

# Fire-EdUp Identify the Constraints



## What is a Constraint?

Design constraints are limitations on a design. These include imposed limitations that you do not control, and limitations that are self-imposed as a way to improve a design. To learn more about constraints we are going to hear from an expert in the field of design Nick De Leon.

### Nick De Leon - Royal College of Art, UK School of Design

Nick leads the development of the School's research and knowledge exchange relations. He received his PhD from Imperial College Business School, where his research addressed the impact of information and communication technologies on the social and economic vitality of cities. Nick has an engineering degree from Imperial College and a Master's degree in Industrial Design from the Royal College of Art.

Nick began his career as an industrial designer at IBM, moving from designing products then services, through to developing entire new businesses in his role as Business Development Director for IBM's Global Services division in Europe.



### Nick De Leon Video

Ted Tagami from Mangintudei.io talks with Nick De Leon, from the Royal College of Art UK School of Design. Video link [click here](#).

**'Every constraint is a gift. It is a gift that enables you to show your creativity and capacity to innovate.'**



A designer's approach to a problem begins with an acute observation of the users and of the system's context and constraints.

Constraints may be:

- Technological
- Spatial (physical dimensions)
- People (communities)
- Social
- Commercial (affordable)

Combinations of designing something that is not only technically feasible and exciting, but is truly desirable and commercially viable should be your aim.

**'Every constraint is an opportunity to innovate'**

**'If you give a group of people complete leeway to design anything, they will design nothing'**