

Kirk Widra M.Ed

phone: [267.253.8595](tel:267.253.8595)

e-mail: kirkwidra@gmail.com

website: www.kirkwidra.com

linked-in: <https://www.linkedin.com/in/kirk-widra-m-ed-37b0a218>

Design Philosophy

“The work of a designer is really at the intersection of commerce and culture. For designers, it is important to imbibe this philosophy — that designs are good only when they are a part of culture, not just commerce.” - Yves Behar,

My philosophy of design echoes Behar, in that I believe that good design – whether it is being used to sell something or educate - shouldn't just provide cursory knowledge it must connect to and be framed by culture. While the objectives vary, this philosophy serves to frame my approach to design.

As a designer, I strive to use images and words creatively that connect readily to our world and at the same time serve the purpose of which they are intended, be it selling a product or an idea. This approach aims to provide the viewer with an experience that engages them, if only for a moment, and allows for deeper connection by creating an opportunity for a meaningful experience.

As an educator, I stress with my students that design is a lifetime endeavor, something to be looked upon as an ongoing process. I embrace teaching as an opportunity to challenge students to take a moment and look at their world differently by using design to provide a moment that connects to them on a personal level.

I often use the above quote as a starting point for discussing my own philosophy of design and generating discussion about the role of design as both learning tool and a tool of commerce, as to my way of thinking they are one in the same. Reflecting on Behar's words, we consider the difference between knowledge and understanding and the role of design in our lives.