

Stereotypes in Design

Designers can take many forms, but some of them stand out according to their industry. Take a look at a few different designers in their given fields and how they are often perceived.

Graphic Designer

Music
Bands you've never heard of

Food/Beverage
Pizza / Tall, non-fat, no foam, 1 shot vanilla latte, extra ice

Popular Job Locations
States with highest employment

California 15,880
New York 18,010

Quirks
* Has made a purchase decision based on the product's use of fonts
* 65% of graphic designers do not work well with others and consider themselves freelancers

Hair
Mad Men
The Lumberjack

Stache
Handlbar
Connoisseur

Sleeve Styles
Spitown
Midtown
Downtown

Makeup
Lovers the touch of a smooth skin
No makeup, all natural
Apply it like the 80's

Interior Designer

Music
Late 90's female vocalists

Food/Beverage
Organic salad / Organic water

Popular Job Locations
States with highest employment

California 6,540
Texas 9,141

Quirks
* Solves interior environment problems through a human-centered approach
* Loves to take an inside space and make it beautiful and functional by adding a modern "twist" to a classical style and a touch of something antique to make the space more classical
* 19% There is an expected job increase by 2016 from now-2010

Hair
Short and manageable
Bob cut
Clogmata

Makeup
Moderate with makeup use
No makeup, all natural
Apply it like the 80's

Film Director

Music
Classic and modern orchestrated works with a dash of techno

Food/Beverage
4 course meals
Catering
Whisky

Top 3 States For Film Production
Top 3 states that offer great incentives for film production in their state

Illinois
Louisiana
Texas

Quirks
* Only travels by Learjet
* Strong opinions on digital versus analog filming
* There are 35.24 male directors for each 1 female director

Hair
The Spielberg
The C. Nolan

Stress Levels
Directors are known to have 16 hour work days

Production Pre: Dining Post

Architect

Music
Works in silence to hone in on precise math skills

Food/Beverage
Steak and wine / Espresso

Where The Higher Paid Architects Work
States with the highest paid Architects

California
Indiana

Quirks
* Mostly likely to still play with legos
* About 17% of architects are self-employed
* Can draw a straight line without using a ruler

Hair
Not bald
Bald

Clothing
Shirt
Undershirt
Pants
Belt
Shoes
Other

Product Designer

Music
Classic rock and New Wave on inner ear headphones made with wood

Food/Beverage
Fastfood or whatever has takeout

Popular Job Locations
States with highest employment (for industrial and commercial designers)

California 3,370
Michigan 3,280

Quirks
* Has made a purchase decision based on the products packaging
* Thinks they are graphic designers
* Industrial design is at an all-time high with U.S. design patents reaching a 10-year high

Glasses
Red Rim's
Google

Smell
Loves the smell of a freshly opened box of new sneakers

Game Designer

Music
Game scores / Chip tunes

Food/Beverage
Hot pockets / Mountain Dew

Popular Studio Locations
States with the most amount of game production studios

Seattle 680
California 119

Quirks
* Known to have reflexes of a cheetah
* Total consumer spending on the game industry

Vision
Nocturnal, sees better in the dark where they work and play games

Smell
Loves the smell of dust barning from an over-worked computer

Reviews
Average
Control

NEWSCHOOL OF ARCHITECTURE + DESIGN
www.newschoollarch.edu

Sources: <http://www.slideshare.net/THATONEGY/101/idea-games-and-hand-eye-coordination>
<http://www.phish.com/pressroom/newsroom/199-top-10-critical-music-of-production>
<http://gamegizmo.com/high-top-american-cities-for-video-game-development/>
<http://thebigcitydesign.com/pressroom/10-10-10-10-graphic-design-100-100-100/>
<http://www.archdaily.com/200761/10-top-cities-for-the-100th-anniversary-of-architecture/>
<http://www.hacklife.com/2009/08/08/the-perception-of-an-architect/>
<http://imgur.com/gallery/2009/08/08/the-perception-of-an-architect/>
<http://www.digitalsjournal.com/1405386>
<http://www.ign.com>
<http://www.ign.com>