COM 473-04: Discussion guide for reading on January 23

As you read, please take brief notes on the following. If you prefer to sketch some of your responses, you can use the reverse side of this sheet.

1. Paul Rand
   1. How would he define “good design”?
   2. In a sentence, what is the role of the designer, according to Rand?
2. Ellen Lupton and Laurie Makela
   1. How would they define “good design”?
   2. In a sentence, what is the role of the designer, according to Lupton and Makela?
3. Jen Wang
   1. How would she define “good design”?
   2. In a sentence, what is the role of the designer, according to Wang?
4. The debate (save this part for class – you don’t have to take notes on this one at home)