

DESIGNER PROFILE

SEAN GUYETT N0918172 2022



SEAN



Contents

About Me 3-4

Design Philosophy 5-6

My Process 7-14

Aspirations 15

References 16



**“Keep it simple.
Perfection is a lot of
little things done well.”**

Marco Pierre White
(2016)

Figure 1: Marco with Meat Cleaver (Clarke, 1990)


Sean Guyett

An ardent and imaginative second year university student studying Product Design at Nottingham Trent University.

There has seldom been a time in my life when design has been far away. Even before enrolling in university, my passions for performing and composing music, film photography, classic science-fiction literature and contemporary cinema have immersed me within the world of art and design. As a result, I have consistently been exposed to a diverse selection of design concepts and methodology. These formative circumstances provided me with a foundational understanding of imagination, and has meant that I have been independently refining my own creative process for most of my life.



Figure 2: Portrait of the Author (Guyett, 2020)

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About Me

In 1977, the Voyager 1 probe was launched by NASA. Mounted to its side was a golden plaque with a number of inscriptions on it, including the image to the right (NASA/JPL, 1977). It intends to represent the location of our solar system relative to 14 landmarks in our stellar neighbourhood. However, it was not designed for interpretation by another human, rather an intelligent extraterrestrial life form. But how does one convey complex information to an alien?

The answer is simplicity and intuition.

To create a common language between us, the map was designed to be extremely simple, with a series of clear, straight lines used to denote distance as well as the specific landmark it points to. It also relies on a level of intuition, by making use of fundamental constants of the universe as a key to convey the information.

This philosophy has been adopted by some of the most successful design movements in history: most significantly for me, the design ideology of mid-century modernism. The modernist values are built around these same principles of elegant, unornamented form with a focus on instinctive, refined function. The *Cherner Armchair* (Figure 4) by Norman Cherner and the *Desk In Walnut and Wrought Iron* (Figure 5) by Greta Magnusson-Grossman represent the finest lesson in the application of these ideas. Both Cherner and Magnusson understood that **successful design distils the needs of the user to a point where it could be comprehended by a martian.**



Figure 4: Cherner Classic Walnut Armchair (Cherner, 1958)



Figure 5: Desk in Walnut and Wrought Iron (Magnusson-Grossman, 1952)

Design Philosophy

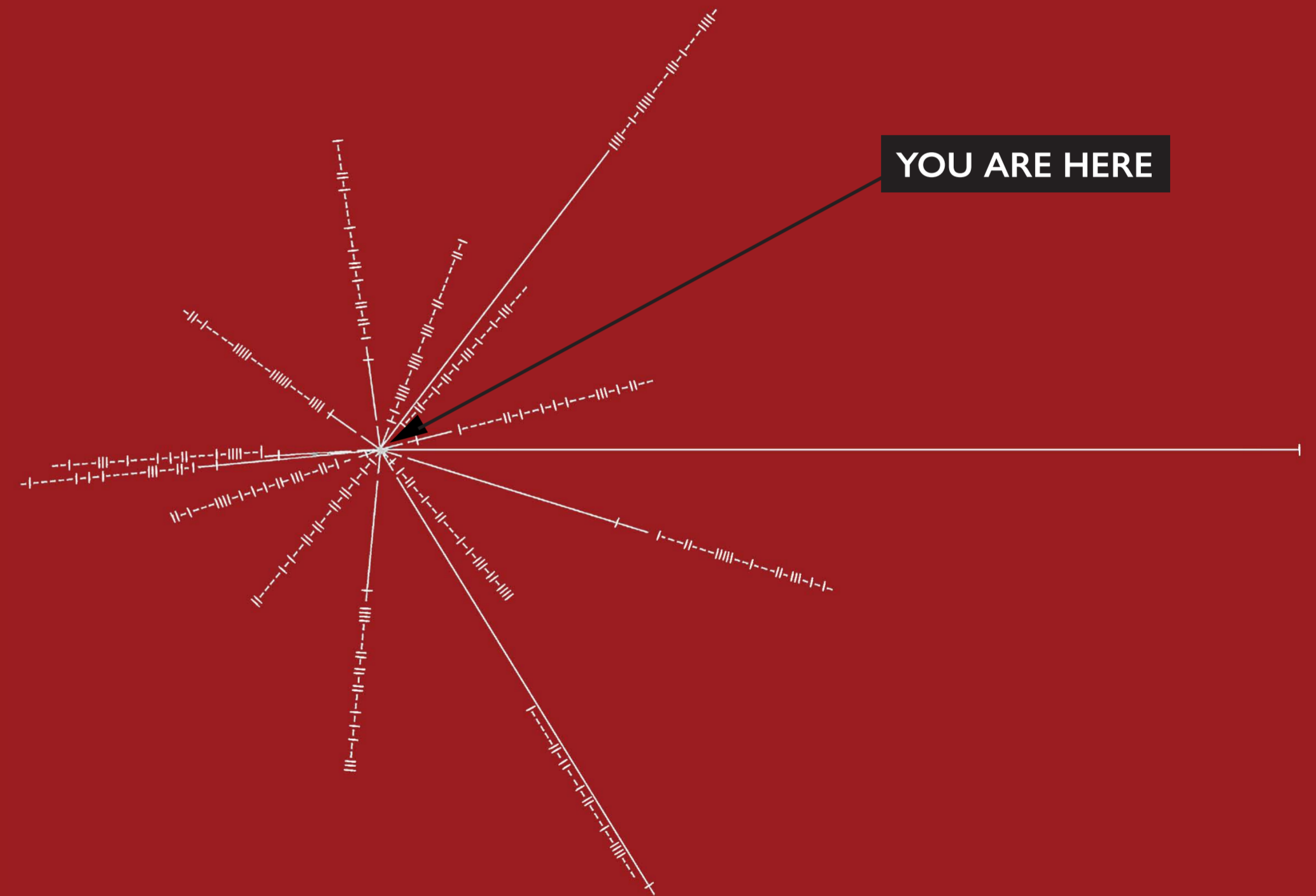


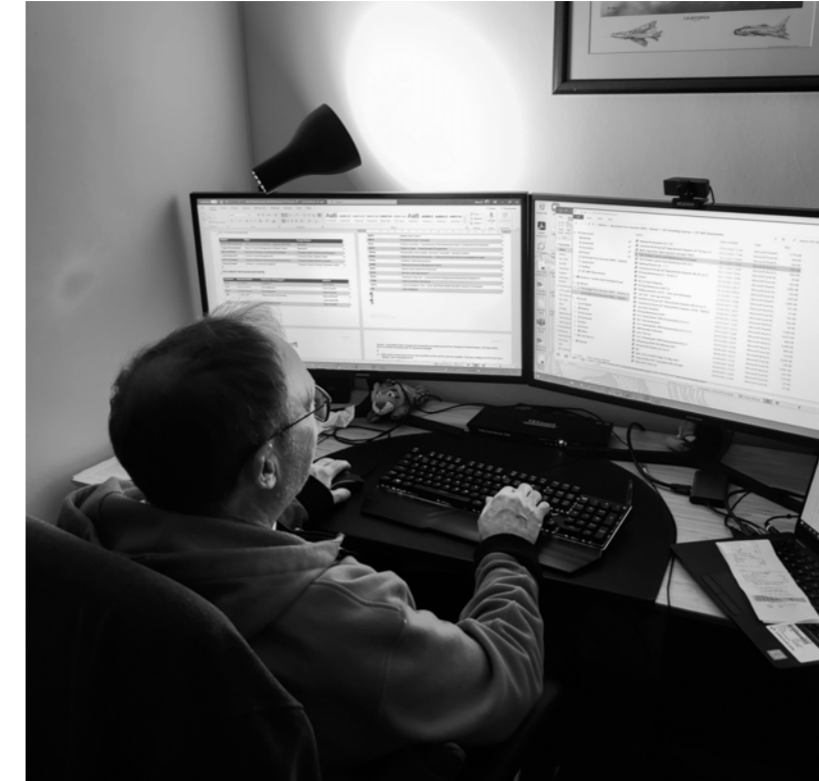
Figure 3: The Golden Record Cover (NASA/JPL, 1977)

Hybrid Homes

Collaborative Brief with the Consultancy Matter™

The Hybrid Homes Brief, was the most successful example of shared working I have experienced to date. Previous collaborative projects had been disheartening, being dogged by lacking communication and dissatisfying results. However, this brief reversed this trend. As a result of our team, the benefits of synergistic working has been made clear. Many minds not only make light work, but superior work too.

Figure 6: Image of the Author's Father Working (Guyett, 2021)



Starting the project, I was quick to implement a comprehensive gantt chart, to clarify the work that needed to be completed and by when. The division of boards between members of the team split the burden of work evenly whilst ensuring that tasks were given to individuals with the most relevant skill set. Overall, the project was strengthened by the transparency that this planning provided, as well as the discipline it engendered.

My father is a project manager by trade, hence, exposure to many of the fundamentals of managing time, people and quality has been a constant of my life. Within the context of design projects, this education has been seminal in ensuring their successful delivery and consistent quality, as well as the work-life balance struck throughout. Our Hybrid Homes Project benefited significantly from these skills.

“Our goals can only be reached through a vehicle of a plan, in which we must fervently believe, and upon which we must vigorously act.”

Pablo Picasso
(2017)

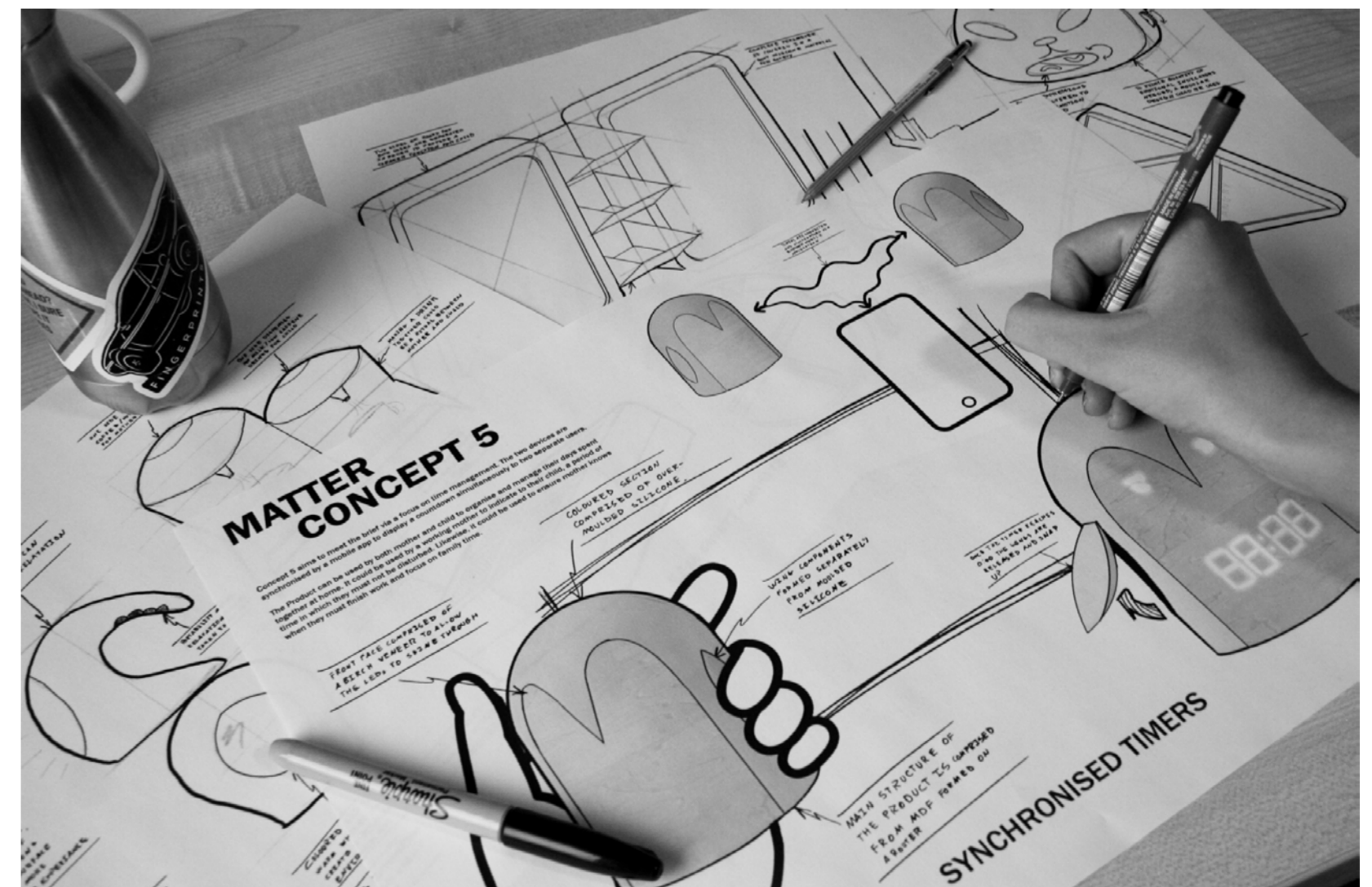


Figure 7: Image of Hybrid Homes Sketchwork (Guyett, 2021)



Figure 8: Image of Our Team Working (D'Souza, 2021)

Due to my passion for design and the success of projects, I have high expectations of myself and others in the team. However, this is not a justification for becoming frustrated with team members upon encountering a hurdle. It is facile to blame others for issues that arise within a project, so, in future, I have learnt that looking for ways of breaking the deadlock such as taking a break or establishing an alternative and more constructive line of dialogue, is a more effective course of action.

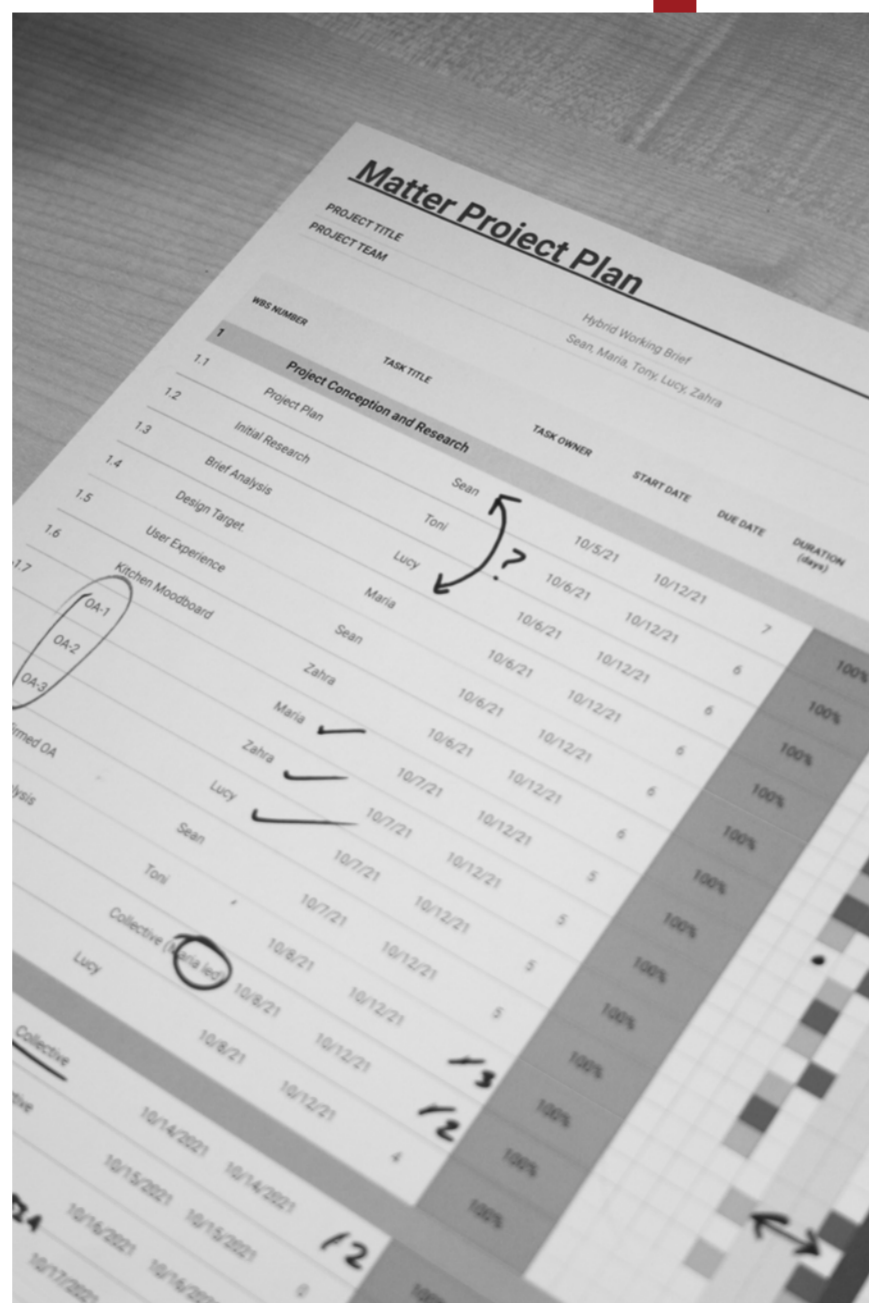


Figure 9: Image of Author's Gantt Chart (Guyett, 2021)



Figure 10: Hybrid Homes Concept (Achda, 2021)

The Future of Swimming

Future focused brief with Speedo™

Remaining up to date with the latest in material, energy, anthropometric and aesthetic research is an important skill for any student of design. In 10 years, we will be working in a very different world. Therefore, it is vital to be on the crest of as many trends and disruptive technological waves as possible. The Future of Swimming project was a prime opportunity to delve into the exploration of these exciting new design opportunities with freedom from the constraints of present day practicalities.

Figure 11: Franz Von Holzhausen (Holmes, 2018)



Prolific automotive designer Franz Von Holzhausen has been a significant force in the design development of the emerging electric vehicle sector. His work for Tesla has defined society's view of the future of personal transportation. For this brief, I was inspired by designs such as the Tesla model S and the Cybertruck, not just for the expertise with which they were designed, but the philosophy of bold futurism they embody.

As a fan of the science fiction genre, I am heavily inspired by the imagination involved in crafting a world both fantastically distant and yet so familiar. Examples of science fiction cinema such as Blade Runner 2049 (2017) or Dune (2021) provide the most visceral inspiration for a project of this nature. Designing visual assets such as props, costumes and environments for these films demands an understanding of the trends driving design into the future. These skills were essential for the successful execution of the Speedo brief.

“I have called science fiction ‘reality ahead of schedule.’”

Syd Mead
(2008)

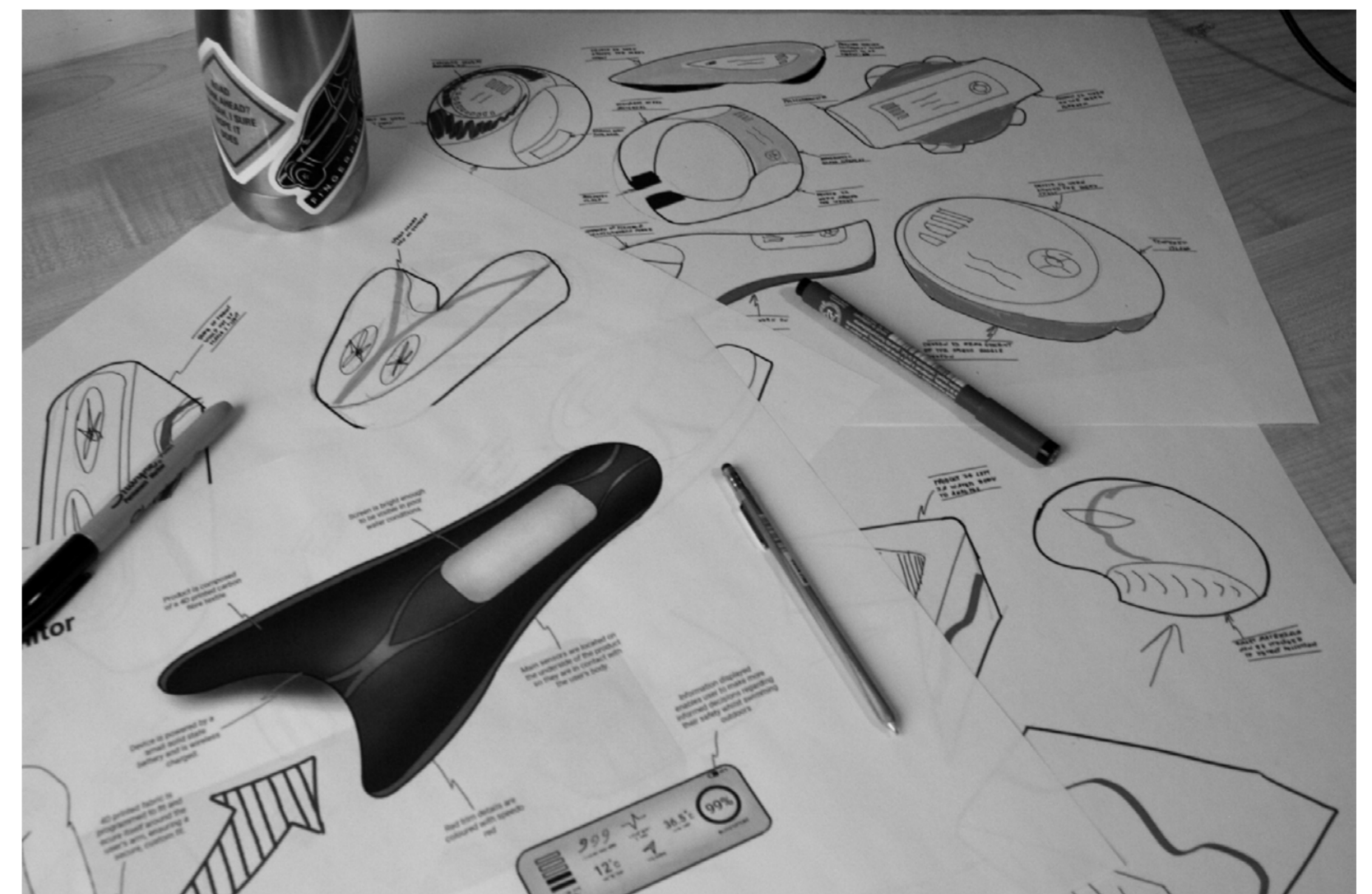


Figure 12: Image of Author's Future of Swimming Sketchwork (Guyett, 2021)



Figure 13: Image 1 of Author's Model Making (Guyett, 2021)

Working with physical prototypes and models within my design process is essential in allowing me to visualise and develop an idea. However, in a future-focused brief, there will always be an aspect of a product which is intangible. Due to these restrictions, I was required to rely on 2D ideation and development through sketch work. Whilst challenging, process renewed my appreciation for the merits of working with pen and paper, as the constraints associated with a physical modelling process are not present to hinder the flow of ideas.



Figure 14: Image 2 of Author's Model Making (Guyett, 2021)



Figure 15: Author's Future of Swimming Hero Image (Guyett, 2021)

The Future...

Throughout the first module of this academic year, I have been exposed to the breadth of professional design practise. During these consultancy, brand and individual focused experiences, I have observed instances in which my design process works harmoniously and when there is dissonance. This led me to establish which style of working I am most suited to.

I have concluded that working in a team, such as those found within a consultancy, is most beneficial to me as a designer. Involving others in my design process encourages me to rationalize and justify my thoughts, therefore ensuring that my ideas are relevant to the specification of the brief. Likewise, I believe that presenting an idea to be built upon or criticised by others is conducive to a more fruitful design process.

Aspirations

Figures List:

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- Figure 11: Holmes, B.J. 2018. *Franz Von Holzhausen*. [image] Available at <https://www.motortrend.com/news/tesla-chief-designer-franz-von-holzhausen-interview-2018/> [Accessed 30 January 2022]
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