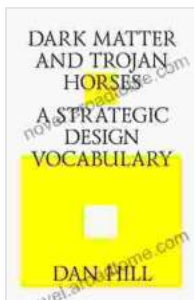


Strategic Design Vocabulary: The Power of Dark Matter and Trojan Horses

In the world of strategic design, it is essential to have a strong vocabulary to communicate your ideas effectively. This vocabulary should include terms that are both descriptive and evocative, and that can help you to convey the complexity of your work.

Two terms that are particularly useful in this regard are "dark matter" and "Trojan horses." Dark matter is a mysterious substance that makes up about 27% of the universe. It is invisible to telescopes, but its existence can be inferred by its gravitational effects on other objects. In strategic design, dark matter can be used to represent the hidden assumptions, values, and beliefs that shape our decisions.



Dark matter and trojan horses. A strategic design vocabulary. by Richard Di Britannia

★★★★☆ 4.3 out of 5

Language : English
File size : 2524 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Print length : 88 pages



Trojan horses are a type of malware that is disguised as a legitimate file. Once they are installed on a computer, they can give the attacker access to the computer's files and systems. In strategic design, Trojan horses can be

used to represent the hidden agenda or unintended consequences of a design.

By understanding the power of dark matter and Trojan horses, you can become a more effective strategic designer. You will be able to communicate your ideas more clearly and persuasively, and you will be able to anticipate and avoid potential pitfalls.

The Power of Dark Matter

Dark matter is a powerful force in the universe. It shapes the structure of galaxies and influences the motion of stars. In strategic design, dark matter can be used to represent the hidden assumptions, values, and beliefs that shape our decisions.

These hidden forces can have a profound impact on our work. For example, a designer who believes that all users are rational and logical may create a design that is difficult for users to understand. A designer who believes that users are emotional and intuitive may create a design that is more user-friendly.

It is important to be aware of the dark matter that shapes our decisions so that we can make informed choices about our work. We need to question our assumptions, challenge our values, and be open to new ideas.

The Danger of Trojan Horses

Trojan horses are a serious threat to computer security. They can give attackers access to our files, systems, and personal information. In strategic design, Trojan horses can be used to represent the hidden agenda or unintended consequences of a design.

For example, a design that is intended to be helpful may actually be harmful. A design that is intended to be inclusive may actually be exclusive. A design that is intended to be innovative may actually be disruptive.

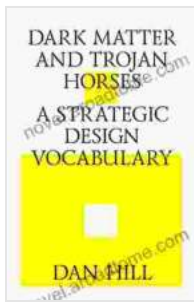
It is important to be aware of the potential Trojan horses in our work so that we can avoid them. We need to think carefully about the unintended consequences of our decisions and be prepared to change our plans if necessary.

Dark matter and Trojan horses are two powerful forces that can shape the outcomes of our strategic design work. By understanding the power of these forces, we can become more effective designers and create designs that are more likely to achieve our goals.

Here are some tips for using dark matter and Trojan horses in your strategic design work:

- Be aware of the dark matter that shapes your decisions.
- Question your assumptions, challenge your values, and be open to new ideas.
- Be aware of the potential Trojan horses in your work.
- Think carefully about the unintended consequences of your decisions.
- Be prepared to change your plans if necessary.

By following these tips, you can harness the power of dark matter and Trojan horses to create more effective and successful strategic designs.



Dark matter and trojan horses. A strategic design

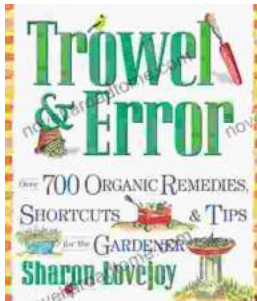
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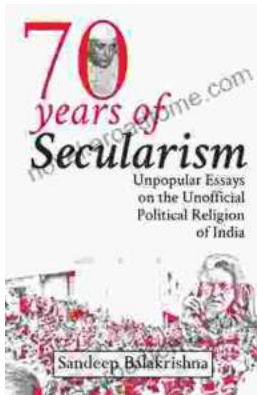
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