Write a brief account of the class conversation about the topic, describing what you know at this point about some of its aspects:

Practically no one in class had put too much thought into design - both in terms of products and concepts. We all seem to take it for granted without thinking about all the effort that goes into designing everything around us. I suppose good design goes unnoticed because it's working, but when something is designed poorly, we always notice it.

Thinking about design as a way of looking at our relationships to the world, contexts, things, other people, and even ourselves, was a new idea for me.

Although I was interested in web design, and branding, I was particularly interested in the idea and popularity of sustainable design. I found the principles, such as "renewable," "efficient," "performance," and "quality," that apply to sustainable design interesting--how design evolves not only to our personal preferences and wants, but also to our values. Our relationships with everything from fabrics to water can be shaped by sustainability.

POTENTIAL AREA OF INVESTIGATION 1

In a few words, describe an area within the topic that you would like to know more about:

If the world has seemingly limited resources, it is important that we not only preserve them, but also find ways we might be able to make them "unlimited" through how we use them. I believe there is growing crisis around our use of resources. I'd like to explore the role design plays in helping use with this issue.

Explain why you are interested in this area of the topic:

I know how much I consume things and that I usually do so without regard to the effects on future people. I am concerned that our growing population is behaving as bad if not worse than me. The articles we read demonstrated not only the need for sustainable design, but how well it can work. I want to understand more so I can us make better decisions.

Express your potential area of investigation as a question or problem:

What is sustainable design and why does it matter?

EXPLORING A TOPIC

POTENTIAL AREA OF INVESTIGATION 2	POTENTIAL AREA OF INVESTIGATION 3	POTENTIAL AREA OF INVESTIGATION 4
In a few words, describe what you would like to know more about within the topic: On a web sites, I need information to be easy to find, read, and shareable. It's not enough that the information is there. According the video, a lot of back-end design goes into my experience of the site content - likely, I do not even notice it. I'd like to know more the design process.	**In a few words, describe what you would like to know more about within the topic:** Designers likely employ standard trade practices that attract the consumer's attention, but they must also integrate the product into the image some how. The work of making "what's behind curtain" not only relevant, but attractive while remaining true to the product is interesting.	**In a few words, describe what you would like to know more about within the topic:** I am sure there are countless designs like the 8-track player that have come and gone throughout history - some for which history may have no record. There are other designs, like the wheel, which have persisted for as far back as we know. What makes a design last? What makes it obsolete?
Explain why you are interested in this: From a user's perspective, I rarely think about what goes into designing the way in which I interface with any given web site. But, when I think of why I like a particular site (i.e., information, entertainment, fun, social), I now recognize that it isn't just the content or purpose of the site, but the way I experience it.	**Explain why you are interested in this:** It seems curious to me that most of the products I love also have very "cool" logos/brands/slogans. I am sure this is no coincidence. I'd like to know what the designers were thinking when they designed my favorite brands.	**Explain why you are interested in this:** In my lifetime, MySpace went from the only social media platform, to the only one people won't be caught dead using. Innovation around design is rapid, but surely it wasn't the idea of social media that killed MySpace - it must have been other contributing factors.
Express your potential area of investigation as a question or problem: What choices and strategies do web designers have when designing web-sites to be successful with users?	**Express your potential area of investigation as a question or problem:** When developing a brand for a company or product, what do designers take into account in order to create the perfect brand?	**Express your potential area of investigation as a question or problem:** What factors contribute to a design becoming obsolete?