

## Letter from the Editor

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Welcome to Multi, the RIT Journal of Diversity and Plurality in Design. The goal of Multi is simple: to develop an academically rigorous, peer-reviewed journal that focuses on design without being narrowly defined by traditional disciplinary stereotypes.

The term “designer” is one that is misunderstood in contemporary society. Outside of the design professions, design remains a somewhat mysterious practice that most consider to be superfluous or frivolous. Technology furthers this perception as it creates the illusion of equality, and as a result the choices designers make—and the value designers add to creative processes—becomes undervalued. Coupled with a popular media that packages design as a fun, quick and easy weekend hobby, the potential ramifications of these slowly emerging trends are perilous. Yet at the same time, designers are at the fore of innovative and creative thinking, and are agents of change throughout corporate and consumer culture. Increasingly, designers are called upon to lead or advise multidisciplinary teams of business leaders. Increasingly designers are tapped for their skill at connecting disparate dots across disciplinary boundaries more than for their ability to quickly produce a quick mockup, sketch, or prototype.

The underlying goal of Multi is to examine the tension between what design has been and what design is becoming. Throughout forthcoming issues, Multi will address these questions: How is the practice of design changing? To what degree do design educators prepare students for the future demands of the profession? What is the relation between professional practice and those emerging from an academic design program? What does the future of design hold? Multi aims to nurture an inclusive intellectual environment that both stimulates and supports a

discourse anchored by multiplicity in design. An architect, for example should feel equally as free to write about, comment on, and research graphic design as a graphic designer should feel comfortable doing the same about architecture. Such cross-fertilization among design professionals will undoubtedly become more common as the profession advances. So too will multidisciplinary collaborations between designers and other professionals. It is the aim of Multi to be at the fore of this charge.

With this inaugural issue of Multi, I welcome you, our reader, to the future of design and. I also encourage you to participate in what I hope will be a long, rich, and ongoing discussion. Above all, Multi endeavors to include as many perspectives and as many voices as possible, while maintaining a rigorous editorial standard. The Multi editorial board includes some of the most innovative and forward-looking design thinkers of today who will work to support a better understanding of what the future of design holds.

We are witness to some of the most promising, and at the same time, some of the most uncertain times for design professionals. Collectively, we can shape the future direction of our profession and also take responsibility for that which we put forth. Multi is the vehicle which will help to foster a renewed energy and responsibility amongst not all design professionals, but all those whose lives are touched in some way by design.