way I view myself in relation to others.

People are complex beings. And life is full of uncertainties yet in design, notions of predictability prevail—contextual considerations, budgetary concerns, looming deadlines and pressing expectations in a design practice that continually redefines itself. It is not easy to think out of the box. If I have to create something that has not existed yet, then I must be able to foresee what that is not visible. Conceptual development relevant to a specific context may be further developed by observing and understanding in order to reinterpret an established set of rules, norms or expectations. I reflectively explore ways of visualizing through three different frameworks: 1) Behavior and Actions; 2) Knowledge and Skills; and 3) Assumptions and Beliefs.

In behavior and actions, I probe my intuitions and experiences to identify causes for the problem that I am trying to solve. Fact gathering is important but I devote my time to deconstruct the societal frameworks in which new ways to learn, unlearn and relearn are explored. I engage in “dangerous thinking” in order to find unexpected connections. Thinking dangerously means that I question authority, interrogate enemies, communicate with people unlike us, waste time, and so forth.

In knowledge and skills, my decisions are informed by the many years of professional practice, academic knowledge and constant observation of my own sense of being. I see graphic design as a form of phenomenological explanation in an environment that engages an iterative process. All of my professional experience reflects and reinforces my belief that graphic design is a unique form of interpretation that functions within social, political, economic and philosophical dimensions, achieved via techniques and tools. I see myself as active creator who engages the larger society, in which we live, work and play.

In assumptions and beliefs, I stride to understanding that personal histories shape our values and ambitions. I constantly remind myself that assumptions are self-fulfilling prophecies which serve as a predictable pattern. Using art and design as tools to function in a pluralistic and a global economy is not enough as it needs to be balanced with the development of theoretical, historical and philosophical aspects that constantly interrogates for conformity and restricts for acceptability. Therefore, it is important to develop a personal framework to generate answers for the elusive solution.

A form of self-reflecting to discover my inner strength and weaknesses, social activism has been personal framework. Activism is often synonymously equated with dissent but activism in general can range from political campaigns to economic activism such as boycotts or even guerilla tactics in advertising. My particular interest is in the integration of social message through the medium of posters with humanistic, social, religious, commercial, educational, and spiritual themes to facilitate social tolerance and communal understanding. My other research interest is concerned with instructional methods to improve and enhance visual learning. My professional projects include, but are not limited to brand consulting, development of visual identity systems, package designs, promotional campaigns, printed and multimedia designs.