

Design Futures

Symbols



DESIGN FUTURES



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PRACTITIONERS



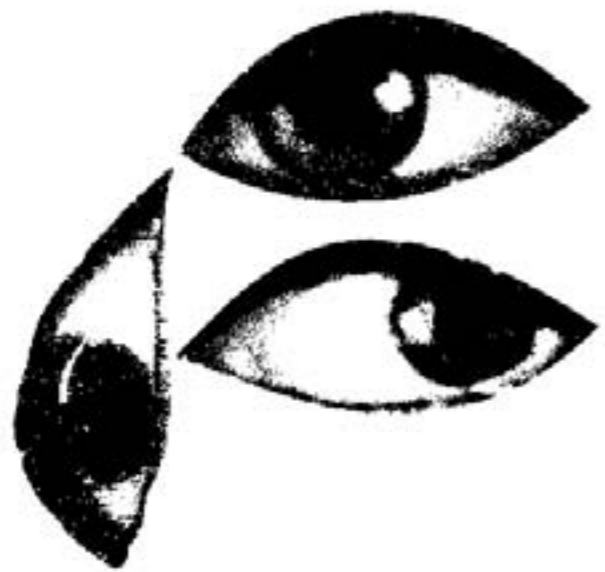
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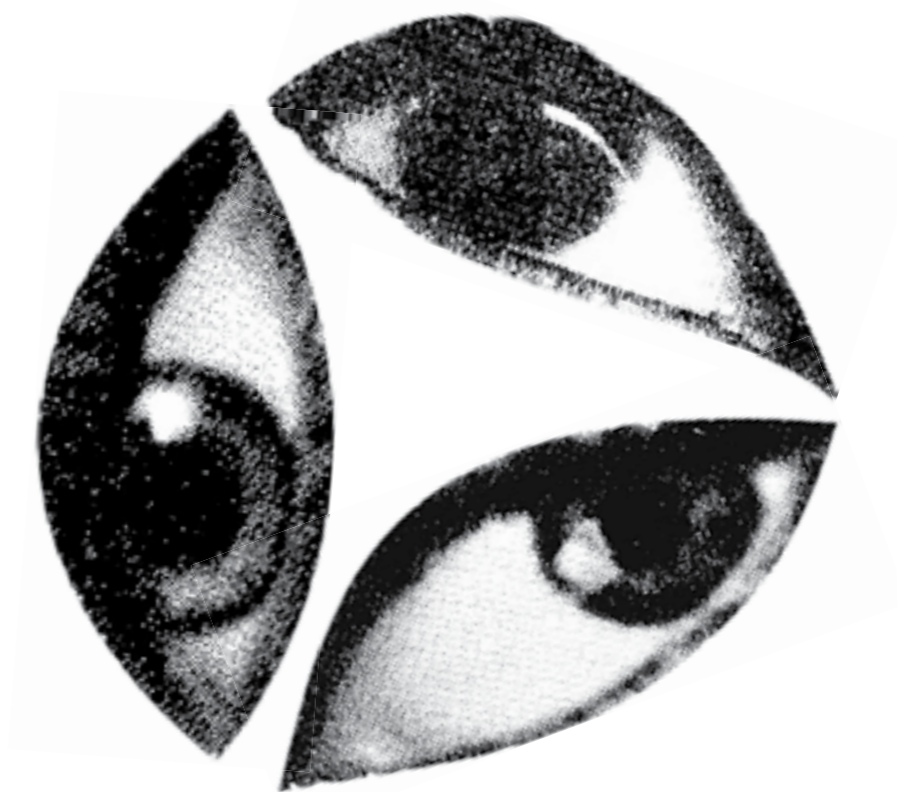
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Applications

design need_



design futures need_



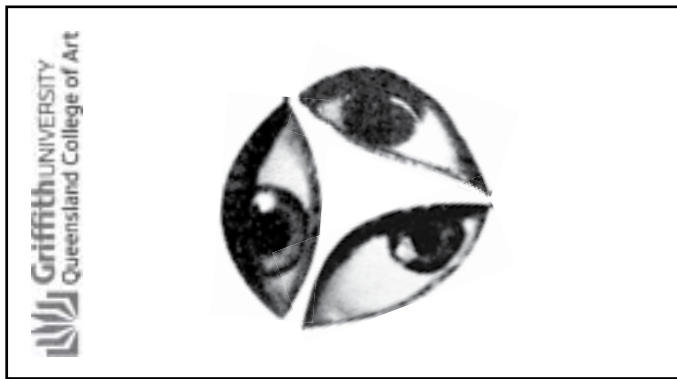
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Rationale

The symbol of Design Futures program comes up with the three different eyes which refers that the different vision from different people, as more eyes equals more critical vision. There is no perfect design in the world as humans's innovation is unlimited, therefore the creative workers need to have critical vision to see things so that enhance the ability to create better designs. The primary symbol is a combination of three eyes and arranged to a circle which shows that integrated critical vision from e single person is the direction for Design Futures. The choice of Black and white for the primary logo is for creating the serious atmosphere as design is a sense of profession, not only something about graffiti or easy job.

The other two symbols are based on this symbol and green "F" for Design Futures Practitioner as green has the connotation of youthful, sustainable, fresh etc. Red "F" for Design Futures Educated shows the attitude of powerful, high performance etc.

To sum up, the inspiration of these logos are all about "vision", and the vital value of the Design Futures is critical vision. As design relies on eyes, design futures rely on critical vision.