

Abstract

Author Design

Entrepreneurial Design

Emotional Design

Vulnerability

Authenticity

The project Behind mishmash®, a deep dive into a pathway worth walking, inserted in the Master's of Communication Design at Escola Superior de Artes e Design, Matosinhos, is based on the creation of the mishmash brand in conjunction with an observation of the business world.

The study focuses on the contextualization of the Designer as an entrepreneur and content creator and on the analysis of author design projects, based on a personal experience in creating a business based on design projects with strong incorporation of value through product design and in the creation of projects where the designer assumes himself as an entrepreneur and transforms his entrepreneurial ambitions into marketable goods.

mishmash writing objects have the ability to inspire ideas, becoming a mirror of a person's personality and creativity. mishmash products started out as experiments or tests to validate an idea and confirm or refute a hypothesis. Experimentation was adopted as the main strategy for turning/ converting ideas into viable realities.

The project's book/ report, which

includes some insights into the origin of the brand, became the chosen medium to describe the experience of creating the office supplies brand, becoming itself a project and a guide for designers who intend to add value to their creative activity. It is a purely textual project that aims to be a contrast with the visual universe of the brand, the later represented through the insertion of intermediate booklets.

The reality of many designers is to create projects on their own initiative, to develop their products without conceptual or material constraints, promoting an ethical and social dimension of design. Developing this type of projects has been the way for designers to produce new products and services, usually designed to participate in an alternative economy. Alongside this opportunity, there is the desire to positively affect social, cultural and economic change through an involvement guided by a strong impulse of authorship in design. Collaborations between graphic designers who contribute to a global culture through original projects can dictate changes in the entrepreneurial paradigm in which we live.