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Internship
BUF 4900
Professional Development Critique #1
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This seminar, Science and Art of Design Thinking, was presented by Dr. Anbu Rathinavel. Dr. Rathinavel is the Chief Design Officer at Intellect Design and the head and co-founder of the School of Design Thinking. It was held at the New York City College of Technology, 285 Jay Street, Brooklyn, NY 1101, on September 13th, 2024. It was an amazing experience as I got to see familiar faces from the fashion program and also meet professors in person for the first time whom I had never had the chance to meet before.

The Science and Art of Design seminar was about ways of “thinking outside of the box,” revealing that design isn’t just about art and doesn’t always require artistry skills. Joining this seminar helped me discover that the term “design” can hold a deeper meaning. For instance, not everyone may realize they have applied design in ways they might not associate with it. Additionally, I always thought design was just about art, but learning how design is involved in our everyday lives whether through organizing, planning a project, cooking, creating a portfolio, etc has been eye-opening. Understanding this is fundamental because it teaches us to think critically, innovate, and approach problems with a designer’s mindset. It was really interesting to see how design connects with art and science, incorporating knowledge and skills from a range of fields like technology, psychology, and business to develop effective solutions to challenges.

This professional development connected with my degree due to the idea that fashion is beyond aesthetics but also involves strategic thinking, problem-solving, and having strong creative skills. As a student in the Business and Technology of Fashion program, I went through occasions of designing whether it was a BUS or BUF course. This would allow me to see how there’s more to fashion whether is designing a business plan or a t-shirt. Being that art is very inclusive in my courses, it has allowed me to strengthen and use my creativity abilities, both visually and physically, just like in my BUF 2246 course. For example, I never thought I would be able to develop natural dyes using blueberries and develop my pattern design. This opportunity allowed me to recognize my skills and encouraged me to closely analyze each project I worked on throughout my time in City Tech, as well as the process of bringing my ideas to life.

Whether in a professional setting or personal lifestyle, anyone can engage in some form of design throughout their day whether it involves a small or big task. This process involves strategic thinking and strong problem-solving skills. Yet, this seminar helped me realize the importance of valuing the efforts involved in the process of starting and completing a project, as it reflects the time, thought, and development invested in it. Additionally, it gave room for being open-minded in learning new perspectives, techniques, and approaches, encouraging creativity and growth. I would inform my peers of the process of design thinking and how it can be applied through technology, business, and our everyday life.