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# Design



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Contributed by x editors

Reviewed and fact checked by xyz

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A design is the concept of or proposal for an object, process, or system. Design refers to something that is or has been intentionally created by a thinking agent, though it is sometimes used to refer to the nature of something – its design. 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 may also be considered to be a design (such as arts and crafts). A design is expected to have a purpose within a certain context, usually having to satisfy certain goals and constraints, and to take into account aesthetic, functional, economic, environmental or socio-political considerations. Typical examples of designs include architectural and engineering drawings, circuit diagrams, sewing patterns, and less tangible artefacts such as business process models.[1][2]

## Designing

People who produce designs are called designers. The term 'designer' generally refers to someone who works professionally in one of the various design areas. Within the professions, the word 'designer' is generally qualified by the area of practice (for example: a fashion designer, a product designer, a web designer, or an interior designer), but it can also designate others such as architects and engineers (see below: Types of designing). A designer's sequence of activities to produce a design is called a design process, using design thinking and possibly design methods.

The process of creating a design can be brief (a quick sketch) or lengthy and complicated, involving considerable research, negotiation, reflection, modeling, interactive adjustment, and re-design. Designing is also a widespread activity outside of the professions, more than just those formally recognized as designers. In his influential book The Sciences of the Artificial the interdisciplinary scientist Herbert A. Simon proposed that "Everyone designs who devises courses of action aimed at changing existing situations into preferred ones".[3] And according to the design researcher Nigel Cross "Everyone can – and does – design", and "Design ability is something that everyone has, to some extent, because it is embedded in our brains as a natural cognitive function".[4]

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Braun ABW30 wall clock designed by Dieter Rams and Dietrich Lubs [de] (early 1980s)

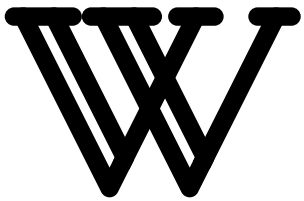
### Key takeaways

- Design involves intentional creation to fulfill specific goals and constraints.
- It includes tangible (drawings, diagrams) and intangible (models) examples.
- Designers are professionals in specialized fields like fashion, product design, and architecture.
- Design is a universal activity, with everyone having some innate ability to design.



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# History of design

Main article: Design history

The study of design history is complicated by varying interpretations of what constitutes 'designing'. Many design historians, such as John Heskett, start with the Industrial Revolution and the development of mass production.[5] Others subscribe to conceptions of design that include pre-industrial objects and artefacts, beginning their narratives of design in prehistorical times.[6] Originally situated within art history, the historical development of the discipline of design history coalesced in the 1970s, as interested academics worked to recognize design as a separate and legitimate target for historical research.[7] Early influential design historians include German-British art historian Nikolaus Pevsner and Swiss historian and architecture critic Sigfried Giedion.

# Design education

Institutions for design education date back to the nineteenth century. The Norwegian National Academy of Craft and Art Industry was founded in 1818, followed by the United Kingdom's Government School of Design (1837), Konstfack in Sweden (1844), and Rhode Island School of Design in the United States (1877). Polish "Towarzystwo Polska Sztuka Stosowana" (1901) and Warsztaty Krakowskie (1913). The German art and design school Bauhaus, founded in 1919, greatly influenced modern design education.[8]

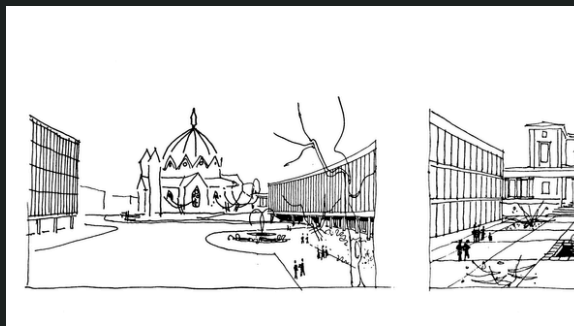
Design education covers the teaching of theory, knowledge and values in the design of products, services and environments, and focusses on the development of both particular and general skills for designing. It is primarily orientated to prepare students for professional design practice, based around project work and studio or atelier teaching methods.

There are also broader forms of higher education in [design studies](#) and [design thinking](#). Design also features as a part of general education, for example within [Design and Technology](#). The development of design in general education in the 1970s created a need to identify fundamental aspects of 'designerly' ways of knowing, thinking



Fun fact:

Invisible Design: The 'Golden Gate Bridge' in San Francisco was initially planned to be black with yellow stripes to ensure visibility in fog. However, the designers opted for the distinctive "International Orange," which made the bridge an iconic landmark.



Early concept design sketches by the architect Erling Viksjø, exploring the relationships between existing and proposed new buildings



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QUIZ TIME!

What term is used to describe the sequence of activities undertaken by a designer to produce a design?

- a) Design process
- b) Creative endeavor
- c) Conceptualization
- d) Innovation cycle

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