design the term design
design is to design the design of a design.

1. a general concept, policy
2. an activity
3. a plan or intention
4. a finished outcome, a product

Source: Prof. John Heskett
To design is to plan, to order, to relate and to control.

Emil Ruder
Swiss typographer 1914 - 1970
To design is
to devise courses of action aimed at
changing existing situations
into preferred ones

Herbert Simon
Nobel laureate
Source: Per Mollerup
the interest groups

design promotion

design users

designers

general public

design education

design community

international audiences
encyclopaedia

design

from L. designare "mark out, devise," from de- "out" + signare "to mark,"
from signum "a mark, sign."

de signo: about the sign

Originally in Eng. with the meaning now attached to designate
(1646, from L. designatus, pp. of designare);

Designer (adj.) in the fashion sense of "prestigious" is first recorded 1966;
designer drug is from 1983.
design noun

1 a plan or drawing produced to show the look and function or workings of a building, garment, or other object before it is built or made: he has just unveiled his design for the new museum.
the art or action of conceiving of and producing such a plan or drawing: good design can help the reader understand complicated information | the cloister is of late twelfth century design.
an arrangement of lines or shapes created to form a pattern or decoration: pottery with a lovely blue and white design.

2 purpose, planning, or intention that exists or is thought to exist behind an action, fact, or material object: the appearance of design in the universe. verb [ trans. ] decide upon the look and functioning of (a building, garment, or other object), typically by making a detailed drawing of it: a number of architectural students were designing a factory | [as adj. with submodifier ](designed) specially designed buildings.

3 [often be designed] do or plan (something) with a specific purpose or intention in mind: [ trans. ] the tax changes were designed to stimulate economic growth.
thesaurus

noun

1 *a design for the offices* plan, blueprint, drawing, sketch, outline, map, plot, diagram, draft, representation, scheme, model.

2 *tableware with a gold design pattern*, motif, device; style, composition, makeup, layout, construction, shape, form.

3 *his design of reaching the top* intention, aim, purpose, plan, intent, objective, object, goal, end, target; hope, desire, wish, dream, aspiration, ambition.

verb

1 *the church was designed by Hicks* plan, outline, map out, draft, draw.

2 *they designed a new engine* invent, originate, create, think up, come up with, devise, formulate, conceive; make, produce, develop, fashion; informal dream up.

3 *this paper is designed to provoke discussion* intend, aim; devise, contrive, purpose, plan; tailor, fashion, adapt, gear; mean, destine.
the role of the designer

The designer always operated between the content of the message and the produced form.

“...the task of a designer is to develop forms of the prototypes for industrial production...”

[Bureau of European Designers Associations, Definition of Design 1981]

The word **industrial-design** relates to an industrial production technology.
Definition

Design is a creative process which integrates the physical qualities of a product with aesthetic considerations.

Design is both the result as end product and the process which creates the result.

Design as process deals with uniting such factors as technology, marketing, sales, recycling and disposal to create the balance between the commercial, immaterial and aesthetic values of a product.
Definition
Sweden

Design is the planned and innovative use of available knowledge to form processes, environment, products and services with point of departure in users needs.
Definition

Norway

Design includes thinking and planning in order to give shape to things
in a way that they can be manufactured, used and finally destructed.

Designers work within a humanistic tradition in the meeting between
product and man and to an increasing degree with digital and human
interaction.

Five factors are important:

Functionality,
aesthetics,
long range identity,
cultural, political and
ethical relations.

2001: Design som drivskraft for Norsk Næringsliv 2002-2010
Norwegian official design promotion activities

National information campaign to promote design
Education of deciders to understand the value of design
Design Awards
Surveys on design use in Norwegian companies
Icebreaker program to help first time design projects
Local workshops to introduce design to business
Regional design consultants
Design business incubators
Establishing of consultancy concerning design in interactive media.

2001: Design som drivskraft for Norsk Næringsliv 2002-2010
Norwegian official design community activities

Design policy measures to help domestic business and to increase business development internationally.

Program for internationalisation of Norwegian design and Norwegian designers.

2001: Design som drivkraft for Norsk Næringsliv 2002-2010
Norwegian official design education activities

Integration of business directed design into research council activities. Evaluation and quality assuring in design education.

2001: Design som drivkraft for Norsk Næringliv 2002-2010
Norwegian official design vision

Design shall be a driver for the development of competitiveness of Norwegian business on the global market.

Increased market shares, better earning, more satisfied customers.

2001: Design som drivkraft for Norsk Næringsliv 2002-2010
Design Means end chain

Education in design is a mean to
design know what and know how which are the means to
a qualified design profession which is a mean to
well designed processes and products which are means to
economical competitiveness which is a mean to
job creation which is a mean to
economic wealth which is a mean to
quality of life
Design as art

form

shape
colour
texture
trends
meaning...

aesthetics
styling
decoration

Based on Prof. John Heskett
Design as complex societal corporate activity

shape
colour
texture	use

trends	purpose
trends	ergonomics	materials
trends	environment	processes
trends	life style
trends	... sistem	... use	purpose	... materials	... price	... usability	... usability
trends	... technology
trends	... durability
trends	... reliability
trends	... production
trends
trends	... distribution
trends	... competition
trends	... strategic design
trends	... systems
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Based on Prof. John Heskett
Conclusion

Different interest groups are involved in defining the task of design within the society.

A design definition has legislating effects.

It is by far not the competence, responsibility or task of the design education to determine rules.

But design education has the duty to be aware of and teach the results of the general discussion and to contribute to the development.