ABSTRACT
The topic i have opted for aims at finding out whether we have become a quick solution society. In today’s world, in order to bring about a personal transformation "the faster the better" seems to be the message. In life, in health, in medicine etc people are looking for that shortcut when in fact these shortcuts often create longer lasting problems. We all want the fastest solutions and rapid results. The design of my research involves a review of the advantages and disadvantages of quick fix solutions in our society. As a student, I was taught that every design goes through a process. Brainstorming, initial sketches, make the final design, make changes, send for approval, make more changes etc. There have been times when I have reached a dead end with a concept and the only way out is to sleep on it. As creatives, we were taught that nothing can happen in haste. But the real life is different from college. At work, time is money. They expect you produce a lot of work in less time and it is usually because of immense pressure from the client. In such situations, one does resort to quick fix solutions. I believe it's not because we want to use them, it's because we have to.