PERSONAL DESIGN

MANIFESTO

Brendan Dutton

"Design has the power to preserve
the past while inspiring the future."

DSDN 332

PAGE 1 – EARLY CAREER (2027)

LEARNING THROUGH DESIGN

My Design Philosophy

Researching and designing the timeline of my great-grandfather, Norman Henry Jones, changed the way I see design. I realised that design is not just about creating something visually appealing, it is about communicating stories, preserving history, and helping people connect with information in a meaningful way.

As I begin my design career, I want to build strong technical skills while creating work that is clear, accessible, and engaging. I believe every design should have a purpose, whether it is educating, informing, or inspiring others. Good design should simplify complex information without losing the emotion behind the story.

My Goals (2027)

- Complete my design degree and continue learning new technologies.
- Build a professional portfolio that showcases a range of creative projects.
- Develop strong skills in graphic design, web design, game design and user experience (UX).
- Gain industry experience through internships, freelance work, or employment.
- Learn how to create designs that are accessible and user-focused.

Skills I Want to Develop

- Graphic Design
- UX/UI Design
- Adobe Creative Suite
- Typography
- Layout Design
- Digital Storytelling
- Communication
- Problem Solving

Personal Values

- Design should communicate clearly.
- Every story deserves to be preserved.
- Good design is accessible to everyone.
- Research creates stronger design outcomes.

"EVERY PROJECT IS AN OPPORTUNITY TO TELL SOMEONE'S STORY MORE CLEARLY."

PAGE 2 – MID CAREER (2050)

DESIGNING FOR IMPACT

My Design Philosophy

By the middle of my career, I want my work to create meaningful change. I believe design has the power to educate communities, preserve culture, and solve real-world problems. Whether I am designing digital products, websites, or interactive experiences, I want every project to make information easier to understand and more engaging.

The research behind my great-grandfather's P.O.W timeline demonstrated that history is often hidden within diaries, letters, and personal experiences. Design transforms these records into experiences that can educate future generations. This is the kind of impact I want my work to have.

My Goals (2050)

- Become a senior designer or creative director.
- Lead projects that combine technology with storytelling.
- Design experiences that educate and inspire.
- Mentor younger designers entering the industry.
- Continue learning emerging technologies and design methods.

Skills I Want to Strengthen

- Creative Leadership
- UX Research
- Branding
- Interactive Design
- Team Collaboration
- Project Management
- Public Speaking
- Innovation

Personal Values

- Design should educate as well as inspire.
- Honest communication builds trust.
- Collaboration produces better outcomes.
- Creativity should always have purpose.

"GOOD DESIGN IS REMEMBERED BECAUSE IT HELPS PEOPLE UNDERSTAND."

PAGE 3 – LATE CAREER (2070)

CREATING A LASTING LEGACY

My Design Philosophy

Success is not measured only by awards or recognition, but by the positive impact my work leaves behind. I want my designs to continue helping people long after they are created. Whether preserving history, improving accessibility, or mentoring future designers, I hope my work contributes to something larger than myself.

The story of Norman Henry Jones reminds me that ordinary people can live extraordinary lives. Without thoughtful design, many of these stories risk being forgotten. I want my career to demonstrate how design can preserve history while helping shape the future.

My Goals (2070)

- Mentor and support future designers.
- Contribute to projects that preserve history and culture.
- Continue learning and adapting to new technologies.
- Volunteer my design skills for community organisations.
- Leave behind work that continues educating future generations.

Skills I Hope to Be Known For

- Leadership
- Mentoring
- Historical Storytelling
- Accessibility
- Strategic Thinking
- Creative Direction
- Innovation
- Lifelong Learning

Personal Values

- Never stop learning.
- Design should make a positive difference.
- Preserve stories for future generations.
- Leave every project better than you found it.

"DESIGN HAS THE POWER TO PRESERVE THE PAST WHILE INSPIRING THE FUTURE."