An interactional perspective on design reviews

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Designing as interaction-driven activity
Guiding question

How do interpersonal interactions between experts and novices become a design review?
Point of departure

Quist and Petra - architectural design review conversation

Schon (1983) *The reflective Practitioner*
Schon and Wiggins (1992) *Kinds of seeing and their functions in designing*

1. Designing progresses through a conversation with the artifact involving framing, moving and re-framing

2. Both the reviewer and the student practice different ways of seeing the artifact
   1. literal visual apprehension
   2. appreciative judgments of quality
   3. apprehension of spatial gestalts
Professional vision

“Socially organized ways of seeing and understanding events that are answerable to the distinctive interests of a particular social group.”

Goodwin (1994) *Professional Vision*

A design review then is an event where novices are socialized into the professional vision of the design community.

The professional vision of an expert reviewer is made explicit in comments, critique and appreciation expressed in the context of the review.
Research question

How do interpersonal interactions create a context for the expression of professional vision?
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Method

Analyzing the expression of professional vision
Coding transcripts to identify comments on design concept and process as expressions of professional vision

+ Analyzing interpersonal interactions
Applying the Interaction Dynamics Notation
Design Activity

Could we create something that keeps them like
Episodes of professional vision interaction
I read – I read it as a three-dimensional tree sitting in my living room. Okay. Shadow. The way that the shadow’s cast on the wall tells me it’s relief as opposed to full 3D. Tells me it’s against the wall. You didn’t, didn’t give me a shadow in there. So I was reading this – okay. So just a little bit of shadow to say this is right on a wall and that’s it’s not. Now do these actually come off the wall and their shadow then separates a little bit ‘cause they’re rotating out… So right. So that saying that’s off the wall. This is saying it’s on the wall. Um, and then it just – as long as you match your light source with what you were doing. It’s a little bit hard ‘cause you got shadows on both sides, but –

Right. So, I’m trying to figure out what your light source in this up there so shadows on this side. Okay.
Key observations

**Beginning**

Interaction was centered around the design artifact. Clarifying questions, or moves expressing appreciation began professional vision episodes.

**Middle**

Professional vision episodes were sustained by -

1. Generative design questions at times
2. Support responses
3. Yes-and responses

Blocks-overcoming indicating argumentation were absent from this data.

**End**

The episodes commonly ended in individual study of the artifact.
Key observations

Concept review

Informal setting, interactions start off as discussion

Question asking occurs more frequently than support responses

Greater frequency of professional vision interaction episodes

Client review

Formal setting with time limitation, interactions occur in two phases - formal presentation phase followed by discussion

Support asking occurs more frequently than question asking

Lower frequency of professional vision interaction episodes
Key observations

Nature of professional vision

1. Literal visual apprehension
2. Appreciative judgment of concept
3. Appreciation of spatial gestalt
4. Appreciation of process
5. Encouragement for future action

Schon and Wiggins (1992)
Question-asking, moves, support, yes-and responses construct a social interaction that enable the expert and the novice to engage in to the professional vision of the design community.

Schon (1983), Schon and Wiggins (1992)
Appendix