THE CLASH WITH DESIGN

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Research purpose. No matter what, at the beginning of a new project, the designer has an exact vision of it, but as soon as the work starts, a lot of changes have to be made because of the client's demands, the technical execution or the creative workflow itself. At the end the design will be far, very far from where it started. What we want to prove is that these challenges are actually rather helpful than interfering and a designer must not be afraid of change or be sorry for the "wasted" time.

Keywords: adaptation, changes, chellenge, compromise, design, execution, problem solving, requirements, workflow

Research Methodology. The case study contains analysis of six diferent projects and their process – how they looked and worked at the start, how and why they were changed. We also examined the way we felt facing the demand of change, after we already have been used to the project idea and how we learned to let go unuseful matter. The problems we faced during our work are set into three groups, which we called "Expectation VS Reality"- changes we make because our work is just not working , "Design VS Execution" - changes we make because of technical requirements and "Designer VS Client" - changes we make because of client's (sometimes radiculous) requirements.

Results / Findings. After all, the problems we solve and the difficulties we meet along the way actually help the quality and prove the objectiveness of the design we work on. Every choice we make about certain design depends on an exact circumstance and serves an exact need. Design is not all about making something pretty, it is about straight communication and helping others. We all together got to the conclusion that the true way to a great design is trough change. Generateing and trying variety of new ideas helps deciding which one of them works the best FOR the USER. The other inference we got up to is that a designer must not get attached to a certain idea, beacause that way finding out it is useless hurts much more. Sticking up to a design, which is not suitable for a certain purpose, or acting like the problem isn't there won't make the design any better at all.

Originality / Practical implications. This research might be helpful to anyone who is studying any kind of design. It might help students learn not to fall in love with their first design of a project