Worror Story
BAN POST-IT NOTES
BEFORE HALLOWEEN

Photo by @rebecksrosenlind
Wozzop is finally coming back this year with a Halloween Special Issue!

Those of you who studied at UID before have been asking me what's happening with Wozzop over the last few weeks. Seeing interest in the magazine definitely helps to bring it back! Thanks so much for showing you care about Wozzop!

However, remember that the magazine is not creating itself on its own, and if you want to see it around the best way to ensure that it is in circulation is to contribute yourself. The more people help out the less time it takes out of a single person.

In regards to bringing it back, big thanks to Ställverket and new Communications Group who are in charge from now on!

But... What is Wozzop?

Wozzop is a weekly UID printed magazine started by students many years ago (the online archive dates back to 2011). It started as a means to update everyone what's happening in the school, what other students are working on, spread inspiration, provide some food for thought with recommended articles and inform on what will happen in the week.

How does it work exactly?

Wozzop is a fully student run magazine, currently supported by Ställverket. The Wozzop team consists of editors, who decide the content and designers who put that content into the 8-page format. Everyone can become part of the team, be it just a one time thing or a long term contribution. And let's not forget that suggesting things to publish is also an appreciated role!

Currently we're discussing having it as a bi-weekly magazine rather than weekly or changing the format to a smaller one, since 8 pages every week was too much workload.

Once the issue is out and printed both parties involved get paid a small sum!

Wanna be part of the team?

As a designer you have full creative control over how Wozzop magazine looks like. You get the content prepared by the editor and put it in some sort of graphical layout. Workload: 3-6 hours during the weekend People needed: as many as possible!

Over the course of the week editor gathers the content for the next issue (class schedules, pictures, articles, events etc.), forwards it to the designer by Saturday, and later takes care of uploading it online, and printing it on Monday morning. Workload: 3-4 hours across the week People needed: 2-4

Have you read or seen anything interesting worth sharing with rest of the school? Send it to Wozzop!

It's a UID magazine and everyone student or staff is most welcome to suggest content. While this role is not paid, it's just as important!
#lifeatuid

Share your projects, fikas, and class moments with UID by sending your photos to wozzop@gmail.com or tag them with #lifeatuid on Instagram.
UID HALLOWEEN PARTY
UID HALLOWEEN PARTY
Horror Story

Want To Be A Great Designer? Ban Post-It Notes

Take a cue from Work & Co., the digital design agency that does work for Apple, Facebook, Google, and Nike.

To Ray Sison, Post-its are the enemy of good ideas. Sison is a design director at Work & Co, the digital product studio that designs for Facebook, Google, Apple, Virgin America, and Nike. And in Sison’s telling, most design thinking sessions focus on building as many ideas as possible.

“Design thinking is a separation of thinking and design, taking thinking first and design second,” Sison says. “I’m going to be honest with you. I hate this. It basically insults me when a bunch of people strategize, have these concepts, have a bunch of Post-its and bring these notes to a designer. [Designers] are then just the ones coloring in what your idea is going to look like. I don’t think that’s how it is. That is not design to me.”

During the Fast Company Innovation Festival, Sison hosted 60 people at Work & Co’s Brooklyn office and led them through his process, which always starts with sketching. His aim? To move beyond “design thinking” to “design doing.” Work & Co. believes in designing from day one, not spending weeks and months developing strategy.

“Challenges and hard decisions are discovered by making”  Lindsay Liu, group director of marketing at Work & Co, says. “By waiting for months to start designing, you lose value and insights if you were prototyping and testing with users [from the beginning].”

None of Sison’s projects start from a wall of Post-it notes; they all start with a sketch. “Every time a project comes to me, it’s a blank page,” Sison says. “I don’t know what to do. I don’t have an idea. How do I make an idea? How do I start? There are ways to get over this. One of my favorites comes from Bob Ross. He basically said in one of his TV shows that if you ever get into a place where you can’t start, just put something down. Start doing something, start making so you get over it. That’s what the design process is. That’s my theory.”

This is not to say that the first sketch ends up being the end product. Work & Co’s collaborative process involves individual designers first tackling the brief individually, then coming together as a group to discuss their approaches. They give each other feedback, then head back to the drawing board, refine the idea, fix problems, and continue this process until they reach the end result.

Sison believes that prototyping (through drawing, wireframes, interactive UX mock-ups) leads to more concepts that can actually be executed in real life. It also yields better and more effective criticism. “The higher the fidelity, the higher the feedback,” he says, pointing out that it’s impossible to critique a wall of Post-its. Additionally, he believes that the more time you spend on an idea, the harder it is to kill.

“I think while I design”  Sison says. “Every color, every layout, every font, everything. I’m not just thinking about how it looks; I’m thinking about the user, I’m thinking about the journey. I’m thinking about who it’s really for. All of this comes into play while designing.”

If Work & Co could earn the trust of this generation’s biggest consumer tech brands with a little advice from Bob Ross—just start sketching—imagine what you could do by putting pen to paper.

by Diana Budds

Read online here: https://www.fastcodesign.com/90147380/want-to-be-a-great-designer-ban-post-it-notes
Thanks for asking to get Idozzop back <3