the d-word

what is design?

wolfgang maehr

interaction designer at opera software
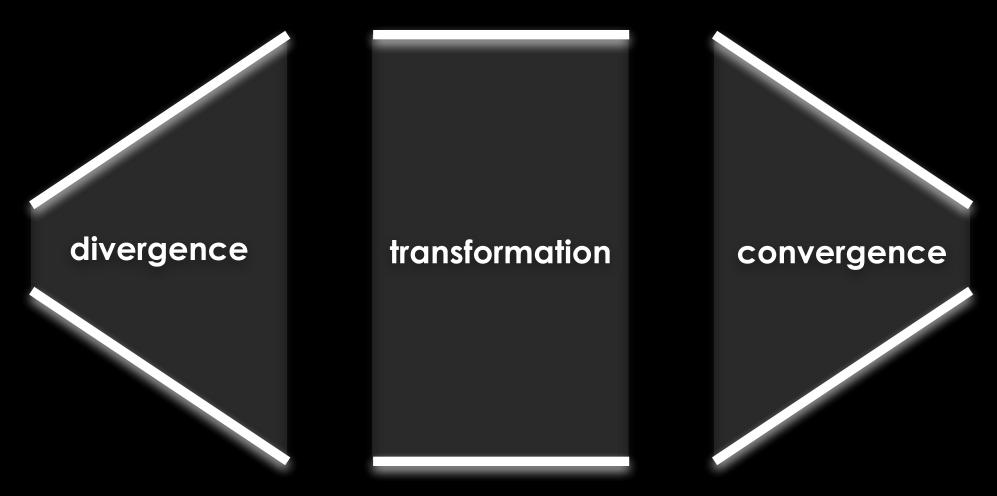
wolfgangm@opera.com

Apple Inc. iPod Shuffle ad.

**in engineering, if every step is proven to be correct, the result is correct.
in design, every step may be wrong, but the result is still correct.**

de•sign |dɪˈzʌɪn|

de-signare (Lat.) '*to mark off*'

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

New Oxford American Dictionary, 2nd Ed.

divergence

transformation

convergence

John Chris Jones (1992): *Design Methods* (2nd Ed.) Wiley.

http://www.flickr.com/photos/gandara/2963474641/

be inspired
be critical

make a tool

"Perfection is achieved, not when there is nothing more to add,

but when there is nothing left to take away."

– Antoine de Saint-Exupéry

thank you.

questions:
now, later or mail: wolfgangm@opera.com