Design

A **design** is a plan or specification for the construction of an object or system or for the implementation of an activity or process, or the result of that plan or specification in the form of a [prototype](#), product or [process](#).

Introduction

The verb *to design* expresses the process of developing a design. In some cases, the direct construction of an object without an explicit prior plan (such as in craftwork, some engineering, coding, and graphic design) may also be considered to be a design activity.

Design as a process

Substantial disagreement exists concerning how designers in many fields, whether amateur or professional, alone or in teams, produce designs.

The action-centric model

The action-centric perspective is a label given to a collection of interrelated concepts, which are antithetical to the rational model.[6] It posits that:

Designers use creativity and emotion to generate design candidates.

The design process is improvised.

No universal sequence of stages is apparent – analysis, design and implementation are contemporary and inextricably linked.