

The First Draft of

Personal Design Philosophy Statement

By Donna Davis

To me, design illustrates ideas or experiences to achieve even specific goals. It fulfills a market's demand and is an active process that focuses on functionality and steps on how ideas are conveyed and received. As a designer, I view myself as a creator and problem-solver, combining creativity with practical techniques to enhance results.

My Core Values in Design

Several core values define the basis of my design and strategy philosophy:

- **Collaboration:** Ideally, design should be a team effort in which multiple perspectives create a more potent, comprehensive course. Teamwork is fundamental to how I approach design. I count on feedback and insights from my team, stakeholders, and learners themselves to revise the course or lesson I design. In fact, no design is ever considered finished; it is always developing as we learn more about it and how it can be improved. However, the revision needs to be managed, and specific timing must be followed to conduct it. Teamwork encourages creation, which makes the final design reflect knowledge and expertise.
- **Open-Mindedness:** An open-minded approach ensures that the design team remains receptive to feedback, new ideas, trends, and changes in technology or user needs.
- **Simplifying Complexity:** Simplicity is crucial. When designing a well-designed course, it is better to remove unnecessary elements and focus on necessary, important core messages. I strive to simplify complex content without losing its essence. This is especially critical in my work with academic materials, where learners must quickly and efficiently catch challenging concepts. By providing a course with its core components and clear instruction, I ensure that learners can focus on what is provided instead of being preoccupied with a distracting design such as extra and loud background noise or music, non-effective or only decorative animation or figures that are not even understandable to various audience when we design for a larger group such as an online course that many people with different background can access the course.

- **Providing Background Information:** Background information is always necessary to provide context to the audience so they can understand the roots of the problem. Showing them how or why this problem started and what others did to solve it will encourage the audience to seek newer strategies. I emphasize that equipping extra information is part of designing courses' design. As a result, learners have access to the foundational knowledge they need. This way, the designer can create more cutting-edge content. Whether through introductory modules or supplemental materials, providing the right background will help learners feel confident and prepared as they move through the course, even if it is a short hint.
- **Staying Informed on Trends:** Whether integrating AI into my language courses or leveraging new multimedia tools, being aware of trends allows me to create relevant, forward-thinking designs that meet the audience's needs and are effective.
- **Tangible Results and Outcomes:** Ultimately, design should lead to tangible results. My goal is to create designs that look good and achieve measurable outcomes, whether that's improved learner performance, higher engagement rates, or more straightforward communication.
- **Accessibility and Audience Understanding:** Good design has to be inclusive. Which means it should be accessible to everyone, regardless of their abilities. Inclusivity also involves understanding the diverse backgrounds and experiences of the audience. Accessibility and understanding the audience's background are essential in all my projects. Whether designing for people with disabilities or those with different learning styles, I ensure my designs are inclusive and adaptable. Understanding and analyzing the audience is the first step toward creating something meaningful, and I spend time learning about their demands, culture, preferences, and challenges.