

Prof. Bruce M Wood

Understanding Design

Definitions of Design

Definitions of Design

- **Idea:** an individuals conception of something
- **Art:** The product of mans creative activity
- **Creativity:** The imaginative skill as applied to problem
- **Innovation:** is the successful exploitation of new ideas
- **Design:** is what links creativity and innovation

Definitions of Design

- **Design' has become one of those words having such a wide range of reference that we can no longer be really certain just what it means. In different contexts the word 'design' can represent such varied situations that the underlying processes appear to share little in common. Cagan et al (2002) Design is a highly complex and sophisticated skill. It is not a mystical ability given only to those with recondite powers but a skill, which, for many, must be learnt and practised rather like playing a sport or a musical instrument**

Definitions of Design

‘Creativity is the generation of new ideas – either new ways of looking at existing problems, or of seeing new opportunities, perhaps by exploiting emerging technologies or changes in markets’.

‘Innovation’ is the successful exploitation of new ideas. It is the process that carries them through to new products, new services, new ways of running the business or even new ways of doing business

‘Design’ is what links creativity and innovation. It shapes ideas to become practical and attractive propositions for users or customers. Design may be described as creativity deployed to a specific end’.

Definitions of Design

- **Design is everywhere. It's what drew you to the last piece of furniture you bought and it's what made online banking possible. It's made London taxicabs easier to get in and out of and it made Stella McCartney's name. It's driving whole business cultures and making sure environments from hospitals to airports are easier to navigate'.**

Definitions of Design

“We define the creative industries as those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property.” (DCMS)

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Advertising

Art and antiques markets

Crafts

Designer fashion

Music

Publishing

Television & Radio

Architecture

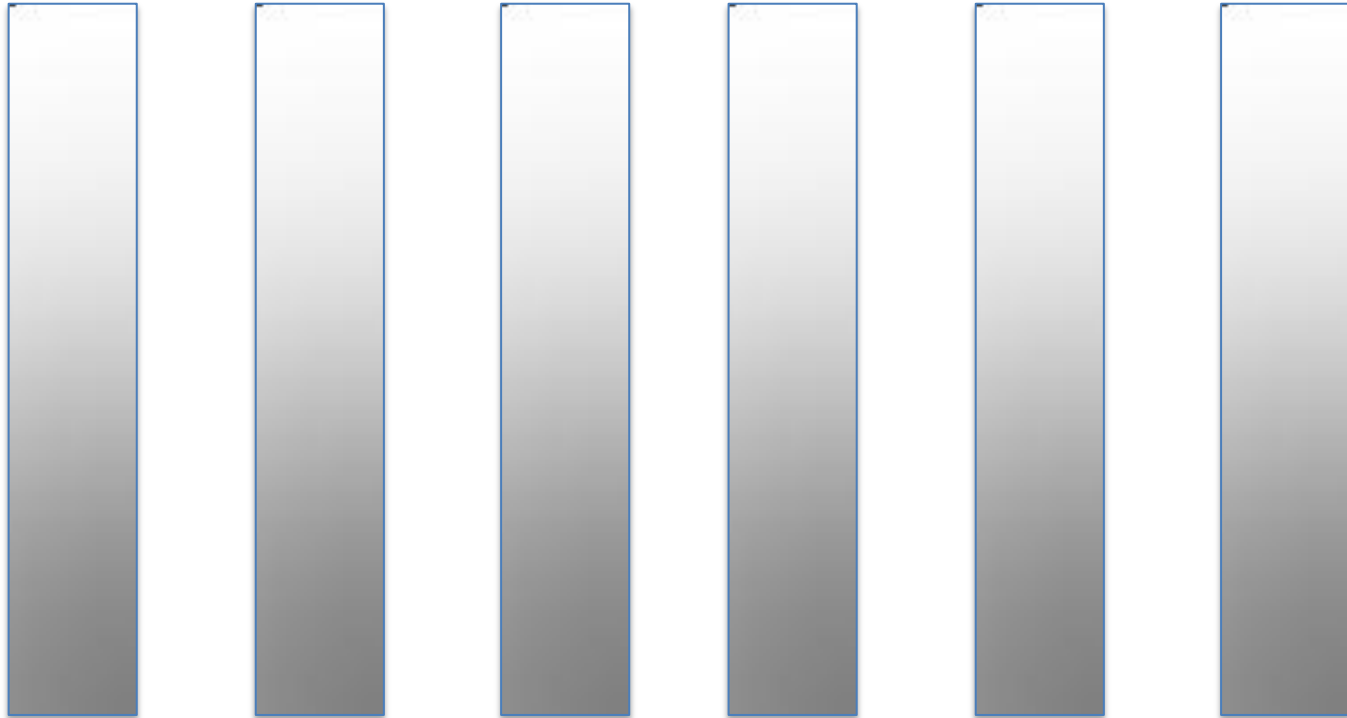
Computer & Video games

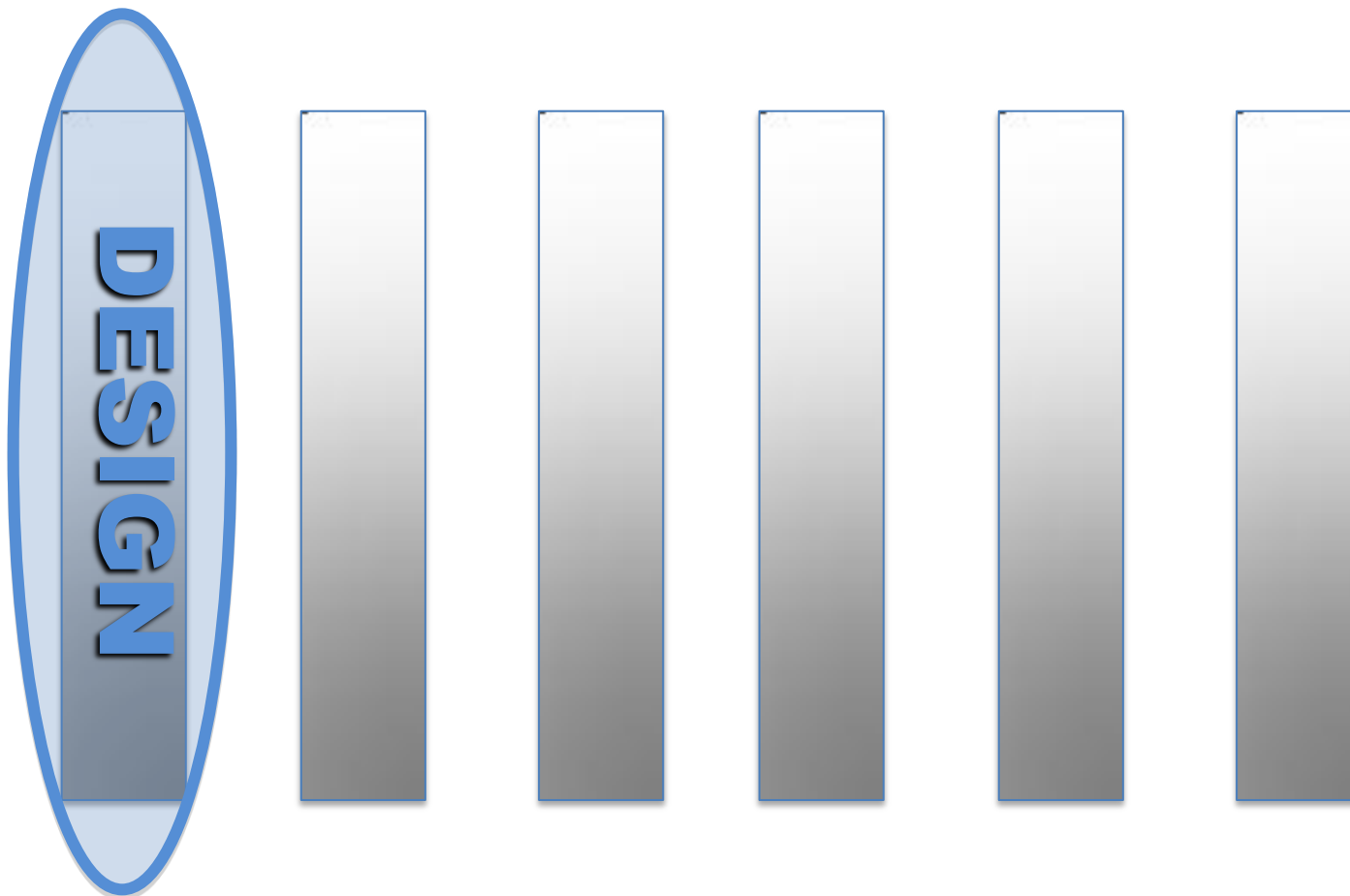
Design

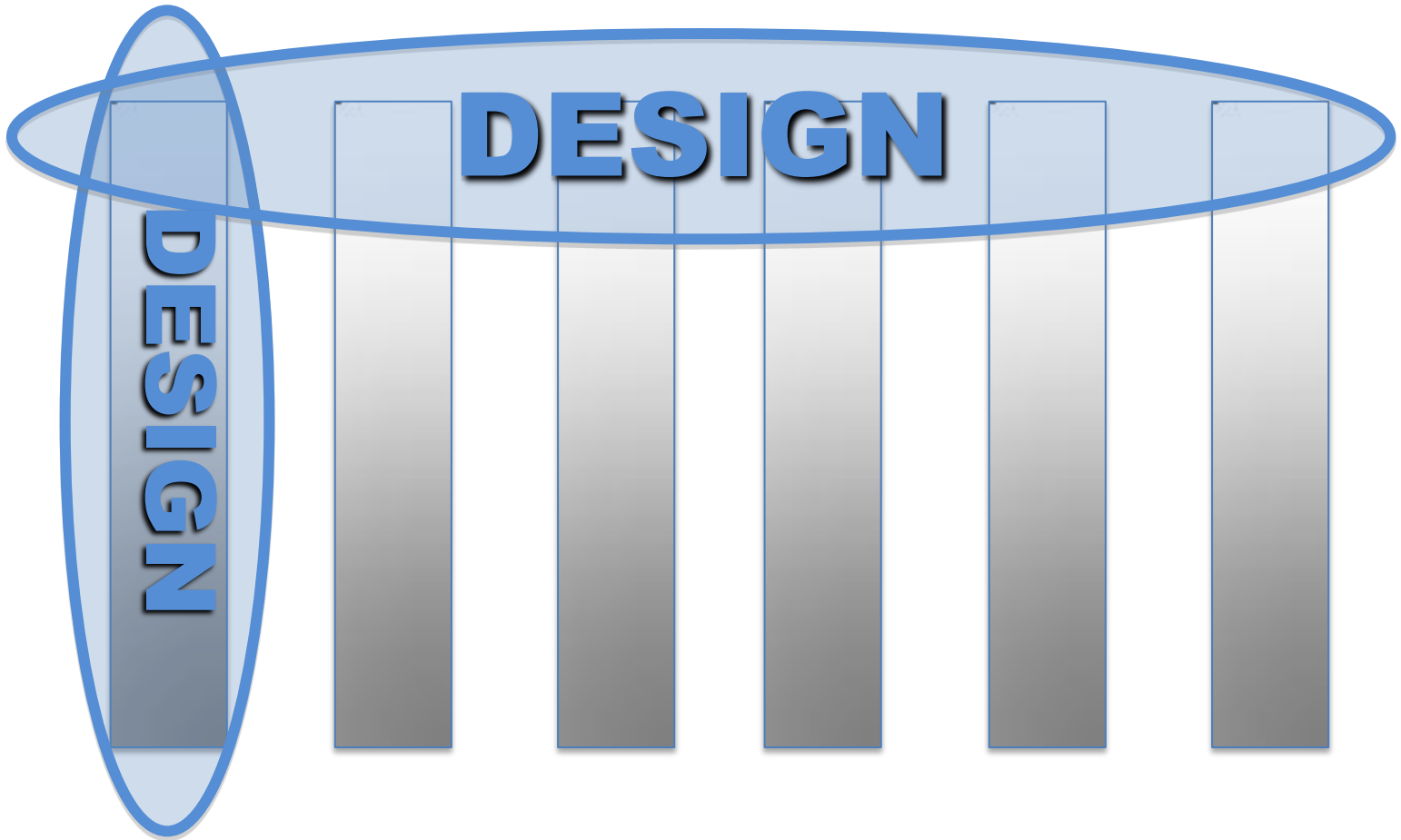
Film and video

Performing arts

Software







What does Design Mean to Us?

What does design Mean to us?



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Affordable dreams



BRORSA sofa bed shown as a bed
POPURÅ mattress with ARIE, bright red
foam cover in cotton/polyester
200x104, softbox. Seat height:
Bed size: 140x200cm. Bed frame sold
separately **£155**

+



LACK side table Clear tempered oak
various 25x33, 44x33cm **£14**



KLIPPSTA armchair with 11002000
natural foam seat in cotton/polyester
78x75, 117cm. Seat height: **£75**

+



SHALLS shelving unit Design in oak finish
with silver coloured steel
170x33, 117cm **£39**



STRÖ hand-knotted rug 100% pure new
wool - 140x200cm **£95**

+



NOT floor uplighter/reading
lamp Longwood steel with
photo chromes 101.6cm
£9.90

IKEA LOW PRICE

Catalogue prices valid
until 31 August 2004

= £387.90

What does design Mean to us?

dyson

What does design Mean to us?



What does design Mean to us?



What does design Mean to u



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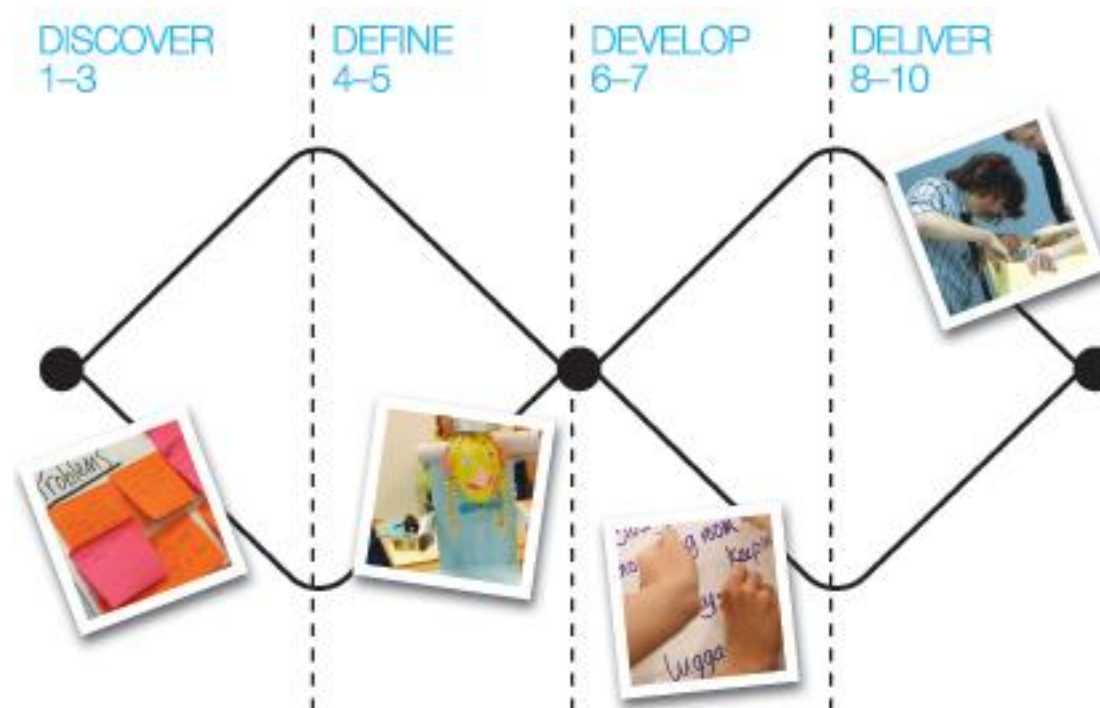
Design – Managing Chaos

- **The 4 P's of the Marketing Mix**
 - **Product**
 - **Price**
 - **Place**
 - **Promotion**

Design – Managing Chaos

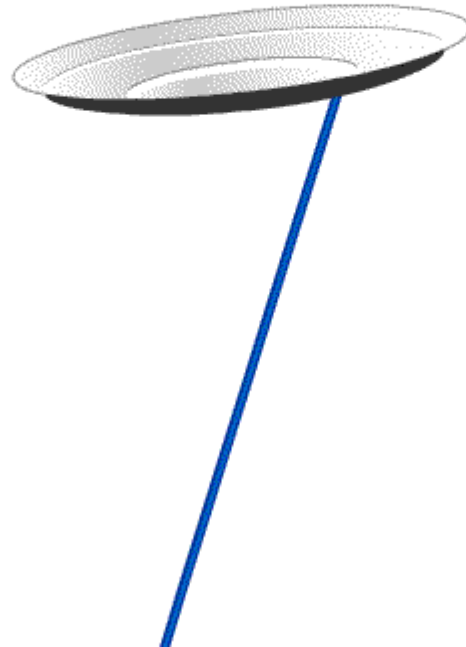
- **The 4 P's of the Marketing Mix**
 - **Product**
 - **Price**
 - **Place**
 - **Promotion**
- **Bruce's 4 P's of the Design mix**
 - **Passion**
 - **Perseverance**
 - **Patience**
 - **Pro - activity**

Design Managing Chaos

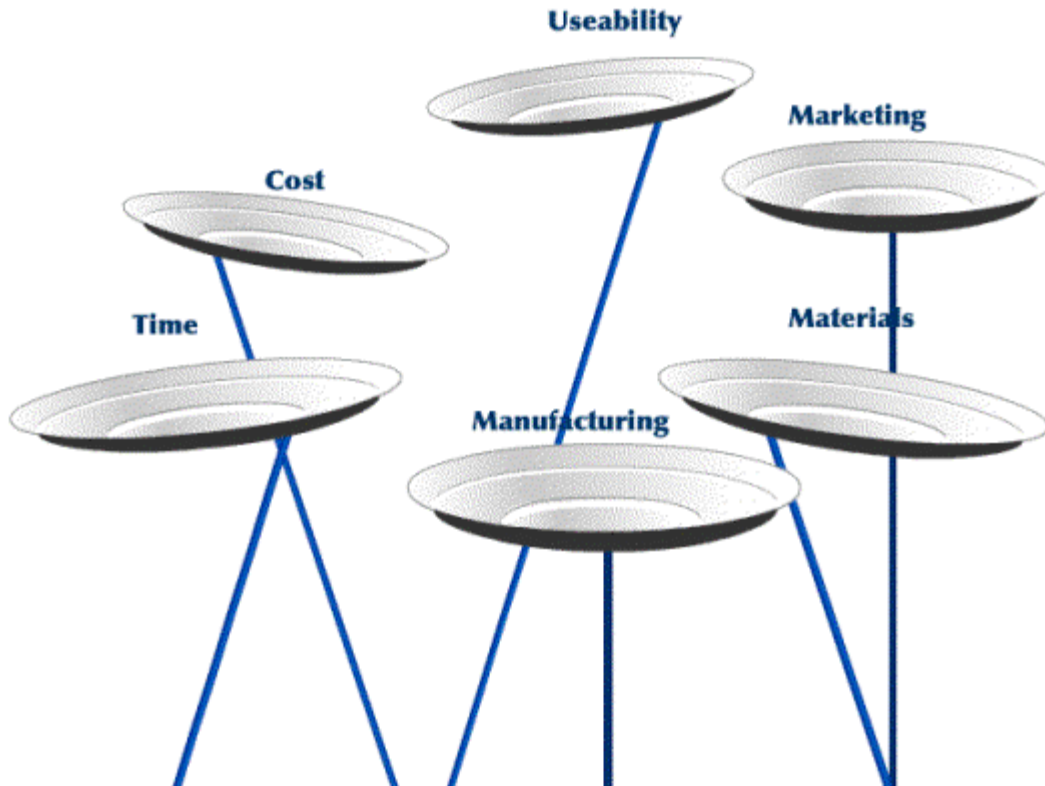


Design Managing Chaos

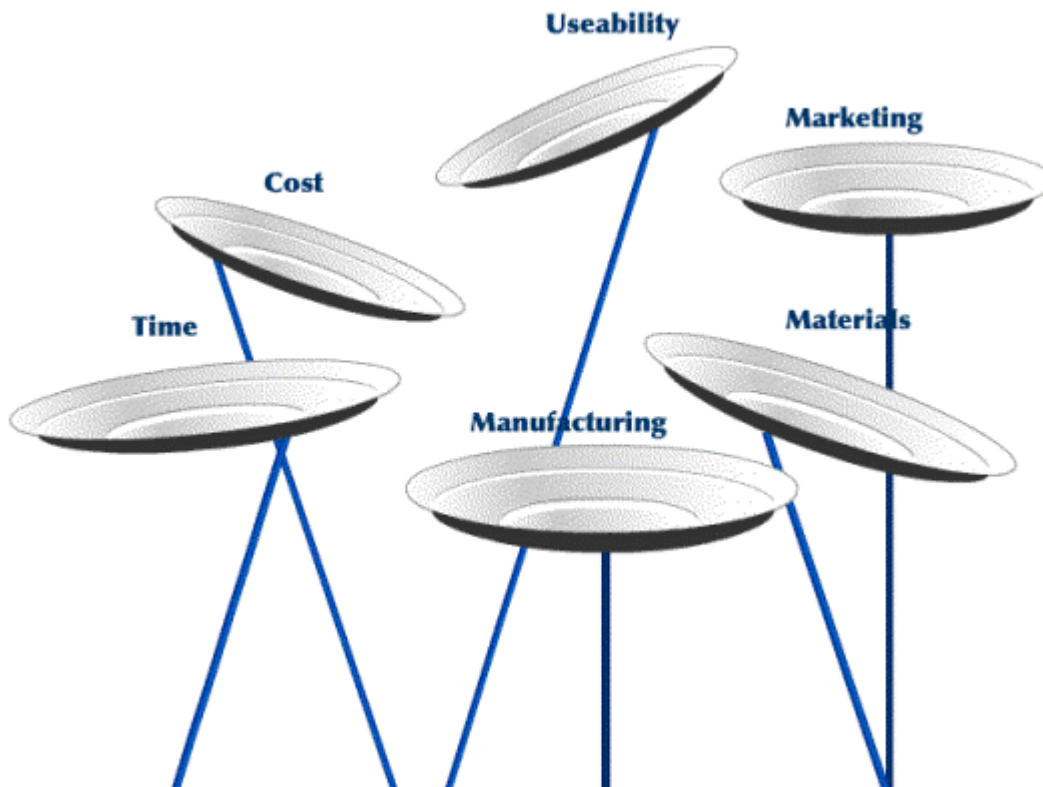
Concept



Design Managing Chaos



Design Managing Chaos



Design- What is it?

- **Creative**
- **Professional**
- **Solves a problem**
- **There is no definitive correct solution**
- **Multi Stranded**
- **Non Linear**

Thank You